

## Letter from the Editor: November 2010

"The world meets nobody halfway. When you want something, you gotta take it."

-Sylvester Stallone as truck driver and arm-wrestling great Lincoln Hawk in the 1987 film *Over The Top*.

Since this issue of Pipeline uses the term over-the-top (and its corresponding acronym, OTT) pretty widely, it might behoove me to take a second to define exactly what we're talking about. We are not talking about the film from which I pulled my opening quote. Though that movie is unforgettable in its own right (Truck drivers! Arm-wrestling! Vegas dazzle!), in this case we're referring to any service that brings something that was traditionally a part of the regular communications infrastructure (especially video and voice) directly to the consumer, sidestepping the traditional CSP value chain.

**"OTT services are shaping the future of communications."**



I think we all understand the headaches that the proliferation of these services have caused for service providers, but we want to dig a little deeper on the ways in which these OTT services are shaping the future of communications, and how providers can figure out a way to meet customer demand for these services while simultaneously retaining those same customers and dissuading them from cutting the cord altogether.

In this issue, our editorial team explores these providers, from Skype to Hulu to Google TV, as they are increasingly exposed to the limelight. In addition, Ed Finegold tackles the elephant that enters the room in any discussion of OTT plays: Net neutrality. We

An advertisement for Nakina Systems. The background is a photograph of a rusted, abandoned shipwreck on a rocky shore. Overlaid on the image is the text: "DON'T LET YOUR NETWORK... END UP HERE. BEFORE you set sail confirm your NETWORK INTEGRITY." In the bottom right corner is the Nakina Systems logo, which consists of a stylized blue wave above the text "Nakina Systems" and "Network Integrity" below it. At the bottom left, it says "Find out more >> [NakinaSystems.com](http://NakinaSystems.com)".

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also bring you word from OSS/BSS providers working in the space (like Comarch) on the special support considerations that OTT plays necessitate. All that plus, as always, the latest news and information impacting the OSS/BSS industry.

The communications world is tough. Maybe not arm-wrestling truck-driver tough, but tough nonetheless. Staying competitive may just mean going over the top.

Enjoy,

Tim Young

Editor-in-Chief