

vivendi

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Session 1 « Development of New Platforms »

1996 - 2006 : the digital frontier

Basic premise

- Internet adoption will raise the productivity of all communications
- The whole communication chain should become digital

On the service side

- E-mail
- E-commerce, e-administration
- New services : search, social networks
- Media

On the telco side

- High-speed broadband Rollout
- Consumer benefit from unlimited access to communication and media services

Consequences

- Cross-externalities between content, services and networks benefit to internet players and consumers
- IP infringement spreads due to P2P / decentralized technologies

2006-2012: the transition phase towards “user centric” paradigm

Nearly all consumers are digital

Multiplication of Connected Devices

- A mobile Internet traffic growth estimated at 92% per year on average between 2010 and 2015
- Increasing number of connected terminals allowing a permanent connection
 - Netbooks and laptops are the most used access media (55.8% of 2015 traffic), Smartphones: 26% of 2015 traffic , Tablets: 3.5% of 2015 traffic
 - Mobile piracy becomes a growing threat

“Cross-externalities” get increasingly imbalanced

- Piracy becomes lose-lose
- OTT video saturates the bandwidth
- NGN need to be rolled-out

New infrastructure roll-out

- Lack of capacity on access networks
- Development of Internet based on non-bandwidth-intensive services (click and load)

Digital Transition has a profound impact on the way consumers engage with media and how they access content

- Content is one of the main drivers for the take-up of new consumer technologies
- Innovations on consumers devices reshape the way consumers access and consume content
- Changing consumers' expectations towards more content delivered anywhere on any device

Cloud Computing is an answer to ...

Migration Towards a Fully Digitized Content Ecosystem

- All types of content are stored in digital format (including legacy)
- Increased storage capacities allow archiving and indexing all existing content
- Increasingly portable and interoperable content
- Consumers want safe and secure storage, accessible and simple, on multiple devices

Increased Geographical Scope /Reach for Content Delivery

- OTT Players are becoming increasingly global, aim to worldwide footprint

More usage flexibility and content interoperability

- Smartphones and Connected Devices have limited storage capacities
- Consumers want to access all their content , whatever the device and the format

But also many questions raised ...

- How to efficiently protect content in the cloud ?
- How to enforce copyright rules against new types of intermediaries
- How to enforce territorial Rules and Regulations
- ...

Cloud Computing – Case « 1 »



Cloud Computing – Case « 2 »



Cloud Computing – Case « 3 »



New uses allowed by an increasing number of connected elements

Connected elements in the household - illustrative

