

WIMS 2.0: Converging IMS and Web 2.0

New multimedia services for telecom networks

TELEFÓNICA I+D, REFERENCE ARCHITECTURES FOR NEW NETWORKS PLATFORMS

David Lozano, David Moro

UNIVERSIDAD POLITÉCNICA DE MADRID, DEPARTEMENT OF TELEMATIC ENGINEERING

Luis Ángel Galindo

March 2008

Spirit of
PROGRESS



Telefonica

Index

- 01 **Web 2.0: the land of new successful services**
- 02 **Telco 2.0: a changing future for the Telecom industry?**
- 03 **WIMS 2.0: Converging Telecom and Web 2.0**

Index

- 01 **Web 2.0: the land of new successful services**
- 02 Telco 2.0: a changing future for the Telecom industry?
- 03 WIMS 2.0: Converging Telecom and Web 2.0

01 Web 2.0: the land of new successful services

The Web 2.0 revolution

- User-centric applications
- Social Networks
- Sharing and remixing photos/videos and all kind of contents (Blogs)
- Contents generated by and each type of user
 - “Dios los cría y ellos se juntan” (“Birds of feather flock together”)

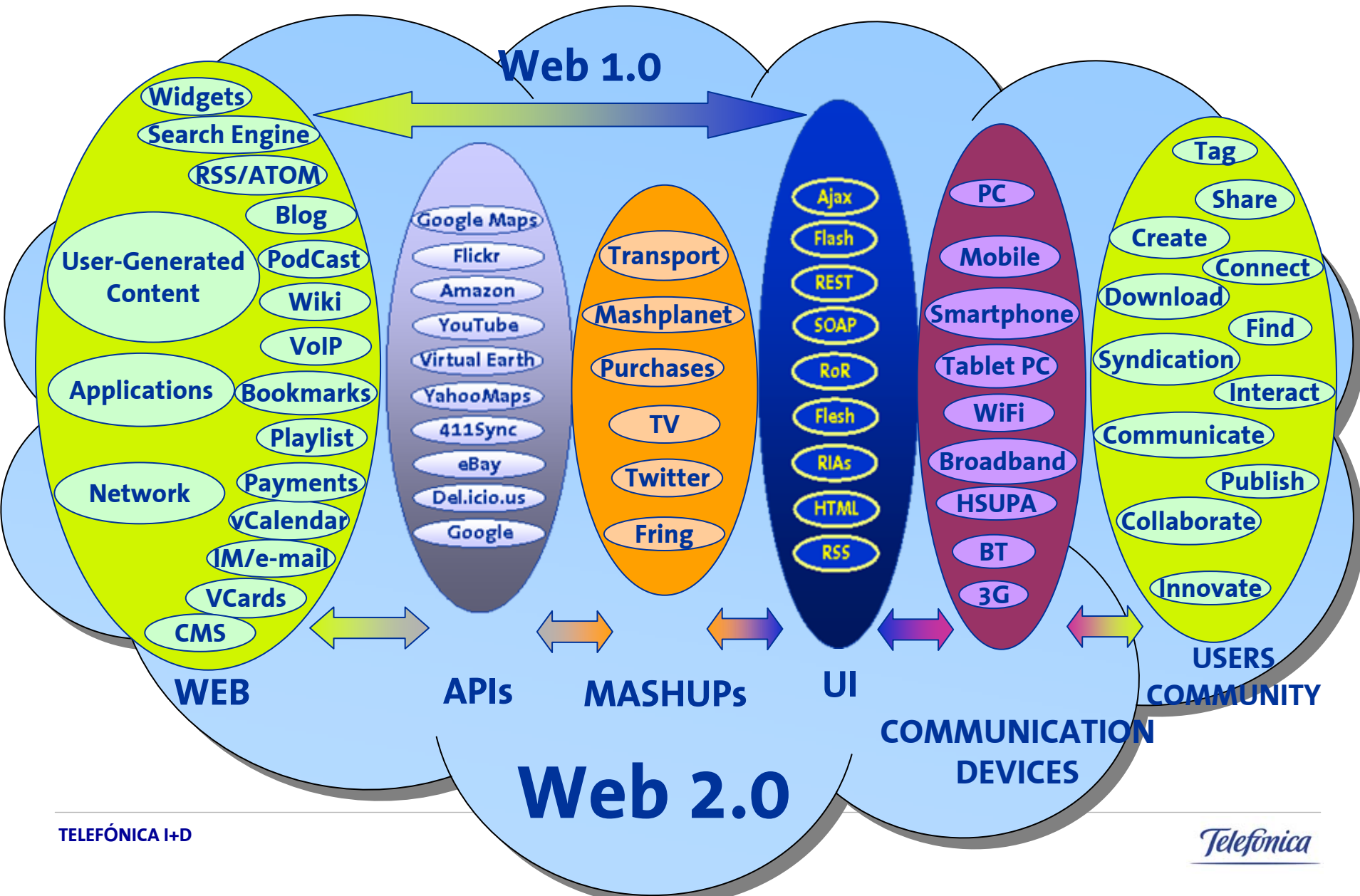
01 Web 2.0: the land of new successful services

Basic principles

- The Long Tail
- Data is the next 'Intel Inside'
- Users Add value
- Network Effects by Default
- Some Rights Reserved
- Perpetual Beta
- Cooperate, Don't control
- Software above the Level of a Single Device

© Tim O'Really 2005

01 Web 2.0: the land of new successful services

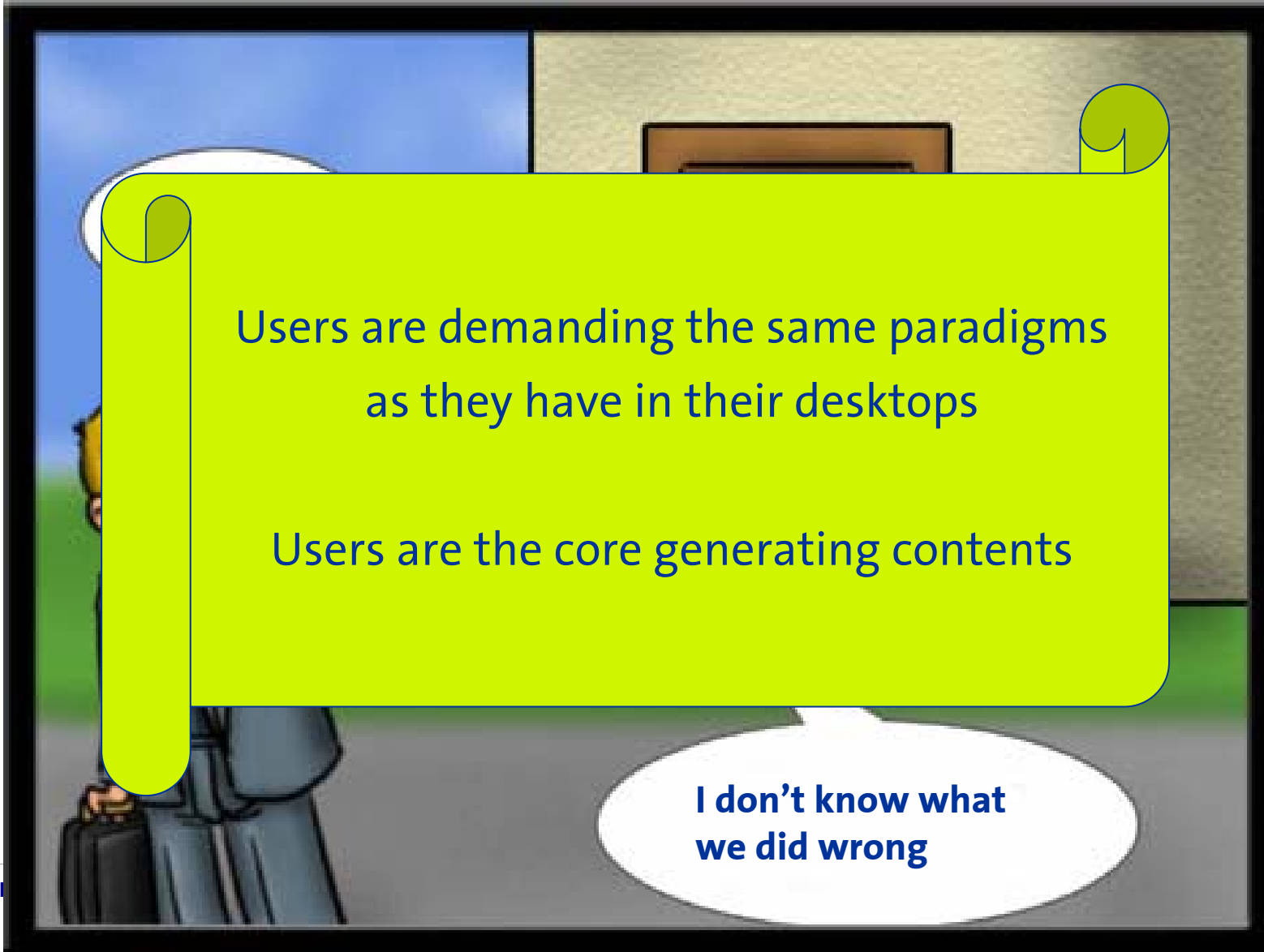


Index

- 01 Web 2.0: the land of new successful services
- 02 **Telco 2.0: a changing future for the Telecom industry?**
- 03 WIMS 2.0: Converging Telecom and Web 2.0

02 Telco 2.0: a changing future for the telecom industry?

Today's Market World



Users are demanding the same paradigms
as they have in their desktops

Users are the core generating contents

I don't know what
we did wrong

02 Telco 2.0: a changing future for the telecom industry?

Premises

- Current networks are evolving towards big capacity networks
 - The end of the scantiness of resources for the user
- Openness, not restricting the user necessities
 - Evolve towards an *'open garden'*
- To focus on assets such as distribution, relationships, billing, customer data and business partnership instead of network centric vision
- Willingness to learn from and interact with other players
- A desire to connect people above the promotion of services and contents
 - To bring innovation and agility when services are offered to the users instead of competing in price.
- To relegate the fear to become a bit pipe and try to make a lucrative business of the transport of contents and services, fixing the appropriate prices and minimizing costs.

02 Telco 2.0: a changing future for the telecom industry?

Business models

■ Trust

**Values is defined by the receiver
more than the giver**

Dave Ulrich

**(Professor of Business Administration
at the University of Michigan)**

■ Pe

■ En

■ Co munity Providers

—Supporting data from the services and user applications.

—Globalization of the operations, Differentiation based on the extended QoS compared with Iplayers and competitors.

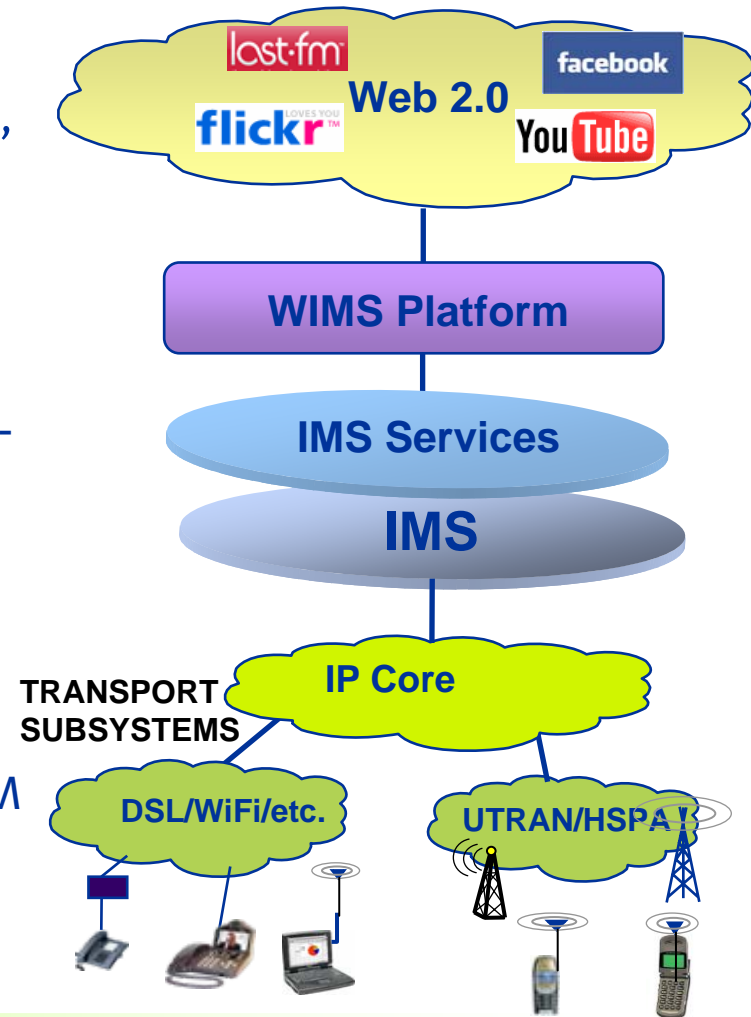
Index

- 01 Web 2.0: the land of new successful services
- 02 Telco 2.0: a changing future for the Telecom industry?
- 03 **WIMS 2.0: Converging Telecom and Web 2.0**

03 WIMS 2.0: Converging IMS and Web 2.0

IMS: keystone for Internet & Telecom convergence

- Given the aforementioned situation, telecom industry needs to join the Web 2.0, the environment for the evolution of IP-based services
- Why IMS to join this new service environment?
 - It uses Internet technology (TCP/IP) => open-garden philosophy is feasible
 - Multimedia support from the beginning
 - As common control system, it provides FMC => broadest scope (wireless and fixed systems...any IP-based transport system!)
 - Horizontal service development reduces TTM for new services
 - To pay off for already made investments



Keystone for new Telecom business model

03 WIMS 2.0: Converging IMS and Web 2.0

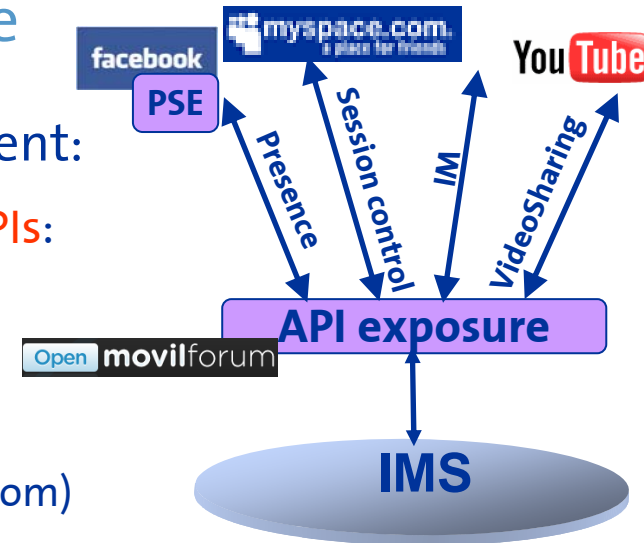
A two-sided strategy for convergence

■ 1. Offering IMS capabilities to Web 2.0 environment:

- Exposure of IMS capabilities through **open Web APIs**:
 - Portable Service Elements (PSEs): IMS widgets for “incrustation”
 - IMS in Internet mashups
 - Already existing initiatives (<http://open.mobilforum.com>)
- New ways for User-Generated Content enabled by IMS

■ 2. Using Web 2.0 services and technology to enrich telecom services:

- Incorporation of Web 2.0 content and events into telecom services
- IMS on-line applications: telecom services provided through web pages



Benefits for both telecom and web 2.0 services



03 WIMS 2.0: Converging IMS and Web 2.0

Portable Service Elements: IMS Widgets

- PSEs for viral expansion of IMS services in Web 2.0:
 - Personal communication
 - Context information:
 - Presence
 - Localization
 - Etc
 - Customization of Web 2.0 services
 - Target web sites: those allowing integration of widgets. Feasible in the short term



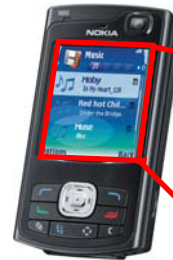
03 WIMS 2.0: Converging IMS and Web 2.0

IMS in Internet Mashups

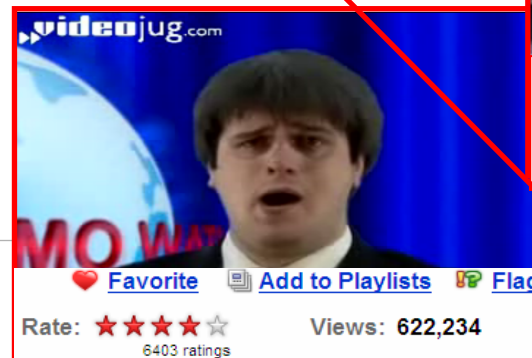
- IMS capabilities as INTEGRAL component of Web 2.0 services:
 - Direct incorporation of IMS capabilities by Web 2.0 services
 - Increased value for both IMS and Web 2.0 services
 - Very relevant impact in the long-term

IP Multimedia Subsystem (IMS)

Real-time sharing of videos



Telefonica/YouTube IM
David: Hi, what do you think about this new video
John: amazing,...but I don't believe him

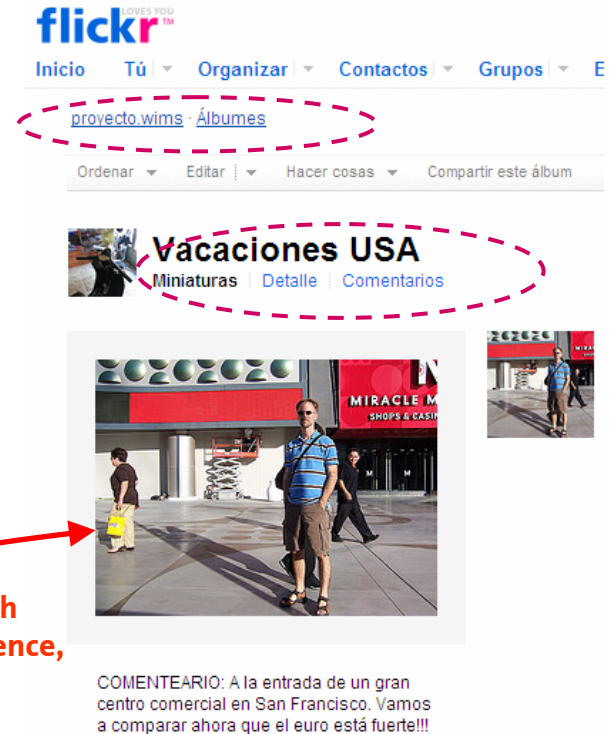


03 WIMS 2.0: Converging IMS and Web 2.0

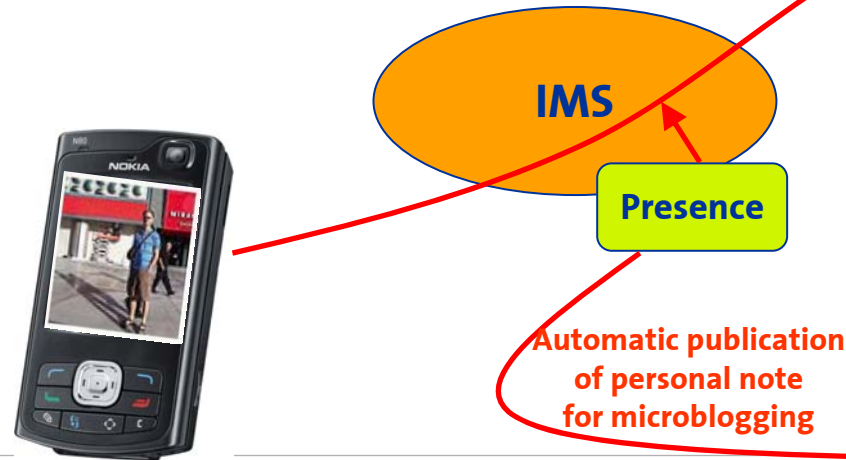
New ways for publishing User-Generated Content

■ Mobile terminals are expected to become a crucial source of User-Generated content:

- IMS capabilities can be used to boost the publication towards Web 2.0
- User context can also be understood as User-Generated content



Publication with added value (presence, location, etc)



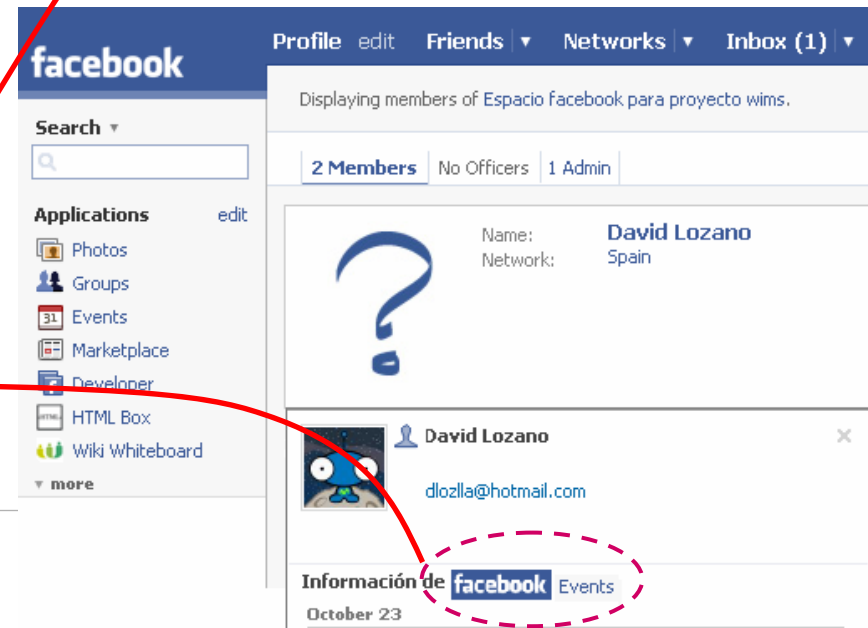
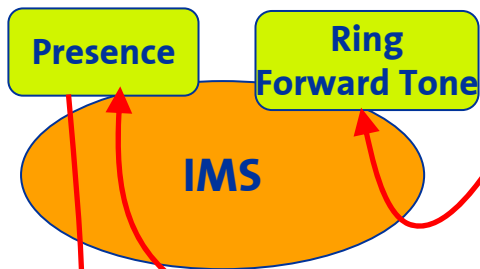
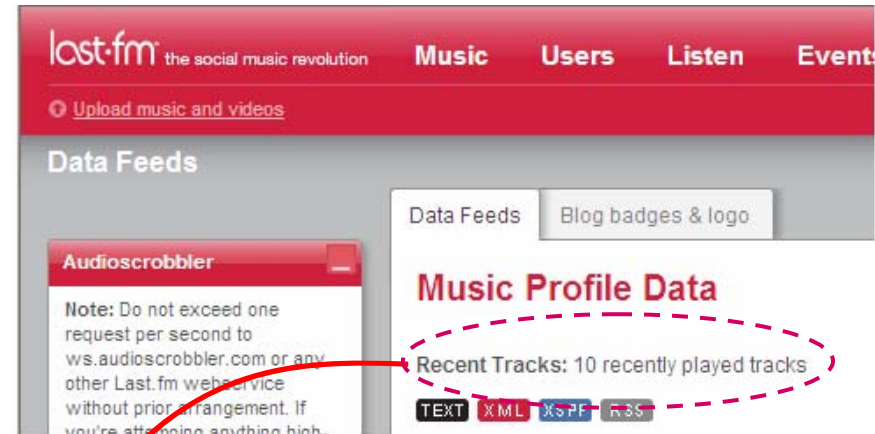
Automatic publication of personal note for microblogging



03 WIMS 2.0: Converging IMS and Web 2.0

Web 2.0 content and events into Telecom services

- Subscription to:
 - Multimedia content from Web 2.0 services
 - Generic events from Web 2.0 services
- Distribution or inclusion of the obtained content/events within operator's services => **enrichment of service offer**



**The most important single ingredient
in the formula of success is knowing
how to get along with People**

Theodore Roosevelt

Telefonica
