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The Future of Converged Systems

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Convergence Today



PVR
IPTV

New Media Platforms

Cellular
Handheld

Connected TV – NPlay

Messages

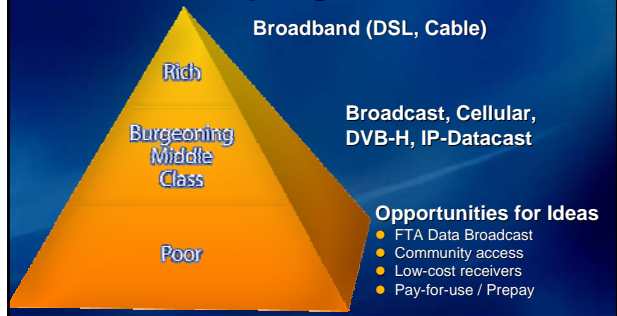
- Voicemail: 04/24 8:04PM Tammy 415-555-1515
- SMS: 04/24 8:38PM Tammy We're at Ghes...
- Email: 04/20 8:38AM David RE: Our meeting...

Convergence In Developed Countries

- Evolved from the computer
- Pay upfront
- Little shared access
- Broadcast is a "feature"



Delivering Services in the Developing World



Convergence in Developing Countries

- Cell Phone as a computing & media platform
- Broadcast data services
- Pay-as-you-go
- Shared access



First "Computer"

Second "Computer"

- Third Computer
 - Computer as a shared service
 - Low-cost "personal" computer



Personalised Services

- User registers preferences for:
 - Shows and Genres they enjoy
 - Actors and Directors they follow
 - The area they live (or would like to)
 - Advertising they would like (or not) to see
- Converged services can all tailor themselves based on a single set of expressed preferences
- But...

The Identity Paradox

- Cellular networks assume:
 - 1 human user
 - 1 SIM card to authenticate user
 - 1 device in use
 - 1 call being made or
 - 1 service being accessed



The Identity Paradox

- Television experience is based on:
 - Multiple users of a device (television)
 - Multiple TVs and other devices in the home
 - Dynamic changes of user(s) between TVs
 - Unattended children
- TV users do not want to "log in" to their television service
 - Except for Parental control



Summary

- Broadband access is changing the way people access media, including broadcast
- Convergence has special benefits for the developing world
 - Opportunity to leapfrog traditional solutions
- Some convergence scenarios are trickier than they seem at first look
 - e.g. Identity

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Digital Decade Predictions

- Music sales online: >80%
- Video sales online: >50%
- TV Personalization/Interactivity
 - Advertising: >50%
 - Content: >40%
- U.S. students with tablet devices: >50%
- Reading done onscreen: >50%

