

Convergence in Communications and Media to 2012

An Executive Briefing

Description:

Convergence can be viewed as an approach toward a particular point, or destination. We've already reached a number of points along the way: connection of previously incompatible networks; replacement of analogue media; the shift to digital radio, TV and mobile networks. Voice has been joined by Internet-based services including text, email, unified communications, Instant Messaging, Voice over IP and video. With everything running over Internet Protocol (IP) and handover between different networks appearing seamless to the user, there are opportunities to deploy services that exploit the availability of cheap, plentiful bandwidth.

Technology developments have led to devices that are interoperable between public, private, fixed or wireless networks, and that can mimic each other – games consoles become browsers and support social networking; phones become media devices and navigation aids; media players become PDAs and messaging devices. Convergence removes the differentiators between previously incompatible networks, formats or devices. This lack of differentiation presents opportunities and potential disruption interesting to all sectors of industry and government.

This new briefing relates convergence to business opportunities, while assimilating the lessons already learned. It begins with a concise history of the topic and positions it within the wider context by discussing technology, developments, standards and marketing initiatives. It concludes with a look at trends and expected developments over the coming years.

Audience:

This briefing is suitable for Senior Managers and Directors involved in the strategic planning of business initiatives who need an appreciation of the totality of the application of convergence.

Duration:

Half Day

Objectives:

On completion of this briefing, delegates will:

- ✧ Understand the technology and business concept that is convergence.
- ✧ Know the international forces that are influencing technology advances.
- ✧ Be aware of the new services that coming on stream.
- ✧ Appreciate the opportunities presented by the emergence of new convergence technologies, initiatives.
- ✧ Be able to develop a credible strategy to exploit or react to the concept.
- ✧ They will also understand the impact of Media over IP and know the key business drivers.



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Content: **Introduction and Background**

Early convergence
Telegraphy
Telephony
Early Imaging
Digital electronics
Digital telephony
Computing
Networking

The Internet

Development of IP
How IP has Evolved
Ethernet Future
MPLS
IPv6 - the next generation
IP roaming

Wireless Technologies

Hierarchy of area networks
Current and emerging wireless standards
Evolution of 802.11 - WiFi
Emergence of 802.16 - WiMAX
New Public Networks - from 2.5G to 3G and 4G
"Next Generation" and 4G

Mobility

The business case for mobility
The how of mobility
Location-based services

Digital Media

What is Media?
IP and Ethernet
Packet Switching
Compression and decompression
Bandwidth Requirements
Downloading and streaming

Application Areas

Voice over IP

History and development
Operation
IP Telephony
Standards
Migration from PABX
New services

Television

Digital TV
Video on Demand
IP-TV
DVB-Handheld (DVB-H)
Video Conferencing

Entertainment

Online Music
The Post Napster Age
Movies on Demand
Gaming
Other
Positioning - GPS and others
Presence
Radio Frequency Identification (RFID)
Use of Bluetooth

Market Context

Triple Play
Market Opportunity
Voice, Video, Data
Quadruple Play
Triple Play + Mobility
Analyst Coverage
Perspectives
What the world is saying ...

Summary and future trends

Where "Go on the Internet go?"
Virtualisation
Devices and applications



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