

# Media convergence – a global opportunity

?

Dr Mike Short CBE FREng FIET

Vice President

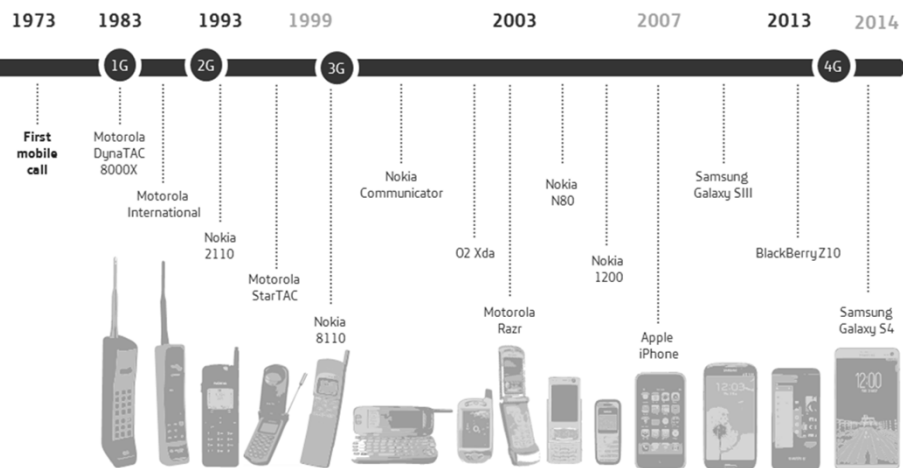
[mike.short@telefonica.com](mailto:mike.short@telefonica.com)



1

Telefonica

# The mobile phone – services for 30+ years



2

Telefonica

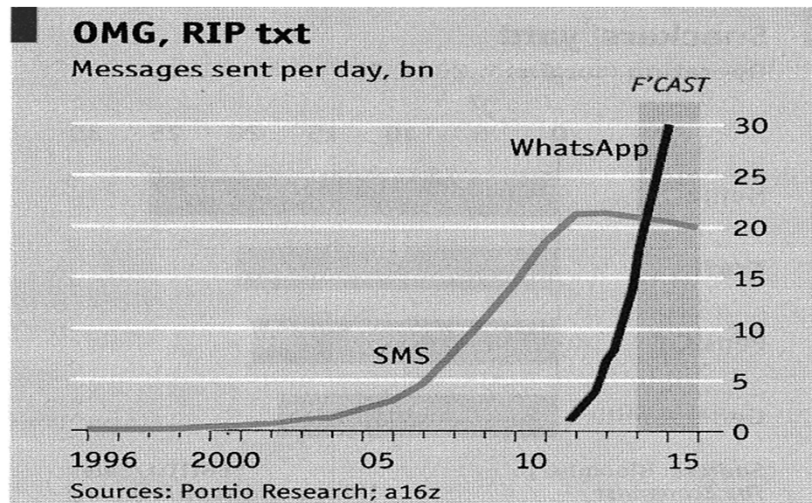


Everyone now has the power to innovate in a digital world thanks to the marriage between the two great innovation platforms of the 21st century: internet and mobile.

- Dr. Mike Short, VP Telefónica, Financial Times, April 2013

Telefónica


### The message is the medium



Source: The Economist


4

Telefónica

 **Size is Important!**

**Smaller is Good!** **Larger is good!**

**SURVIVAL OF THE SLICKEST**



1984 Motorola Dynatac 8000X  
1987 NEC 9A  
1994 Nokia 2110 system  
1996 Nokia 5110  
2001 Ericsson T39  
2001 Motorola Razr V3  
2003 Samsung E100  
2006 LG KG800  
2007 Apple iPhone  
2007 BlackBerry Curve 8300  
2012 Apple iPhone5  
2013 Samsung Galaxy Note 3  
2014 Sony Xperia Z Ultra

5

*Telefonica*

**Why mobile for media ?**

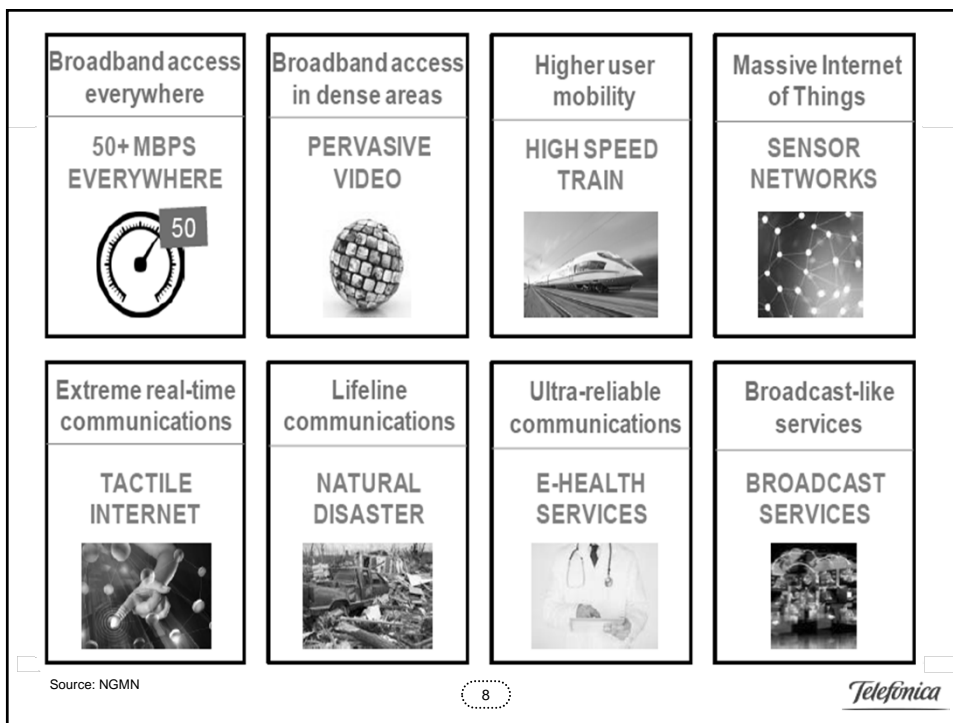


**Mobile is truly ubiquitous**

Photograph: 21st Century Maasai by Rubén Salgado Escudero  
Sources: UN Measuring the Information Universe 2012

6

*Telefonica*



## 5G PPP will drive the future networked society

**x 1,000**

increasing wireless capacity  
1,000 times

**7 Billion**

connecting  
7 billion people

**7 Trillion**

connecting  
7 trillion "things"

**90%**

saving 90% energy

**0 Latency**

perceiving zero downtime

The 5G Infrastructure Public-Private Partnership

CONNECTED CITY

CONNECTED THINGS, CONNECTED HOUSE, CONNECTED PEOPLE, CONNECTED TRANSPORTATION, CONNECTED HEALTH

Supported by the

European Commission

## WEARABLE WORLD TAXONOMY V1.0

**\$30B**  
by  
**2018**  
WEARABLE WORLD

### HEALTH & FITNESS

SUUNTO, ZeFit, BASIS, WEAR IT, SmartMonitor, pebble, Wellograph, kreyos, GARMIN, OMATE, SAMSUNG, hereO, MOTOROLA, M, LIMEX, phosphor, FiLIP, EmoPulse, ARCHOS, neptune, cookoo, muse, SKULLY, RE-TIMER, MANDRORICA, eS'ght, intel-clinic, BRAGI, AVAGANT, Oculus, Antemius, NFC RING, netatmo, RINGLY, nod

### GLASSES

LUMUS, ZEAL, buhel, TIZEN, SONY, at&t, Bluetooth, AMTEL, SONY, NVIDIA, IOS, FLEXTRONICS, KICKSTARTER, Google, SIEMENS, Microsoft, intel, FOXCONN, ARM

### LIFESTYLE

EPSON, EPSON, WHEEL LABS, XOEYE, ORCAM, METRA, SENSORS, smart p's, ATHOS, CLOTHING+, sensix, nuubo, HEKOSKIN, plangit, RAZER, LUMO, kiwi, Playtabase, kapture, bionym, MEVU, Withings, adidas, playfab, moov, N2N, LABS, POLAR, SPROUTING, THALMIC LABS, SYNCSTRENGTH, biovation, Hydrinex, JAWBONE, insight, P8, BATIOX SCIENCE, ATLAS, BioSensics

### SMART HEADGEAR

Watches: hereO, MOTOROLA, M, LIMEX, phosphor, FiLIP, EmoPulse, ARCHOS, neptune, cookoo, muse, SKULLY, RE-TIMER, MANDRORICA, eS'ght, intel-clinic, BRAGI, AVAGANT, Oculus, Antemius, NFC RING, netatmo, RINGLY, nod

### JEWELRY

CUFF, RINGLY, nod

### SMART BANDS

adidas, Withings, playfab, moov, N2N, LABS, POLAR, SPROUTING, THALMIC LABS, SYNCSTRENGTH, biovation, Hydrinex, JAWBONE, insight, P8, BATIOX SCIENCE, ATLAS, BioSensics

All logos are property of their respective owners.

If your company would like to be included in future content, use this infographic platform contact: [design@wearableworld.co](mailto:design@wearableworld.co) or Industry Research by: [Craig.Dudenhoeffer@wearableworld.co](mailto:Craig.Dudenhoeffer@wearableworld.co) Design by: [Wearable@WearableWorld.com](mailto:Wearable@WearableWorld.com)



### HBO versus Twitter / Periscope ? Or Facebook /Meerkat ?



Picture courtesy of HBO

## Media 2020 vision - Screens everywhere

- Multi mode devices
- Interactive Content
- Online catch-up / retrieval
- Analytics
- Apps for all forms of content
- Apps stores / Cloud storage
- All creatives now; Digital ready Internet
- Personalised capture and playback
- New forms of Content/ Licensing or DRM
- Content management - from channel to brand management
- New approaches to advertizing/sponsorship/search and recommendations
- New business models
- Digital service provision > telecomms / broadcasting

13

Telefónica



## Next steps – support convergence standards

- Media network convergence
- Optimising streaming / compression
- CDN and Cloud support .
- Video roadmap options in 3GPP
- Video Analytics
- Video delivery focus across ETSI for all activities and Sectors supported
- Multimode networks (incl LTE and 5G focus)
- IoT includes video

Collaboration and demonstrator programme between ETSI / EBU

15

*Telefonica*





## GSM Association sources :

+ **Mobile Economy** reports - Global / Regional  
[www.gsma.com/me-reports/](http://www.gsma.com/me-reports/)

+ **Connected Living**  
[www.gsma.com/connectedliving/mhealth/](http://www.gsma.com/connectedliving/mhealth/)

### + Stats for Apps – 2014

There are 1.2 million apps in the Apple apps store and 1.5 million in the Google Play store.

For example in the Apple store, there are 33.000 Health and Fitness and 25.000 Medical apps.

In the Google Play store there are 44.000 Health & Fitness apps and 23.000 Medical apps.

In total there are 125.000 Health & Fitness and medical apps (with some probable duplicates in both stores).

17

Telefonica

## Digital Healthcare – a global opportunity



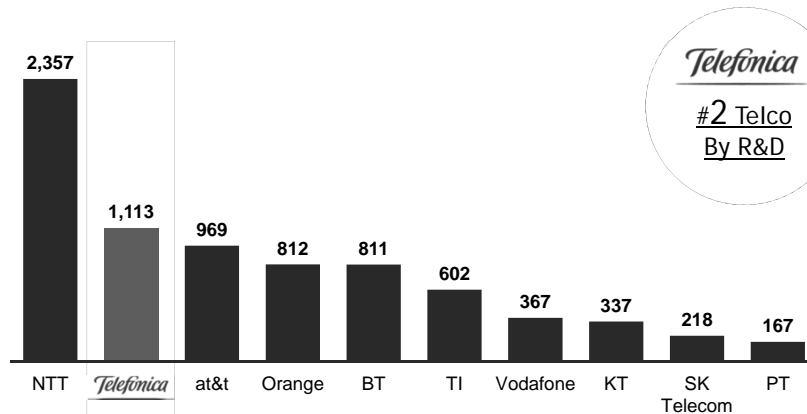
18

Telefonica

- **Stats on apps – end 2014**
- There are 1.2 million apps in the Apple apps store and 1.5 million in the Google Play store.
- In the Apple store, there are 33.000 Health and Fitness and 25.000 Medical apps.
- In the Google Play store there are 44.000 Health & Fitness apps and 23.000 Medical apps.
- In total there are 125.000 Health & Fitness and medical apps (with some probable duplicates in both stores).
- 
- If it would take at least 30min to review and approve each app, it would take more than 300 people a year to approve all. This does not make sense for every citizen or every EU Member state

## A commitment to innovation

**Worldwide Telco sector ranking by R&D**  
(EUR million)



*Telefonica*

**#2 Telco**  
**By R&D**

Source: The 2013 EU Industrial R&D Scoreboard (European Commission)

## DEC Nepal Earthquake appeal

<http://www.dec.org.uk/> or <http://www.dec.org.uk/?gclid=CK232Muxl8UCFERNwgodd2oAow>

**Text the word Nepal to 70000 to give £5**

Your full £5 donation goes to the DEC Nepal Earthquake Appeal. This donation will be taken directly from your phone bill.  
You will receive an automated reply confirming your donation and asking if you would like to Gift Aid your donation.

