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Q. What has been the impact of OTTs deploying/backing their own submarine cables?

OTTs are having a massive influence on the topology of the global internet and shifting demand. This trend will continue it creates a significant challenge for traditional builders and owners to justify investment as the industry needs to rethink the consortium and investment models to embrace the OTT needs. On the other hand, OTTs have realized that the best model for them to keep focus in their core business of selling ads, apps, goods and services is to partner and collaborate with the different capacity players in the market.

The deployment of a new system built or participated by OTT's may lead to a reduction of whole sale revenues, but we don't believe the OTTs have a desire (neither the skills) to operate systems in the future or build a submarine cable and rent out the excess capacity. We certainly believe that OTTs have the financial capacity to build them, but they would tend to rely upon experienced operators. Expert operation is a vital part of any system and it's a very demanding part.

The biggest challenge ahead then is to better align the build timeline of subsea cables (often 5 years from idea to RFS) with the build timelines of data centers (typically less than 18 months).

Q. What are your predictions for the Americas' submarine cable market in 10 years?

With a huge amount of build activity currently underway in the Americas, it will be interesting to see if supply will meet demand as global internet adoption continues to grow exponentially. Our clients are often those looking for the most direct route for connectivity and systems that are scalable and flexible enough to grow along with them.

We believe in the near future the Americas' subsea routes will be reaching building maturity, which will continue to exercise pressure on price. However, there will be pockets of growth: new routes toward non-US destination, increase demand for subsea infrastructure not touching US soil, to keep privacy, like EllaLink. Traffic flow will be re-designed to take advantage of those new routes and upgrade market will be on the rise to keep the redundancy balanced. We also think that we will see fewer new TransAtlantic projects announced and built, as current projects come to completion and provide the bandwidth that carriers and OTTs need.

Q. Why did you choose to speak at Subsea Connect Americas?

Subsea Connect Americas is a premiere event on our calendar that brings together the best and the brightest people in the subsea cable industry. We hear a lot of new ideas and get the opportunities for collaborations. It becomes a key conference in the Americas region after many Eastern Asia and European Conferences. The timing and location represents a great opportunity to network and directly meet clients and partners. We also like to hear what the last trends and drivers at the thought-provoking industry sessions. Looking forward to participating in the show.

*João Pedro Flecha de Lima will be speaking at **Subsea Connect Americas 2017**. For more information and to register your passes, please [click here](#).*