

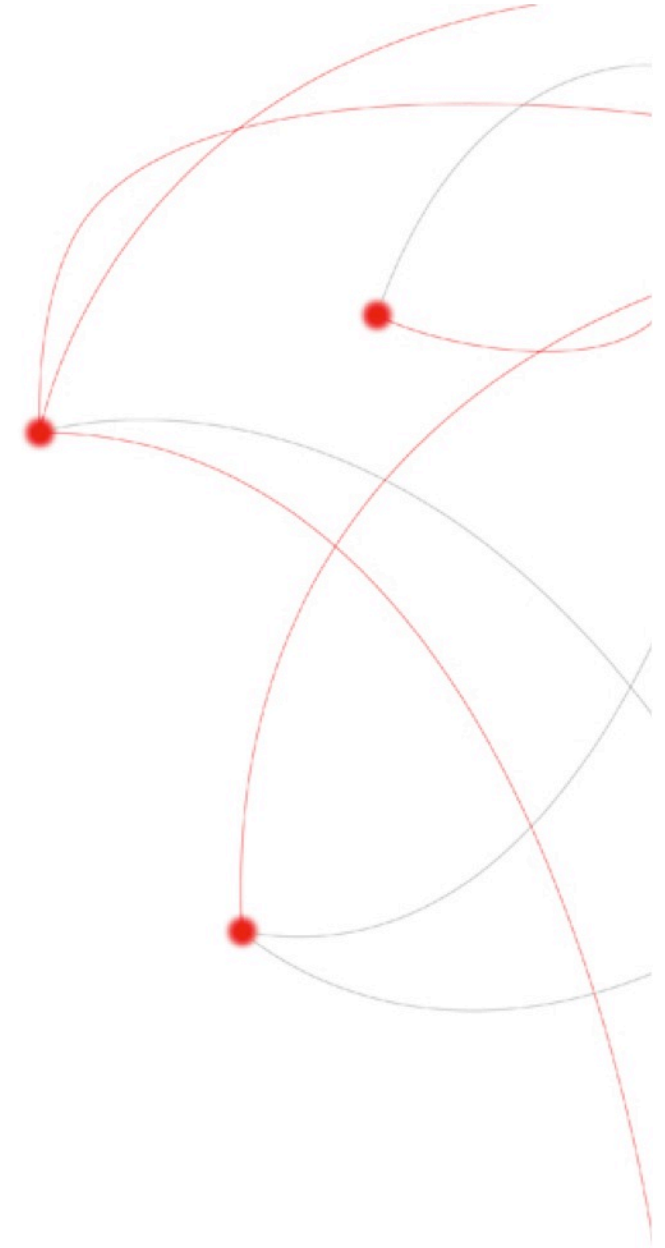
TELECOM ITALIA GROUP

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Summary

- The Internet is moving from classical server to server open protocols communication to mega-hubs and proprietary API. Which are the implications for data and customer switching costs and for future Internet Service Providers competition?
- Conclusions
 - We are moving to a Media Model
 - We need new levels of standards for the cloud, especially for the data access level

Internet as used to be

- Think Email and Usenet...
- Client to server to server to client
 - Competition on client usability and server performance
 - Standard in protocols for client to server and server to server communication

The “RFC” Open Protocols era



- Ambrogio Lorenzetti: Allegoria del Buon Governo, [1338-1339](#).

Internet moving to Mega Service Hubs “open” only by API

- Great concentration of user activities on super mega hubs
 - Think Googles, Apple, Facebook
- Server to server protocols are internal to companies
- Applications is the way to connect for users

- Others interact with “APIs”

The WEB 2.0 Golden Castles?



- **NEUSCHWANSTEIN**, Ludwig II , 1869 - 1886

A couple of Consequences

1. The rise of “Media companies derived” business models
2. The Implications on “open standard” definition process

1) The Golden Gate is much more similar to a Media Company than anything else

- “media company platforms”
 - Own BOTH customer AND “contents”
 - Define interactions on your own terms
 - Protect platforms from external new, “open” , alternative and innovative business models
 - Think the story of Interactive tv ...or even simply HD especially in Europe

Some consequences

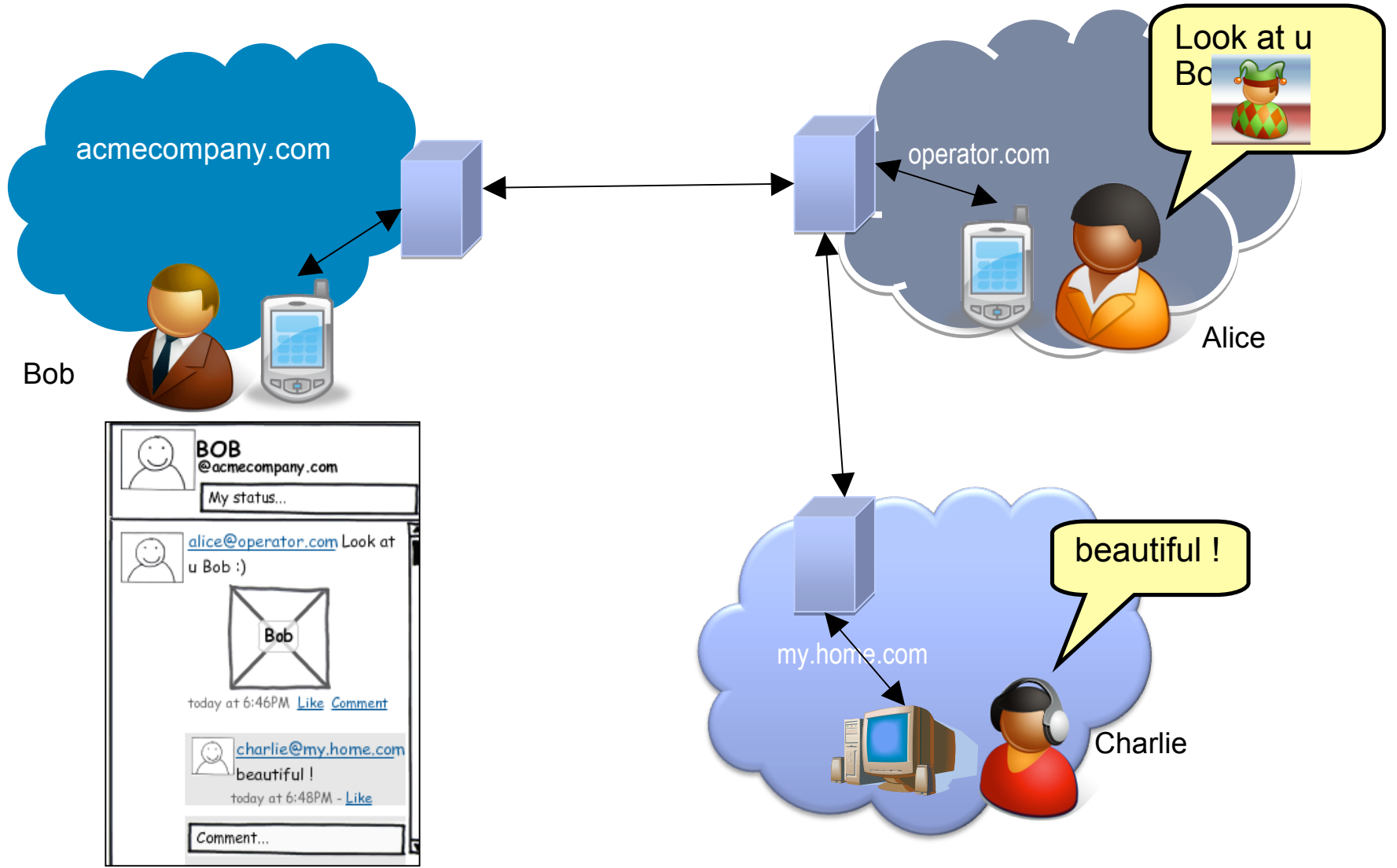


- Whilst the Web is becoming increasingly social, social networking itself is heavily fragmented due to the multitude of disparate services, implementing a “walled garden” approach.
- **Limited interaction & sharing:** Users on a Social Network (SN) cannot (easily) interact with users on another SN and people will often have to sign up for an account on multiple SNs to keep in touch with different groups of friends.
- **Privacy problems** arise as SN providers reside in different countries and may not have proven track records in managing personal information. Users are requesting to have **more control on sharing** their own data or for the **right to be forgotten**.

2) Openness and Standards

- In (telecommunication) standards define what is “open” , something we choose not to compete anymore in order to “not reinvent the wheel” , and what is not
- Every systems need standard to work
 - De facto
 - De jure
 - Of Voluntary Collaborations
- Every Standard equilibrium is a product of a vision
- *We have moved from Protocols to APIs....*
- But what is our vision for next generation standards for the internet?
 - e.g. what about data ownership?

Is there space for new ways? Federated Social Networks?



Thank You!