

# WebRTC Conference & Expo 2013

Abstract

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## □ Big picture

- webRTC is getting mature and is ready for wide application development and deployment
- webRTC industry is formed and emerging
  - ❖ Over 20 webRTC vendors demonstrated mature webRTC products
  - ❖ Free and Paid webRTC based services are available
  - ❖ Traditional industry started adopting webRTC
  - ❖ Telecomm vendors paid increasing attention to webRTC
  - ❖ Enterprises/businesses started to deploy webRTC based contact center (customer support center)
- webRTC standardization aspects

## □ Keynotes Highlights

- Internet of Things (IoT): An Existing and Developing Reality
- Webfication: The future way of communications
- webRTC is not a new addition, but an industry movement
- Why webRTC is game changer?
- A Market Analyst's View on webRTC
- webRTC ecosystem
- Deep into webRTC use cases
- Moving towards information driven carrier and enterprise
- webRTC oriented enterprise: is it ready?

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## □ Vendor Products and Services

### ❖ webRTC equipment vendors

- webRTC signaling gateway (REST, SIP/IMS, STUN/TURN Security etc.)
- webRTC media gateway (audio/video transcoding, SBC functions etc.)

### ❖ webRTC platform vendors

- Google Chrome, full webRTC support, VP8/VP9 video only
- Mozilla Firefox, full webRTC support, VP8/VP9 and H.264 video
- Opera, full webRTC support, VP8 video, H.264 support unknown
- Microsoft Explorer, webRTC support not known, active in standard activities
- Apple Safari, no activity known in webRTC

### ❖ webRTC service and API/SDK providers

#### ➤ Mainstream Services

- ❖ video conferencing
- ❖ Medicare applications
- ❖ contact center (customer support center)
- ❖ group collaboration platform
- ❖ online interactive gaming

#### ➤ API/SDK

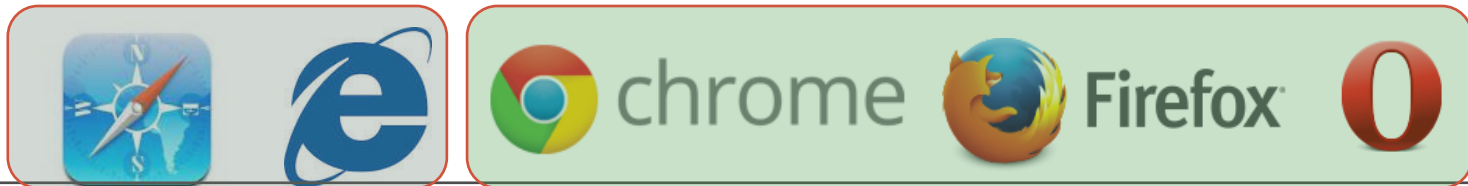
- ❖ webRTC related
- ❖ Open call service creation (features etc.)

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## webRTC Service & API/SDK Providers



## Internet Web Browser Vendors



## webRTC Capable Equipment Vendors



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## Why should service providers worry

- ❑ webRTC is not only another plethora of free services
  - ❖ Free is always good to customers
  - ❖ Better user experience and accessibility
    - Cross-device, cross-platform unified service accessibility
    - Installation free use time engageability
- ❑ Service providers are more and more treated as “dumb pipes”
  - ❖ Traditional core business services (calls, SMS etc.) are encroached by OTT and webRTC
  - ❖ Carrier grade QoS, availability, reliability are no longer killing advantages
  - ❖ Flexible and diverse services will be more and more customized, far beyond a single carrier can handle
  - ❖ Full dimensional communication (voice, video, data etc.) aggregation and coordination is on demand
  - ❖ Communication webfication is the future
    - OTT applications are replacing dedicated device applications
    - OTW (Over-the-web) applications will replace OTT and dedicated device applications and become the unified access interface
      - ✓ Web with RTC satisfies all communication needs
      - ✓ Cross-device, cross-platform unified access is possible
      - ✓ Full dimensional communication and context aggregation and coordination is possible
      - ✓ Flexible service customization is possible to individual owners
      - ✓ Not limited to people-to-people, people-to-machine, machine-to-machine will introduce more variety of applications

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## The way out for service providers

- ❑ Move to contents – big data – to avoid becoming the “dumb pipe”
  - ❖ More and more services will become free to use
  - ❖ The contents derived from using the services are the gold mine
    - Build up and provide new value-added services (to subscribers) on top of information extracted from the contents.
    - Contents driven new business applications (to business organizations), e.g. targeted advertisements and a lot more.
- ❑ Move to social networks – to get users “addicted” to the provided service
  - ❖ “Social networking amongst people” will replace “Communicating between people”
  - ❖ Two ways to get users “addicted” to a product
    - Let the users want to stay – they really like the product, e.g. fans to Apple products
    - Let the users have to stay – they want to keep their legacy, e.g. facebook contents
- ❑ webRTC, is it a way towards opportunities for traditional service providers?
  - ❖ webRTC centric new social platform
    - Live, real-time, streaming etc. way of social, not only the “publish” and “read” model
    - Social with environment and activities, not only events and notifications
      - ✓ Real-time interactive social in certain environment, e.g. shopping place, virtual movie theater, web site etc.
    - Social network of things, not only people
      - ✓ Live home/office equipment activity logging, monitoring and control
      - ✓ Journal of equipment

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## Getting prepared to face new challenges

- ❑ Do not ignore webRTC as a new way of free or cheap service
  - ❖ VoIP to PSTN is the historical example
  - ❖ QoS, Reliability, Availability are no long service provider's killing advantages
  - ❖ They are small, but they will be bigger
- ❑ Do not ignore the trend of webfication
  - ❖ More and more activities are done through web
  - ❖ Web's "click-and-view" nature makes it user-friendly to everyone
  - ❖ Dedicated device applications and even OTT applications will be replaced by Over-The-Web (OTW) applications
  - ❖ A future picture: web for everything
- ❑ Do not ignore the trend of unified and simple user interface
  - ❖ Web based unified user interface will be for all devices, platforms and users
  - ❖ AoL's lost to web browser is the historical example
- ❑ Act before too late
  - ❖ Current carrier's infrastructure is still the valuable and irreplaceable resource
  - ❖ Offer not only services but also more service creation building blocks
    - To allow 2<sup>nd</sup> tier business create and offer flexible and customized services
  - ❖ Migrate into more social and content driven operation model via webRTC

# Abstract

## **More active participation in defining the standard and shaping the industry**

- ❑ webRTC seems not draw much attention from service providers yet
  - ❖ Moderate standard activities in IETF, 3GPP and W3C
  - ❖ no product and service offers seen yet
  - ❖ Passive conference and expo participation
  - ❖ Not much voice heard yet
- ❑ Need to speak up
  - ❖ Impose influence in webRTC standardization
  - ❖ State the service provider's position and assert our roles
  - ❖ Steer the industrial movement to favor or at least not hurt the service provider
  - ❖ Lead overall webRTC service industry in service regulation, integration and so on.