

OTT Services in Korea



Educational Broadcasting System (Rep.of Korea) | 2017.10

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02 / EXAMPLES OF OTT SERVICES IN KOREA & AT EBS

03 / WHAT TO CONSIDER FOR A SUCCESSFUL ADOPTION OF
OTT SERVICES IN GUATEMALA?

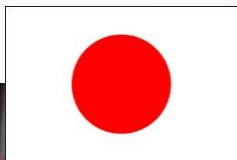




What is an OTT

Covert the Top

Service?



1-Seg (Japan)



Terrestrial DMB (Korea)



OTT (OVER THE TOP)

- Top = Set-top box connected to a TV
- Set-top box (Terminal) + Internet-based video service



OTT (OVER THE TOP)

- More recently, “over-the-top” has become a general term that refers to all internet video services provided by broadcasters or network carriers on PCs, smartphones as well as set-top boxes.



ONE OF THE MOST POPULAR OTT SERVICES #1 [YouTube]



- Started on February 15, 2005 (as a video upload site)
- Has a monthly user base of around **1.5 billion** (as of June 2017)
- **More than 50% searches** come from **mobile devices**.
- In early days, YouTube was mainly about video clips.
- These days, YouTube is available on smart TVs and set-tops as well.

PSY - GANGNAM STYLE(강남스타일) M/V



officialpsy

구독 1,000만

+ 추가 공유 더보기

게시일: 2012. 7. 15.

PSY - GENTLE MONSTER (feat. CL of 2NE1) M/V @ <https://youtu.be/FrG4T1>

PSY - 나발바지(NAPAL BAJI) M/V @ <https://youtu.be/tF27TND>

ONE OF THE MOST POPULAR OTT SERVICES #1 [YouTube]



The Netflix logo is displayed in white capital letters on a red background. To the left of the logo is a white circular button with a black left-pointing arrow. To the right is a small white downward-pointing chevron icon.

ONE OF THE MOST POPULAR OTT SERVICES #2 [NETFLIX]

New Releases



- Started on August 29, 1997 (as a DVD rental service)
- Has a worldwide user base of nearly 100 million (as of July 2017)
- Has some 42 million video titles
- Is available in the US, Canada, Mexico, Europe(Parts), Korea and Japan

← NETFLIX

New Releases



ONE OF THE MOST POPULAR OTT SERVICES #2 [NETFLIX]





NETFLIX



BASIC

STANDARD

PREMIUM

Price after free month ends on

\$7.99

\$9.99

\$11.99

HD available

×

✓

※ US Prices ✓

Ultra HD

×

×

✓

Screens you can watch on at the same time

1

2

4

Watch on your laptop, TV, phone and tablet

✓

✓

✓

Unlimited movies and TV shows

✓

✓

✓

Cancel anytime

✓

✓

✓

First month free

✓

✓

✓



NETFLIX

Fee Structure

Free

(Part of the service is not – YouTube Red)

Not free

(Flat monthly fees)

Main Revenue Source

InVideo ads and banner ads

Monthly subscriptions (No ads)

Content Strategy

Amateur videos/Short video clips

YouTube Partner Program designed to exclusive original content

Professional production companies/Focusing on long-format dramas and feature films

Direct contracts with major film distributors

You Tube

NETFLIX

Fee Structure

Free

(Part of the service is free)

(Part of the service is free)

Not free

(Flat monthly fee)

Main Revenue Source

Video advertising

Monthly subscription fee

Content Strategy

Amateur video clips

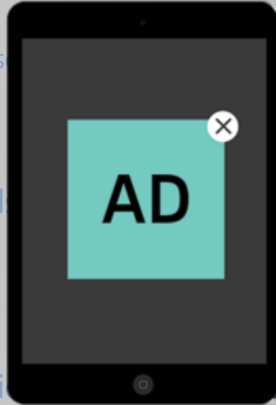
Amateur video clips

Professional production content

Long-format dramas and feature films

4,000,000,000\$/y

10,000,000,000\$/y





Examples of

OTT services

in Korea & at

Economy	Rank 2016	IDI 2016	Rank 2015	IDI 2015
Korea (Rep.)	1	8.84	1	8.78
Iceland	2	8.83	3	8.66
Denmark	3	8.74	2	8.77
Switzerland	4	8.68	5	8.50
United Kingdom	5	8.57	4	8.54
Hong Kong, China	6	8.46	7	8.40
Sweden	7	8.45	6	8.47
Netherlands	8	8.43	8	8.36
Norway	9	8.42	9	8.35
Japan	10	8.37	11	8.28
Luxembourg	11	8.36	10	8.34
Germany	12	8.31	13	8.13
New Zealand	13	8.29	16	8.05
Australia	14	8.19	12	8.18
United States	15	8.17	15	8.06
France	16	8.11	17	7.95
Finland	17	8.08	14	8.11
Estonia	18	8.07	18	7.95
Monaco	19	7.96	20	7.86
Singapore	20	7.95	19	7.88

⋮

Guatemala	123	3.20	123	3.09
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※ Source : Measuring the Information Society Report 2016, ITU

Speedtest Global Index

August 2017

Ranking mobile and fixed broadband speeds from around the world on a monthly basis. Click on a location for more local analysis.

SEARCH

Mobile

Rank		Country	Download Mbps
1	-	Norway	55.72
2	-	Netherlands	48.30
3	-	Hungary	46.72
4	-	Singapore	46.62
5	-	Malta	44.62
6	+1	United Arab Emirates	44.44
7	-1	Australia	43.95
8	+2	Iceland	43.11
9	-1	South Korea	42.44

Fixed Broadband

Rank		Country	Download Mbps
1	-	Singapore	156.25
2	+1	Hong Kong (SAR)	140.83
3	-1	South Korea	126.72
4	-	Iceland	125.33
5	-	Romania	94.32
6	-	Macau (SAR)	80.83
7	+1	Sweden	76.02
8	-1	Switzerland	73.89
9	-	United States	72.71

※ Source : www.speedtest.net/global-index (2017.08)

Year 1970



An aerial night view of a city, likely Seoul, South Korea, featuring a dense cluster of skyscrapers and a busy highway interchange. The image is overlaid with the text "Year 2017" in a large, yellow, outlined font. In the bottom left corner, there are two circular icons containing the numbers "1" and "8". In the bottom right corner, there is a logo for "EBS" and a small circular logo with three colored dots (blue, green, and orange).

Year 2017

Terrestrial Broadcasters

Cable/Pay TV Broadcasters



Telecom Operators

Terrestrial Broadcasters



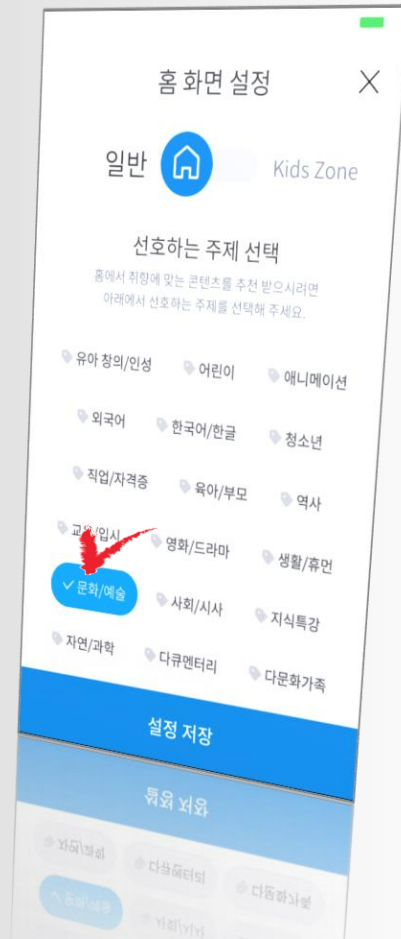
Terrestrial Broadcasters



Intro



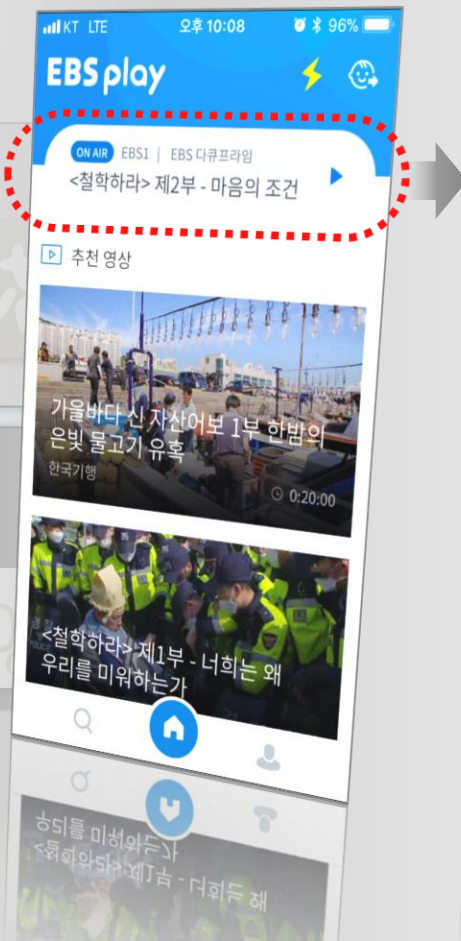
Pick your favorite topics



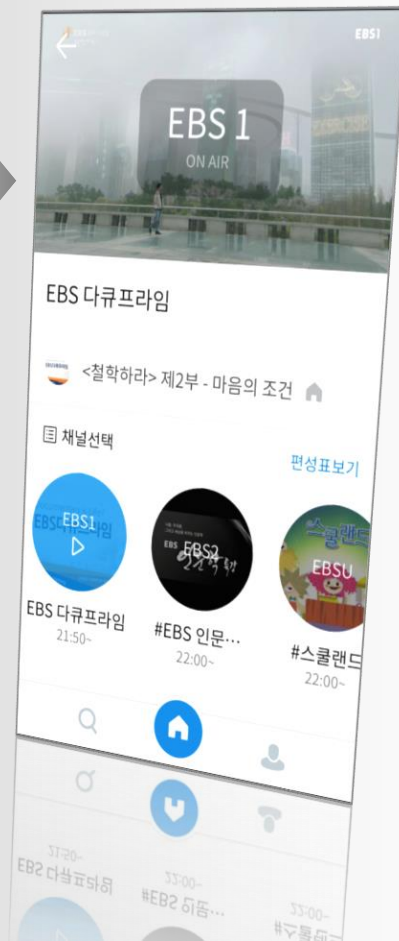
Terrestrial Broadcasters



Main Page



Watch ON-AIR



Terrestrial Broadcasters



VOD Player

Kids Zone

Medium
(1Mbps)

Ultra High
(5Mbps)

Low Resolution
(500Kbps)

High
(2Mbps)

Terrestrial Broadcasters



VOD Player

Kids Zone



Cable/Pay TV Broadcasters





olleh tv



Telecom Operators



The background features a collage of various logos and icons, including 'tv'ng, 'pooq', 'EBS play', 'ON', and 'kt', along with several white paper scraps scattered across a light blue, textured surface.

contents





What To

Consider for a

Successful

Adoption of OTT

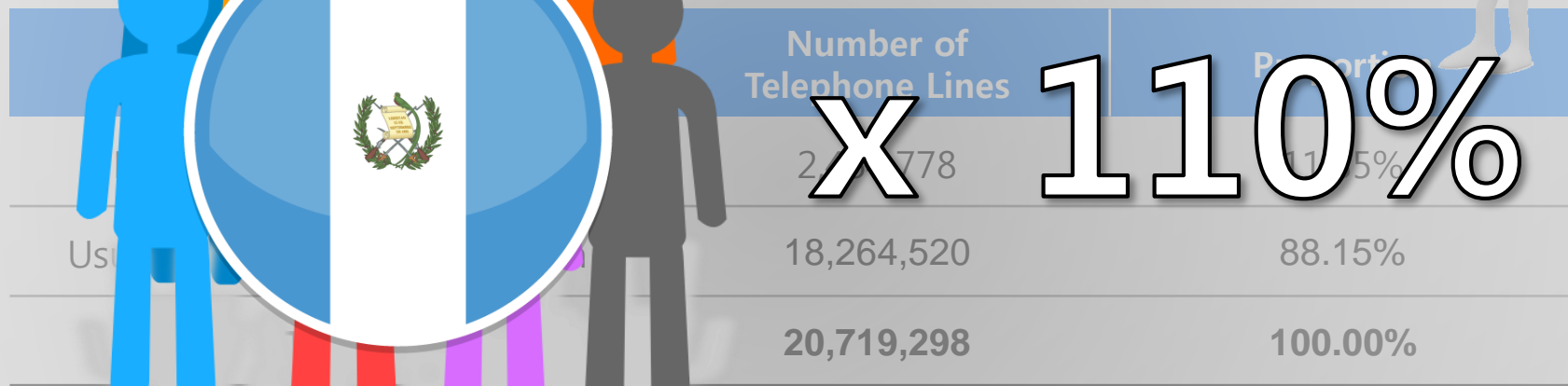


Number of Fixed and Mobile Telephone Lines in Guatemala

Category	Number of Telephone Lines	Proportion
Líneas fijas en operación	2,454,778	11.85%
Usuarios móviles en operación	18,264,520	88.15%
Total	20,719,298	100.00%

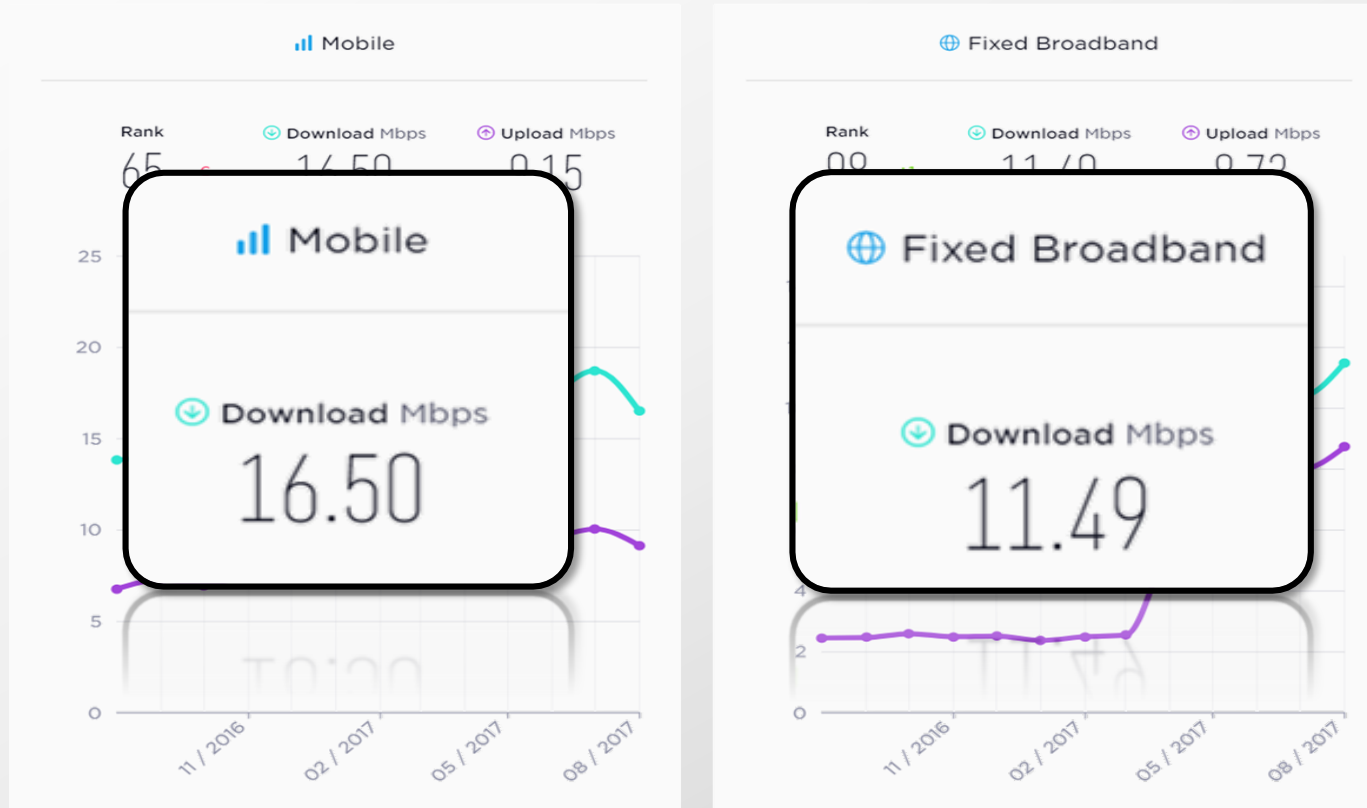
※ Source : BOLETÍN ESTADÍSTICO, 2do Semestre 2016, SIT GUATMALA

Number of Fixed Telephone Lines in Guatemala



※ 출처 : BOLETÍN ESTADÍSTICO, 2do Semestre 2016, SIT GUATMALA

Average Fixed and Mobile Internet Speeds in Guatemala



※ Source : www.speedtest.net/global-index (2017.08)

Mobile-broadband Prices in Guatemala (Prepaid handset based, 2015)

Monthly Average Price	Per Capita GNI	As % of GNI p.c.	Monthly Data Allowance
12.93\$	3,430\$	4.52%	1,500MB

※ Source : Measuring the Information Society Report 2016, ITU

Number of Pre/Postpaid Mobile in Guatemala



Category	Number of Telephone Lines	Proportion
Usuarios Móviles Crédito (pospago)	986,436	5.40%
Usuarios Móviles Prepago	17,278,084	94.60%
Total	18,264,520	100.00%

※ Source : BOLETÍN ESTADÍSTICO, 2do Semestre 2016, SIT GUATMALA





Fast Wi-Fi for everyone

Google Station, now in Indonesia and India.
Better connections, in more places.

✂ Source : station.google.com
and excerpts from relevant news articles

BUSINESS
INSIDER

TECH INSIDER

f t in BI Intelligence Events
Sign-in v Edition v

Google brings free WiFi to Indonesia



Rayna Hollander
Aug. 25, 2017, 12:15 PM 3,384



FACEBOOK



LINKEDIN



TWITTER



EMAIL



PRINT

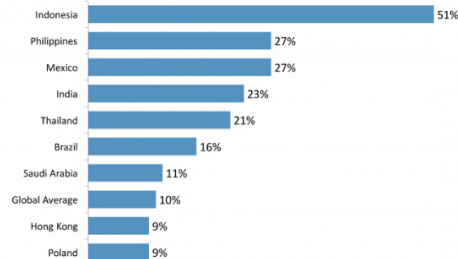
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Google is extending its successful Google Station program to Indonesia, according to [TechCrunch](#).

The company is partnering with internet service providers (ISPs), venue owners, and system integrators in Indonesia to provide consumers with free access to Wi-Fi at railway stations, universities, and

Global Internet Penetration Growth

Year-over-year comparison January 2016 vs. January 2017





In the end, what matters is CONTENTS!!

- Good contents = User increase

- Convert video content that broadcasters have into digital files and categorize them systematically
- Initial investments in building servers, developing server/client applications, etc.



Reduce the burden on users

- Find ways to reduce the price burden so that more people would use the services

- To make sure that anyone can use OTT services without being concerned about prices, you need to look for ways to minimize the fees they have to pay for data access, etc.





G r a c i a s

E-mail : drlee@ebs.co.kr

Mobile : 82-10-2329-1710

※ EBS's most famous character, **Bun-gae(Lightning)** Man

