



ASIA-PACIFIC TELECOMMUNITY

**15th APT Policy and Regulatory Forum (PRF-15))
3-5 August 2015, Singapore**

**Document
PRF-15/INP-19**

3 August 2015

Viet Nam

Regulatory view on OTT Services

Contact :

**Tel:
Email:**

Regulatory view on OTT Services

Vu Hoang Son
Policy and Regulation Division
vhson@mic.gov.vn

Introduction

- 1. The presentation provides the study group's result about a regulatory approach on OTT Services such as VoIP.**
- 2. Here are the views of the study group and not official points of view of VNTA, MIC.**

CONTENT

Overview of OTT services in Viet Nam

Regulatory view on OTT Services

Conclusions

Overview of OTT services in Viet Nam

Overview of OTT services in Viet Nam

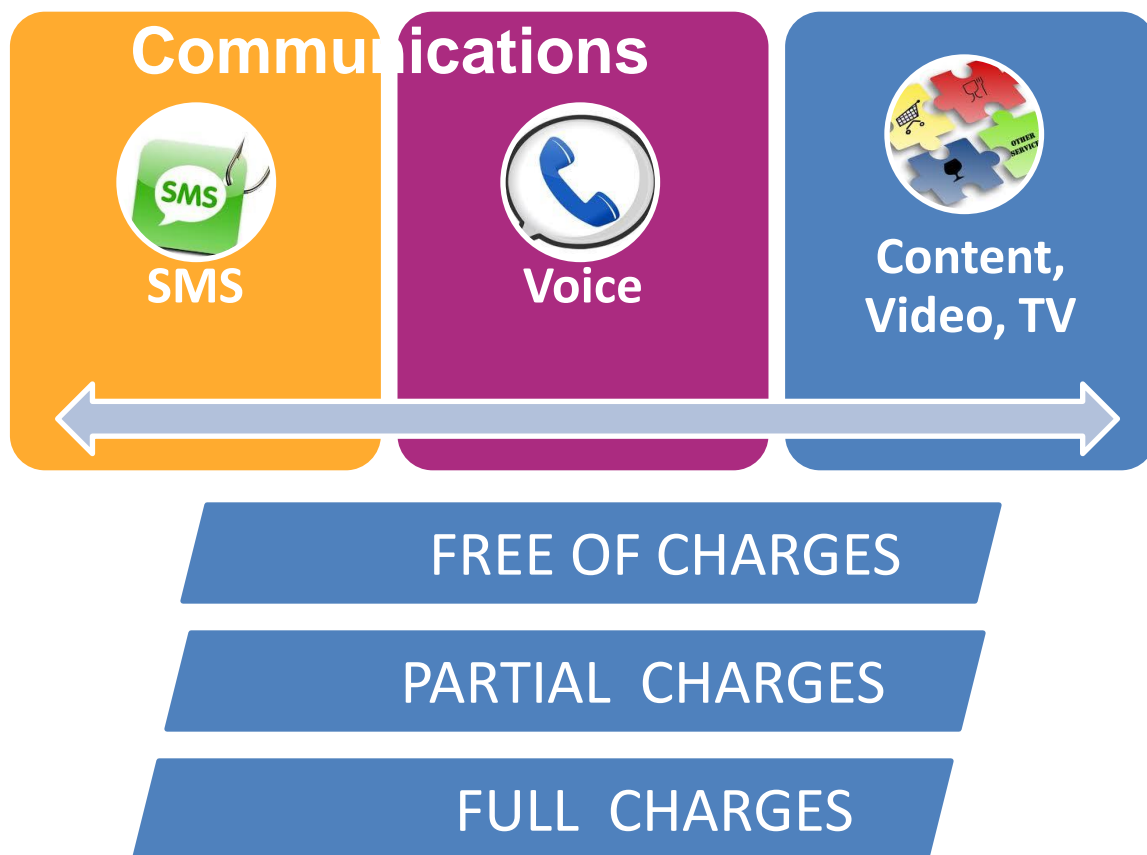
Over-the-top (OTT) refers to delivery of content or services over Internet access network:

- + bypassing the traditional network service provider/ISP.

- + competing with services offered by the telecom operators, and/or

- + affecting to quality of networks and services

Overview of OTT services in Viet Nam



Present OTT services in Viet Nam

A lot of international Providers

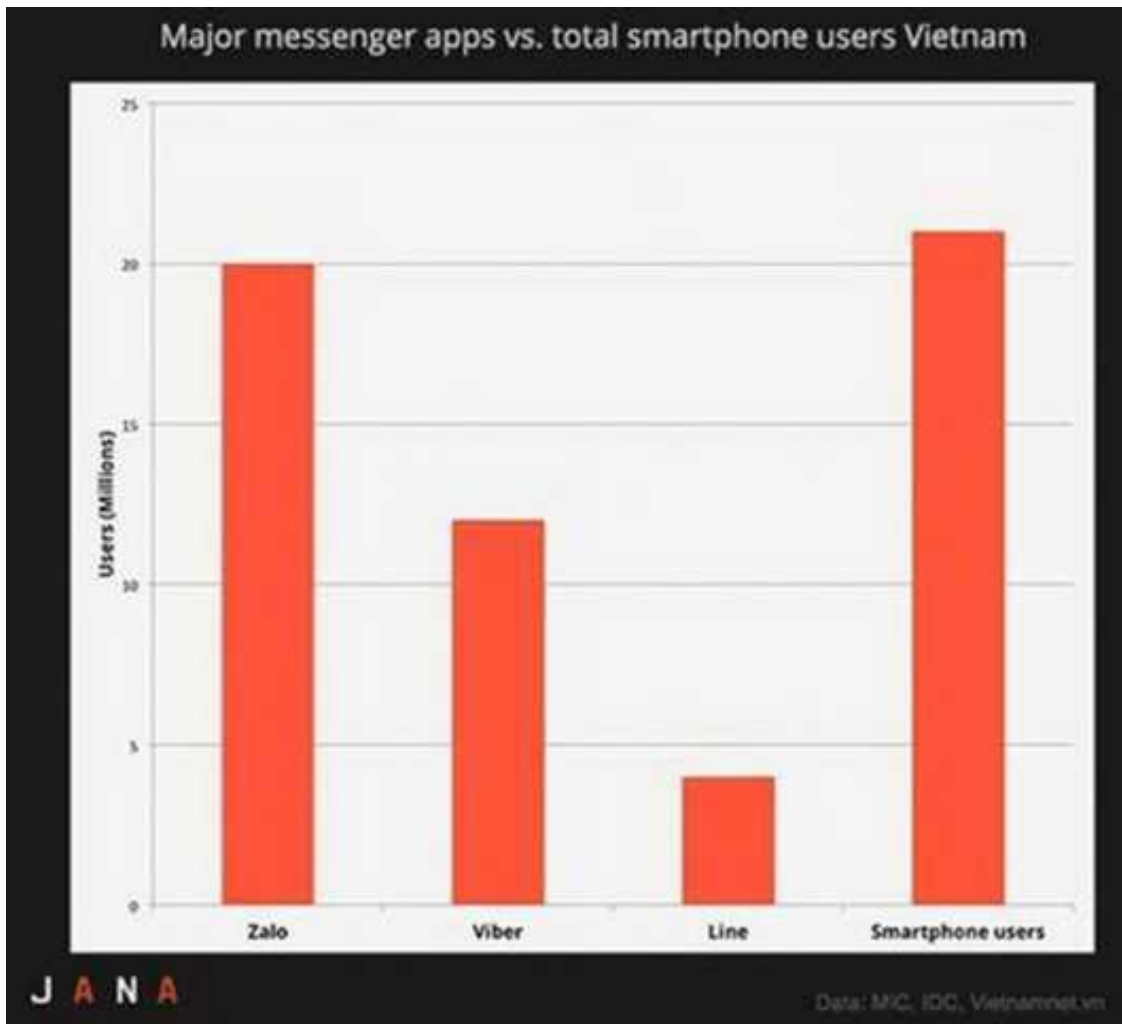


National Providers



- OTT without Interconnect (Ap-Ap), free of charge: Lines, Zalo, Viber, Skype...
- OTT with Interconnect (Ap- PSTN/PLMN) , Chargeable : Viber-out, Skype-Out; Viettalk out/in; Mocha

Present OTT services in Viet Nam



20.000.000 Zalo

12.000.000 Viber

4.000.000 Line

Source: Jana.com research 12/2014

Market status

No.	Market	Number of telecom operators	Subscribers
1	2G Mobile services	6	90 Million
2	3G Mobile services	4	36 Million
3	Fixed Internet services	91	7 Million

Source: VNTA, 6/2015



High competition in Fixed/Mobile Internet access and Telephony services markets

Regulatory view on OTT Services

Regulatory view on OTT Services

Promote
development
of Content
and
Applications

Promote
development
of Broadband
Infrastructure

SUSTAINABLE DEVELOPMENT

User's benefits,
New and affordable services

Legal frameworks

**LAW ON
TELECOMMUNICATIONS**

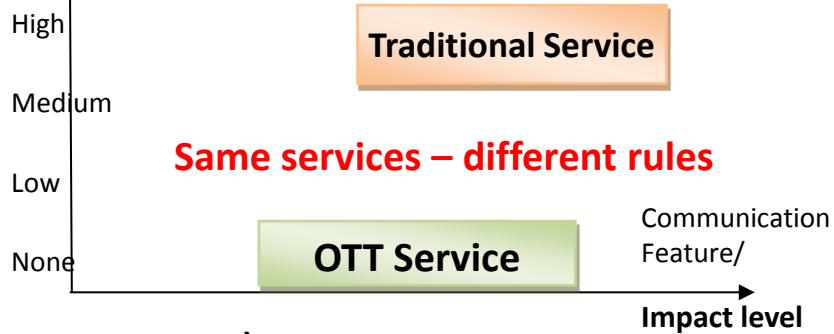
WTO Commitments

**Licensing, security, privacy,
QoS, tariff, numbering,
interconnection, ...**

**Cross-border supply
(Commercial arrangements
with an licensed operator)**

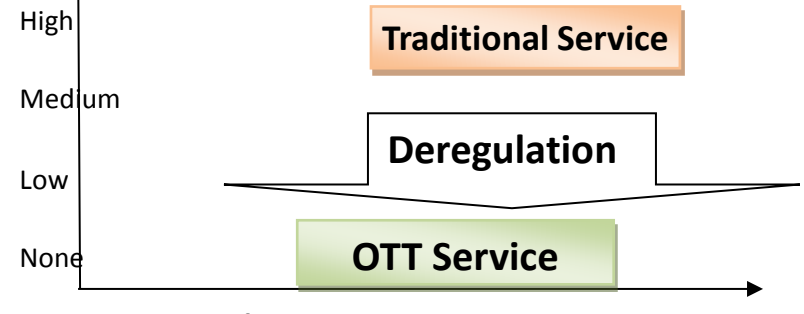
Regulatory Approaches

Strictly Level of Regulation



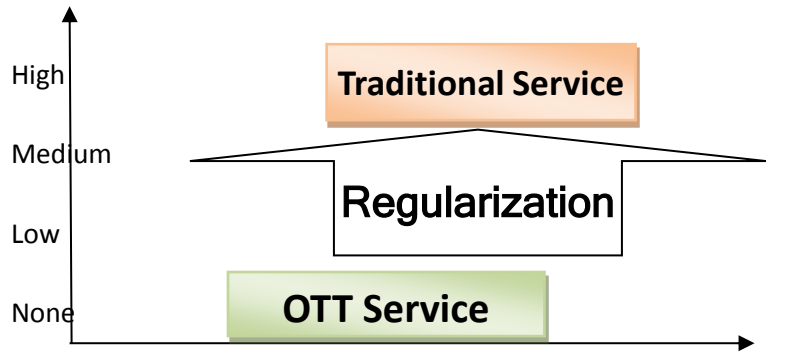
a) Current status

Regulation Level



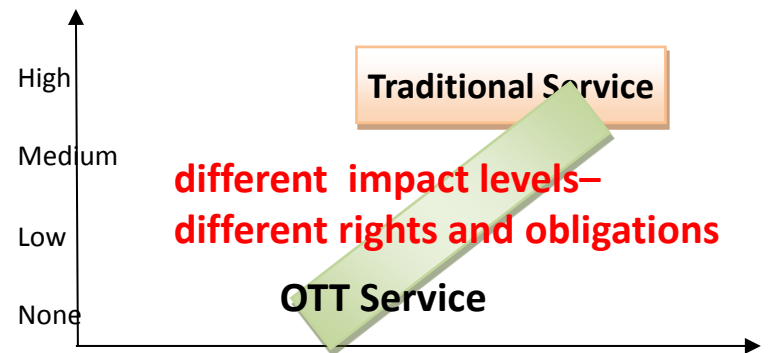
b) OTT's expectation

Regulation level



c) Network Provider's Expectation

Regulation level



d) Our's Approach in short term

Classification of impact levels

How to define and classify OTT services?

Impact aspects

Government

Security, social safety,
data protection

Users

Consumer protection,
Privacy, Spam, spoofing

Market

Anti competitive issues

initial threshold levels of OTTs classes

Free OTT with 100K
Subscriptions in Viet
Nam

- Chargeable OTT;
- Free OTT with +1M
Subscriptions

Regulatory view on OTT Services

Levels

Condition and treatment

Rights and obligations

OTT services with charge

Licensing as Telecom Operator

Cross-border services by WTO

**- Directly Interconnect to PSTN (Ap-PSTN)
-Numbering, QoS,**

Free OTT services with large scale

+1M Sub: Cooperate with ISP to improve QoS

+100K sub.: Notification to regulator

**- No directly interconnect to PSTN
- Security, Privacy
- User/data Protection**

View on principles of regulation

1. Different impact levels– different rights and obligations
2. User rights to choose affordable services
3. Transparency and Publicity: OTTs and ISPs
4. No blocking, No throttling legal OTT services
5. Non-discriminate specific providers
6. Protect and ensure national interests

Conclusions

- ✓ OTT services development is future trend;
- ✓ Telecoms operators and OTT providers should cooperate to offer affordable rich-feature services to users;
- ✓ Market-oriented regulatory approach to promote both Innovation and Infrastructure developments;

Thank you!