

# the future of the OTT APPLICATIONS!



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Business Development

**OTT (Over The Top) is a new and growing markets on the internet. Many service providers are directed to the widespread use of the internet and internet connection diversifying methods of distributing content through OTT considering. OTT delivery method basically made with equipment to end users through internet content (PC-phone-tablet-settopbox-SmartTV-game consoles) is based on the delivered safely.**

**V**oice over Internet Protocol (VoIP) works with technology OTT (Over The Top) in applications (Viber, Skype, Tango, Line, TIC-TOC, WhatsApp, etc.), allowing the transmission of data over the Internet network VOL- SMS / MMS and video services provide the capacity for with our country as well as worldwide prevalence also increases day by day. In particular, the use of smartphone penetration increases, increased extensivity and OTT applications is increasing.

Mobile terminal devices with the number and amount of employees use such applications connecting to the Internet network increases mobile SES, SMS / MMS, and thus their impact on market data also are becoming more apparent. For example; WhatsApp, Viber, such as messaging and speech focusing on traffic OTT applications with mobile voice and especially SMS / MMS revenue of the market in significant reductions have been observed.

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In addition, it increases in infrastructure costs made by operators in the mobile Internet traffic growth. The increased use of OTT applications that reach end users via the Internet, together with the increase in mobile Internet traffic, competitive conditions, the country's economy, creating serious impact on public safety and consumer rights. OTT services need to be regulated in the same manner as in any regulatory and supervisory is not subject to the rules can compete with the mobile communications sector of these applications to ensure the sustainable investment environment is threatening the ability of the industry products and services.

OTT applications, service providers are not subject to local tax system. Service, even if they have given to the border with Turkey in the Turkish consumer tax does not apply to this country's economy. Due to investment and operating costs is too low to have built-in license service can give for free to consumers. There is no chance of entering the country's economy in the application of ad revenue.

The increase in OTT service that allows voice and message transmission does not only create a loss of income. It also records of calls made through these services regulatory agencies (ICTA (Information and Communication Technologies Authority), TIB (Telecommunication Communication

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Presidency), etc.), the lack of control can lead to a variety of security issues.

Phone calls, CDR's (call detail report) and built many customers in overseas confidential information may be displayed by the service provider, or used for different purposes. For example, the Viper VoIP audio applications are mentioned in the contract may use technical or non-technical information belonging to consumers. These applications are telephone numbers, CDR informations and access to information such as the customer's geographical location and can use this information.

47. article 52 of law 5809 between the consumer and the End User Rights is organized, "The Electronic Communications Sector Regulation Consumer Rights" is determined based on the obligations of licensed service

providers. However, Viber, Skype and applications such as Whatsapp, despite giving the same quality of electronic communications services; We sağlamamaktadırlar.biliş guarantee the quality of service provision sector, which is active in the sector in order to meet the ever-growing investment needs and will require the support of all players in profit.

Today, especially in Europe and America, all over the world are discussed in a number of otter is subject to legal liability. For example, in France, a number of studies are carried out to change the tax laws in Germany and the UK. The European Union is preparing to create a broader definition to include OTT by changing the definition of "Electronic Communications Providers" in existing legislation.

Due to the current discussions on network neutrality policy in the US, some prioritization treaties were signed for to continue without disruption of service between OTT and licensed operators. Ensuring proper environment to be carried out in our country of similar agreements must be considered as a policy option.

In recent years, all the OTT services in the world were also included in Smart Home Systems. In Turkey, with the spread on the market of the Far East product is likely the rapid expansion of this sector. In this matter, Telecom firms in Turkey are in preparation.



## WHAT IS SMART HOUSE?

Smart home, which can be controlled from a central location, which can communicate with each other, can establish relationships and all this technology, thanks to the residents, more efficient, safer, more comfortable, which is responsive to the needs and defined as homes that offer a life that makes life easier.

The most important point of your home automation system applied in the smart home concept is completely composed in the way you want. Nowadays, to facilitate the home and business and technology to make life easier in activities of daily life has become more widely used. due to advances in technology, fulfillment of works carried out and took shorter duration has also become easier. Today many important applications are performed in the field of automation. systems that are designed to be used in the control of household devices has revealed intelligent building automation systems. The principles of smart home and building automation in a more secure structure to provide more comfortable and cozy spaces.

Smart home concept is used in many different places, but to understand what is truly smart home must first classify houses.

Technological houses can be grouped under three main headings in order of development.

### Manageable Houses

Manageable houses are easily controlled by various control systems of existing equipment and systems. So, taking home only command that creates the desired situation at the moment. Such houses among themselves; Which is controlled by a single remote control of all household appliances cases, they are divided into categories such as management control unit houses the state and does not appear to be associated with each of the different instruments.

### Programable Houses

These are the houses that can react to the actions that have already entered more people living at home with static programming chain. This software should be reliable for home use. the bad side of the house, is the need to enter a different scenario as a static system when prompted.

### Artificial Intelligence Houses

Similar to the programmable homes. But they are more advanced than programmable home. Program-controlled domestic scenario in being prepared with human assistance. This house has the ability to learn. These houses, examining himself, accordingly, are capable of forming their own home settings and scenarios. Currently, there are no examples in Turkey and abroad applied in this context.

### Smart Houses For Disabled People

Smart houses are very well thought out alternative to the independent life of older people and people with physical disabilities. Even embedded many smart devices, home helps in the movement of residents and can keep both under 24-hour medical control.

### Smart House Control Using the Body Movement

Another way of providing the smart home control is to use the human body movement. There are two types of body movements: natural and artificial movements. Natural movements are meaningless and ambiguous action. But artificial movements can express various meanings using the markings as previously defined.

We will continue by telling the "Home Control System" in our next issue.