

**NATIONAL UNIVERSITY OF SCIENCE AND TECHNOLOGY**



**FACULTY OF APPLIED SCIENCES**

**DEPARTMENT OF COMPUTER SCIENCE**

**An Evaluation of how Zimbabwean Mobile Telecommunication Companies can adapt to Over-The-Top (OTT) competition: A Case of Three Zimbabwean Mobile Telcos.**

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## **ABSTRACT**

Zimbabwean mobile telecommunications companies which are Econet Wireless, NetOne and Telecel, have been upgrading their networks to match global trends in the past years. The three mobile telecommunications networks are now offering high speed internet, which allows for superfast browsing experience, due to recent upgrades to fourth generation (4G) networks like long term evolution (LTE). The world has also seen the emergency of smartphones, which gives mobile clients a pleasant browsing experience on these fast 4G networks. The emergence of smartphones and superfast internet has given rise to mobile clients adopting new modes of communication called Over-The-Top (OTT) services. Zimbabwean mobile telecommunications companies (telcos) are complaining bitterly that OTT services are impacting heavily on their operations, despite investing heavily in their networks. OTT operations around the world have been met with mixed feelings, especially by licensed telcos who are calling for some form of regulation, or to completely ban them so that they do not continue to erode their revenues. This paper thoroughly analyse how OTT services are affecting the operations of the three licenced mobile telcos. This study fully explores the operation of OTT services in Zimbabwe, looking mostly on how the three mobile telcos can adapt to OTT competition.