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Documenting Use Cases & Impact of OTT Services
A Case Study of Rajasthan

Background

Over-the-top (OTT) services such as video calling, text messaging, video streaming, document sharing, etc. offered over traditional telecom services, have touched lives of consumers across spectrum. Innovation is being witnessed in modes of communication, travel, entertainment, delivery of essential services, financial payments, monitoring and fixing accountability, among other areas.

It is plausible that the use cases of OTT services differ with economic setting, infrastructure, awareness level, education, gender, age, occupation, attitude, and other factors. As internet penetration is on the rise (especially in developing nations such as India), these services have an effect on the consumer socially as well as economically.

Problematique

In light of growing penetration of telecommunications and the internet, OTT services have gained momentum and drastically affected populations, especially in developing countries. According to one estimate, 3.6 billion people across the globe had access to internet in 2017, of which 2.6 billion were from developing countries.[1] High penetration and increased adoption rate of internet and broadband services have consequently increased the popularity of OTT services.

One positive effect of digitisation of content has been reduction in costs and improved access to services. For example, OTT services have transformed the public health system by enabling information exchange (be it in the form of audio, video or call) between healthcare providers and patients. Moreover, services such as Telehealth[2] have emerged, which play an important role in improving access to healthcare, especially in rural areas. It has allowed small rural hospitals to provide quality care at low costs.[3] Other popular use cases may be experienced in the online education sector, digital finance and public governance.

While there are several such potential use cases of OTT services, the actual usage may be determined by assessing a mix of factors such as those mentioned above (level of economic setting, infrastructure, education, awareness, etc.) Thus, it is important to identify the actual use cases of OTT services on different consumers in different socio-economic settings. This will help in understanding if and how OTT services help consumers and contribute towards productivity, networking and profitability of businesses; efficiency of public services such as health and education, etc.

Objective

Gauge the use cases and impact of OTT Services in different geographic settings (Urban, Semi-Urban, And Rural) of consumers in Rajasthan.

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1   *ICT Facts & Figures*, ITU (2017) available at *https://goo.gl/i6FcKb*
2   Telehealth is the use of electronic information and telecommunications technologies to support long-distance clinical healthcare, patient and professional health-related education, public health and health administration
3   *Telehealth in India*, available at *https://goo.gl/xuJ9tA*

Methodology

In order to achieve the project objective, the study would be executed as a combination of desk and on-ground research. While existing literature will be scouted for data, a gap analysis will be undertaken. Accordingly, primary data collection will be carried out through surveys and stakeholder interactions.

The analysis of the data from primary and secondary sources is envisaged to highlight the qualitative as well as quantitative aspects. Moreover, the quantitative analysis will suggest the uptake of OTT Services for consumers, whereas the qualitative aspect will highlight the efficacy of the service.

Expected Outcome

- Better understanding of uses of OTT services for consumers in Rajasthan

Outputs

- Documentation of uses of OTT services for consumers in Rajasthan
- Stakeholder interaction notes with consumers

Duration

The Project is scheduled for 03 Months. It starts from March 2018 and runs until June 2018.