

Turning information into value

A role-based discussion by
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Roles:

Adolfo Rosas	Conservative Telco
Doug Williams	Nothing New
Peter Stollenmayer	Great Future





Conservative Telco



There is no internet ... just local pipes & interconnection



In Internet we *don't* trust



The content that drives the internet

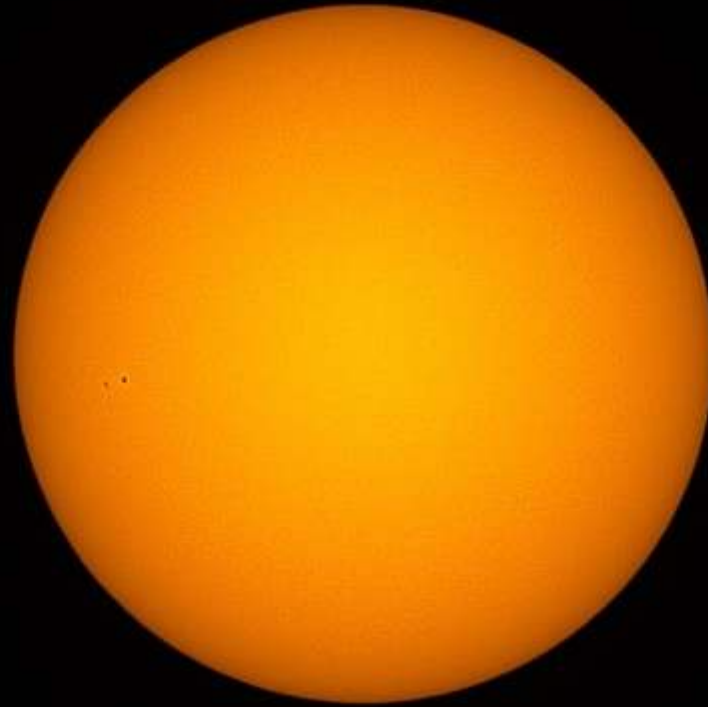


From a conservative Telco view:

There is no Internet –
just interconnection, increasing infrastructure costs,
decreasing ARPU, plain tariffs, P2P, etc.

In Internet we *don't* trust -
inherent lack of reliability, new opportunities of
selling added values on top of connectivity

The content that drives the internet -
emotions, creation, content market, barriers, laws,
IPR, DRM, video, P2P



Nothing New



Time



Personalisation



Utility



There's nothing new under the sun (sorry)



Time: Immediacy is the main driver and will be on the "Future Internet" too



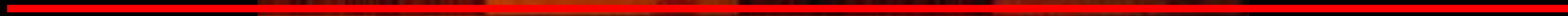
Personalisation: people like making things theirs



Utility: Beauty is fine, but make it useful first

18,446,744,073,709,551,615

2027



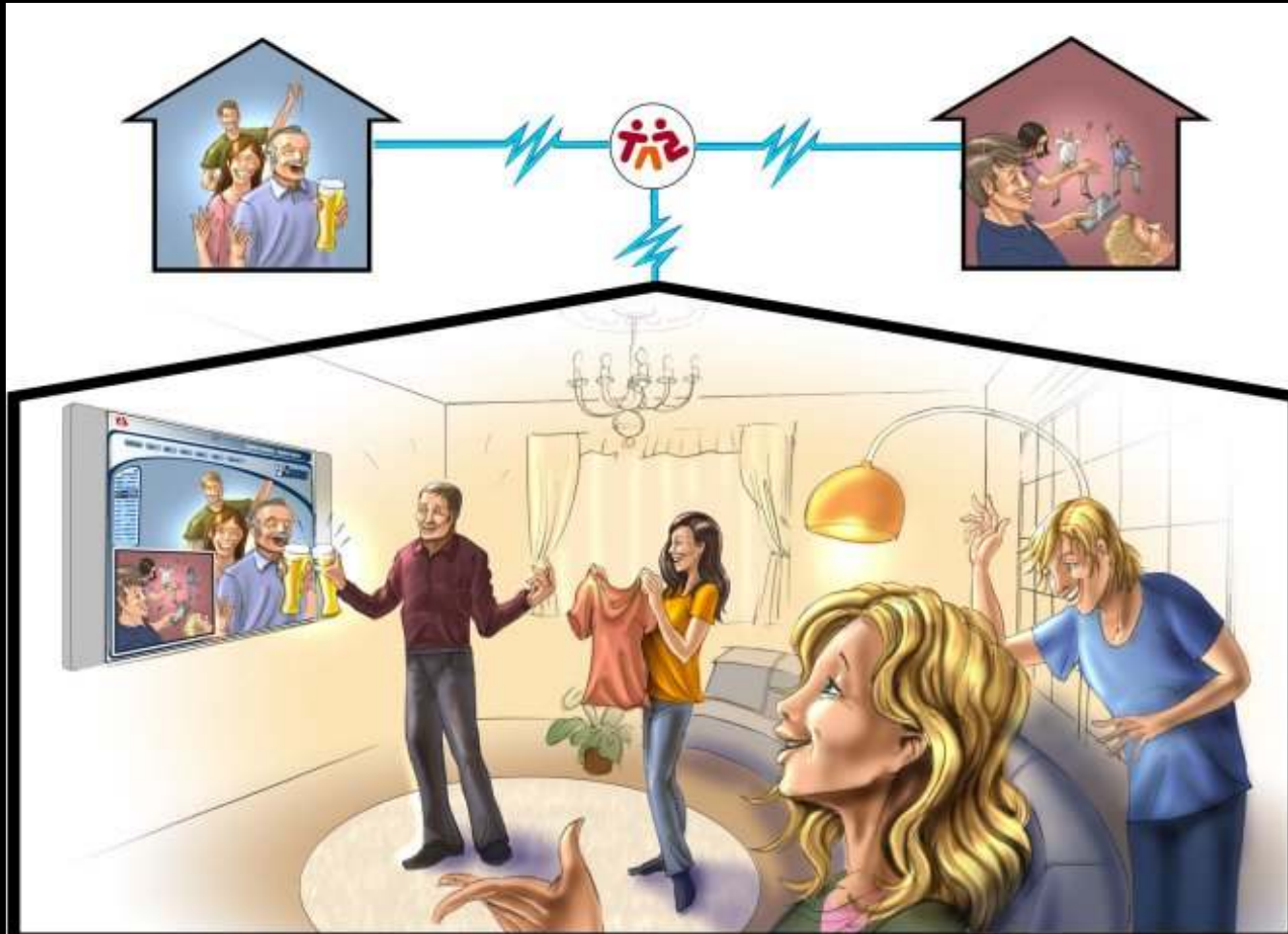
today



4,294,967,295

1993

Great Future



Social Relationships



Exclusivity



The future is beyond imagination

Social relationships:

Future Media Internet will develop services supporting social relationships between spatially separated groups in real time

Exclusivity:

Rare experiences beyond current imagination will be delivered to the rich with a high technical expense; it will have its price



Some issues for discussion

There is no Internet -
Or is there?

Everything is free -
Can we change customers' mindsets?

In Internet we (cannot) trust -
Will users pay for reliability in a Future Internet?

Content is king -
Will anybody pay for it?

Future Internet will convey emotions -
Will it really?

Flatrate is great -
Or is it killing the business?