Future Media: Social and Interactive and the Challenge of Openness

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FACT 1 – THE GROWTH

- The Internet is (still) growing fast Worldwide,
- In Europe the growth is coming from mobile
- Traffic is growing fast, and It is growing because of video
- Social Networks are HUGE
Internet Subscribers are (still) growing fast ....

~2.5B

*SIM e data cards
Fonte: Internet World Stats – [www.internetworldstats.com](http://www.internetworldstats.com) per Utenti Internet e Gartner per mobile connections
Mobile Subscribers are growing even faster....

Milioni YE mobile connections*, previsioni Gartner (2Q 2011 update)

*SIM e data cards
Fonte: Internet World Stats – www.internetworldstats.com per Utenti Internet e Gartner per mobile connections
IP Traffic Is growing fast ...
Goodbye PC, Welcome Smartphones and Tablets--

- Smartphones: 1.5 Billion
- PC: 0.4 Billion
- Tablet: 0.3 Billion

Source:
- http://www.gartner.com/it/page.jsp?id=1622614
Mobile Application Stores are Exploding

2014
Revenue 58 B$
185 billions downloads

2010
240,000 apps available
$5.2 billion revenue
8.2 billion downloads
Patents alliances and fights; Corporations on the Internet are Litigious...
Advertising Money are moving Online ....

US data

Social Networks are Very Real Stuff

Twitter mood predicts the Stock Market

Twitter Used to Predict Box Office Revenues

An analysis of almost 10 million tweets from 2008 shows how they can be used to predict stock market movements up to 6 days in advance.

The rate of tweeting about a movie accurately predicts its box office revenues, once a film has been released.
Social Networks are BIG HUGE

FACT 2 – THE CONCENTRATION OF ACTORS

- The Internet is “concentrating”
- Traffic in US vs Europe
- A few applications are making a majority of traffic

Hyper Giants:

30 companies for 30% of Internet traffic

“hyper giants” Limelight, Akamai, Facebook, Google, Microsoft e YouTube – generate and create 30% of Internet traffic worldwide

Source
Internet Traffic is increasingly US: US vs Europe contribution to Internet Traffic

United States is growing in both absolute traffic volume and as a weighted average percentage of Internet traffic
(Grew from 40% to 50% by average aggregate traffic volume in 2011)

In 2010, 75% of Internet traffic is coming by only 50 applications!

Everything But HTTP is Declining

- In 2008 many different Internet applications / protocols
- By 2010, majority of Internet traffic comes from 50 apps
- And most of this is the Web

Source arbor.com
Europeans: 25% US, 20% local, 25% Europe...

Changing Geography of Internet Traffic

Within a given European country:
25% US, 20% local, 25% Europe
Openness – from a story of collaboration of networks to a story of walled garden and APIs?

- The Internet is moving from classical server to server open protocols communication to mega-hubs and proprietary Application Program Interfaces
Internet as used to be

- Think Email and Usenet...

- Client to server to server to client
  - Competition on client usability and server performance
  - Standard in protocols for client to server and server to server communication
The “RFC” Open Protocols era

The WEB 2.0 Golden Castels?
Some Business Consequences

- The rise of “Media companies derived” business models
  - Own BOTH customer AND “contents”
  - Define interactions on your own terms
  - Protect platforms from external new, “open”, alternative and innovative business models
Openness and the lesson from standards in telecommunications

- In (telecommunication) standards define what is “open”, something we choose not to compete anymore in order to “not reinvent the wheel”, and what is not

- Every systems need standard to work
  - De facto
  - De jure
  - Of Voluntary Collaborations

- Every Standard equiliber is a product of a vision

- *We have moved from Protocols to APIs*....

- But what is our vision for next generation standards for the internet?
  - e.g. what about data ownership?
Some proposal: Federated Social Networks?
The World is Flat ... but not a single island!

Source http://www.eikongraphia.com/?p=209
Thank you and enjoy your NEM!