

WebRTC Conference & Expo 2013

Looking Forward & Getting Prepared

Looking Forward

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

Looking Forward

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

Getting Prepared

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 2nd tier business create and offer flexible and customized services
 - ❖ Migrate into more social and content driven operation model via webRTC

Getting Prepared

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.