Market forecasts are predicting increasing margin pressure but no sea change with respect to fundamentally questioning the relevance of telcos in the future. There is, however, something going on in the traditional telco value chain and competitive landscape that is jeopardizing the existing telco business model. Not only are we experiencing increasing competition among traditional companies—telcos, cable providers, and mobile virtual network operators—new OTT entrants are also cannibalizing services, and Internet and other tech giants are moving onto the traditional telco and media terrain as well. Amazon, Apple, Baidu, Google, Microsoft, Samsung, and Tencent, as well as pure tech companies such as Cisco, Huawei, IBM, and ZTE, are all growing their presence across the traditional telecom’s value chain with innovative technologies—from network and service through devices and operating systems to applications and media. And, to make things even more challenging, many large and medium-size companies—telcos’ traditional customers—are starting to build their own infrastructures.

<https://www.mckinsey.com/industries/technology-media-and-telecommunications/our-insights/overwhelming-ott-telcos-growth-strategy-in-a-digital-world>

McKinsey & Company

Management consulting company

Over The Top (OTT), also sometimes known as Telco-OTT, is a term used to describe when a provider delivers audio, video and other media over an IP network (such as the internet), bypassing the traditional operators network completely.

The average churn rate in telecom businesses is 22%

<https://www.smartlook.com/blog/customer-churn-retention/#:~:text=The%20average%20churn%20rate%20in,take%20action%20to%20reduce%20it>.

Smartlook – Behavioural analytics company

Price bundling is usually done at 7 -15 % discount

https://blog.fusebill.com/price-bundling-as-a-growth-tactic-for-your-subscription-business