

WHAT WILL BE THE KILLER APPLICATION FOR FTTH AND WOULD END USERS EVER NEED MORE THAN 100 MBIT/S?

EDD UZZELL
PROPOSITION DEVELOPMENT MANAGER
SONY UK

SONY

like.no.other™

‘WE’VE HEARD THAT A MILLION MONKEYS AT A MILLION
KEYBOARDS COULD PRODUCE THE COMPLETE WORKS OF
SHAKESPEARE; NOW, THANKS TO THE INTERNET, WE KNOW
THIS IS NOT TRUE’

ROBERT WILENSKY,

SONY

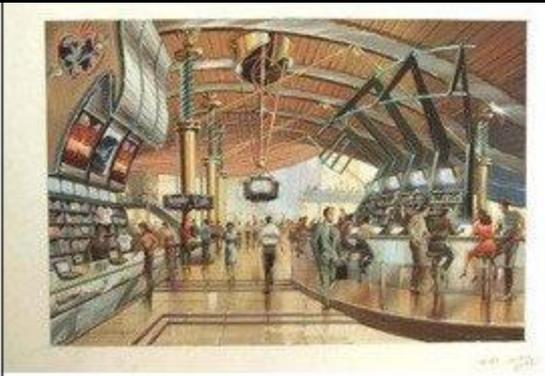
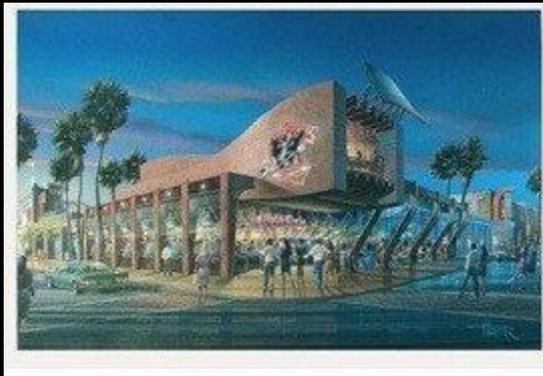
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THE CONNECTION: ACCESS IN 1999

- Home access @ 56k or less
- Internet Cafés @ 128k ISDN
- Universities @ 2mb +



The Apple Cafe was to be a high-tech cybercafe where you could order healthy food while videoconferencing with people at nearby tables, surfing the Web, and pulling up movies or TV shows on a small kiosk screen at your table.



THE ACTIVITIES: IN 1999?

- Using the original Napster to download music..
- Setting up LAN parties to play the game 'Quake'
- Using IRC to chat to people around the world

[AUDIENCE PARTICIPATION]

WHAT WERE YOU DOING ON THE WEB 10 YEARS AGO??

CONTENT PORTAL TRANSITION

Top Web Domains in 1999

1. AOL
2. Microsoft
3. Yahoo
4. Lycos
5. Go Network
6. GeoCities
7. The Excite Network
8. Time Warner Online
9. Blue Mountain Arts
10. AltaVista

The internet was still a random scattering of singular web pages collected only by the static links crafted by those that maintained them.



Top Web Domains in 2009

1. Google
2. Yahoo
3. Microsoft
4. AOL
5. FOX
6. ASK
7. eBay
8. Wikimedia
9. Facebook
10. Amazon

Integrated optimised connected pages based with search based on advanced algorithms and hyperlinks the mainstay of the web.

CURVEBALLS.....

Would you have predicted that
'Evolution of Dance '- would
have 124m views and counting?



KILLER COST OF KILLER APPS!

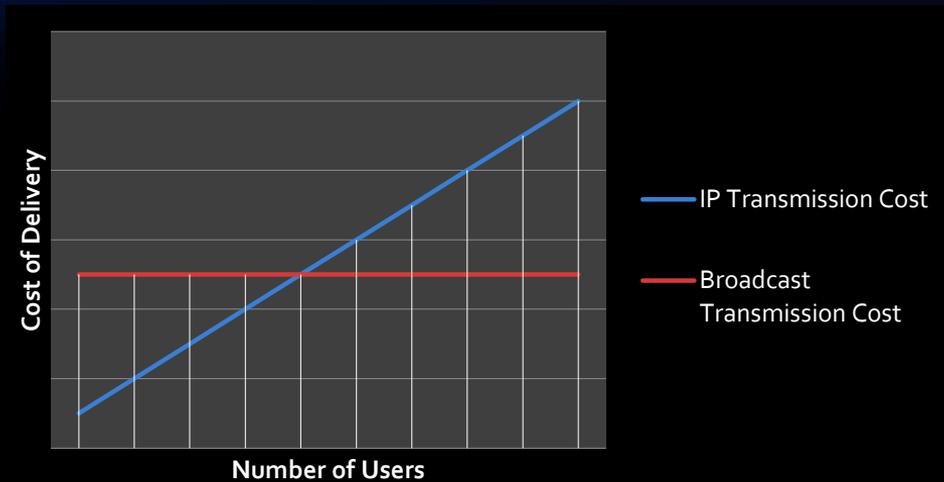
BBC iPlayer

12GB of data every second, and 7 petabytes of data every month.

YouTube

Est.126 petabytes of bandwidth each month.

Transmission cost comparison



But, how do people want to consume this content?

IS THERE CONSUMER DEMAND FOR FTTH?

- *No one size fits all approach - "Of course a Ferrari is faster than a Ford... But most people are happy with a Ford."* Ian Livingstone, BT's CEO
- Digital Britain's 50p tax.
- Field of Dreams - Build it and they will come approach?
- Perfect Timing.
- Yesterday's technology tomorrow

OPEN AND CONNECTED

- 90% of Sony Device categories will be connected in the next year.
- Founding members of the Hybrid Broadcast Broadband TV (HbbTV) and the Open IPTV Forum (OIF), along with many other large CE manufacturers.
- Old proprietary standards - > New open standards.
- Recognition that EU/Global standards scale better and more economical.
- Project Canvas – creation of a UK IPTV standard
- "If we had gone with open technology from the start, I think we probably would have beaten Apple.... We can no longer say that we're right and our customers are wrong. We can't build only what we want to build"* Sir Howard Stringer April 2009

STANDALONE -> CONNECTED



1945 - Rice Cooker

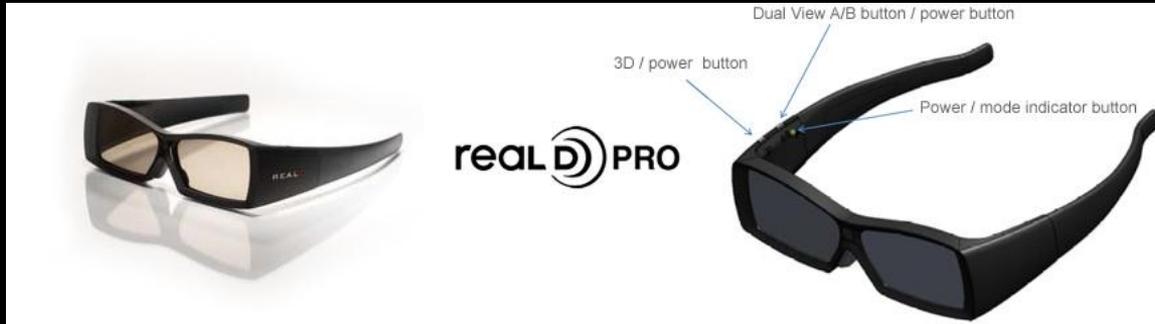
2004 - Carbon Fibre X505

2009 - PS3 Slim

2010 - 3D BRAVIA

3DHD CONTENT

To watch the content you need electronic shutter glasses to alternately sync left and right eye views. The different images appear on screen in a rapid sequence creating the 3D appearance



BRAVIA Internet Video

- BRAVIA INTERNET VIDEO
Announced at IFA 2009.
- Sony's first generation IPTV delivery system.
- Built into 90% of next years TV's and Blu-ray players
- Global Infrastructure/Local Solution
- Movies, Music, Catch-up TV, Services



SUMMARY

- Application evolution or revolution?
- Access to killer ubiquitous content increasingly important!
- Difficulty in predictions.
- However....

'640K ought to be enough for anybody'

Bill Gates, 1981

