

UK INTERNET & 2012 Olympics

Meeting the demand..

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- Pioneering webcast since 1996
- No.10/ Parliament/Glastonbury and thousands of others
- Global-MIX - award winning live CDN
- id3as. Innovation, development, architecture and strategy.
- Consulting(Reuters, Autodesk, Emirates,Roche,BoA,US DoD)
- Innovating(Streamappliance, AMT)
- Contrib Ed StreamingMedia Magazine
- Chair CDNWorld Forum and Content Delivery Summit.

Previous Olympics

- The last two have been MSFT Silverlight dominated.
- Since then the market has flipped to become 'Divergent' - no one strategy is right, no one vendor can provide resilience
- Mobile has exploded
- Overlay CDN market consolidated and moved from byte-shifting to VAS
- Telco and access providers have begun to deploy operator CDNs.
- OTT has normalised.

Issues

- Represent Brand 'UK PLC'
- Legal Traffic (BBC)
- Illegal Traffic (inc UGC)
- Intra-UK Strategies
- Extra-UK Strategies
- Contribution (Cell-MUXes and Smartphone contention)
- UK Custom for UK business?

Representing Brand 'UK PLC'

- Global Profile of BBC Online..
- Tech City /Wired etc- more than just the event in spotlight
- Not just about UK audience - it must be a good global show!
- Accelerates UK Internet capacity capabilities.
- IPTV? Perhaps UK = The leaders in OTT - New Industry Vertical - begging for more policy support to entice rights holders.. We are moving past 'broadcast'...
- What happens after 2012?

Legal Traffic

- BBC - common ROI to UK PLC - free and ad-less = low friction = large audience
- Tech strategy robust. (ABR)
- Syndication partners?
- Enterprises?
- Has everyone done thier capacity planning?
- QoE vs QoS (complaints vs SLA)

Illegal Traffic

- 'Illegal' here = NOT BBC syndicated (twitter YouTube etc)
- Cost of piracy infrastructure tumbles.
- Not even vaguely isolated to being a p2p issue.
- sponsored by ISP and broadcasters' own adverts!
- Non-CDN traffic contends with Legal Traffic in access networks without CDN
- Policy must take care to respect net neutrality...

Intra-UK

- BBC AS+ Several CDNs will carry traffic....
- ...to BT, Virgin, Unbundled and Mobile ISPs..
- They need to do more than capacity plan - they should have policy to throttle ...fair use etc..
- Enterprises are the core risk. This is an event to watch @ work for 8 hours of 24...
- HTTP is TCP.... Access ISP should sort out multicast (plug).. The 'spikes' are multicast-able = shock absorber

Extra-UK

- Given lack of investment and rate of market growth in uk ALL UK based CDNs have very limited footprint worldwide.
- US CDNs 'get all the overlay' =£?m / 1Tbps
- ...LEGAL business.... (Continental Transit Capacity incredibly difficult for unpredictable illegal content)
- Reach: Paraguayan YoYo Juggling.... Don't want their fan's perception of UK Plc to be poor...

Contribution

- ISP will feature extensively in BackHaul from a wide range of sources ranging from CrowdSourced UGC to News and Legal Outside Broadcast
- Cell-MUX - will it have a hope in hell? Will we get 'deep' coverage without VSAT/ SNG?
- What would be the effect of the illegal coverage being more engaging?

UK custom for UK Business?

- Shame that we are having to use US companies to reach the world...
- Enterprise sector represents significant opportunity for UK if we move quickly
- Post successful event, OTT deals here should lead the world.
- CDN Federation... Settlement and Roaming

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