witbe™
Quality of Experience

Jean-Michel Planche
jmp@witbe.net
+ 33 1 47 67 77 77
www.witbe.net

witbe Quality of Experience © 2000-2008. All rights reserved

# Introduction

- Users / Usage point of view
  - IPTV was Cable TV “like” firstable
  - Not usage focus
  - Things start to change, now actors want :
    - Interactivity
    - Personalisation / Profiling
    - Not one channel more, but MY channel

- “Open” discussion :
  - convergence with other echosystem Samsung -> Apple
  - Activila.com -> launch. Experience not great. VoD is leverage
  - Initially government issue : all except Microsoft vision (? ;-) )
  - New TV Set Box ... waiting for TV ready
    - -> no broadcaster at the begining but now TF1, FTV in discussion
  - no quality of service
  - limitation between broadcast (BML) and Internet navigation

Copyright © 2000-2008 Witbe SA. All rights reserved

# The actors in competition ... push world

- Market breakers / technology disruptive : usage driven
  - Box makers :
    - transition world upgrade the TV to correct level of use - content protection, space oh shelves - way to bill
  - New company / Interactive television company
    - make entry content provider on web services - defragmentation - ATAWAD solution - metadatas
  - Adobe
    - they are on each PC - enable new usages -
  - Intel : single chip - Yahoo widget on TV : chip vendor - more complex solution
- Orchestrateur de notre vie numérique : multi services, their own first services driven
  - Minitel way of live : Google (ecosystem - Advertising peoples)
  - Activila : Television market
    - pb : not supporting as standards as PC (flash ...)
    - a TV in not a PC, never
    - manage the interactivity by Internet ... Internet is a connection way
  - Apple
  - Operators
  - Retail : Carrefour
  - Microsoft
- Hybrid models / transition models
  - Channel TV - Broadcaster - Gully box
  - Operators / broadcasters / manufacturers
- Creation : Content producer

Copyright © 2000-2008 Witbe SA. All rights reserved

# Usages / User : pull world

- It's a difficult world
  - In this world strong companies have crashed (Thomson / Microsoft)
  - Based on WebTV acquisition ... with bad vision, no anticipation of the cost of PC ...
    - Internet on Television
    - Usages were not here
    - User experience was not here
    - They try to transform television in PC
    - Television in another experience

- Services creators :
  - Internet services : Web guys

- Usages / Users :
  - WebTV only ?
    - no ... voice, interactivity ...
  - Expand their live over other people - share
    - widget for mainstream life (Internet)
  - Continue to stay in connection with others
  - TV push device - read only services : not all on PC
  - Watch video on something that's big - every where in house - share device - very quick to start

Copyright © 2000-2008 Witbe SA. All rights reserved

# Business model (what can impact)

- Quality is very important :
  - matrix business model / services
  - quality of the services, content ...
  - quality of services, diffusion ...

- Quality of service -> Quality of experience
  - multi user experience
  - people are ready to pay for that (real HD experience ...)

- Non quality of service
  - Web TV
  - But we can make business without QoS
  - But it's imposible to make business without QoE
    - AppleTV for exemple an iTunes model
  - Attention, Internet / WebTV is not = always to "non quality" ...

- Regulator regulation
  - you can't "superpose" different services

Copyright © 2000-2008 Witbe SA. All rights reserved

# Advises … sort of preliminaire conclusion …

- Time to market is essential

- Cost of adoption is something to take care very carefully
  - Misters operators, Mister "equipments", you have clear responsibility here
  - If user don't know how to use your services, no ARPU
  - We can't ask to a customer to learn each year new systems
    - Marc Davis (Social Media guru of Yahoo) thank all of us for the time we pass on his systems

- Let the things open for the market to have appropriation of technology
  - development of new usages

- Solve issues, real issues :
  - how distribute content … accross different actors
    - pain bandwidth
    - peering
    - quality
    - access right
    - political restriction
    - regulation restriction
    - …

Copyright © 2000-2008 Witbe SA. All rights reserved