

IMDA General Assembly

Ubiquitous Internet Media – How long will it take?

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Ubiquitous Internet Media..

- <http://www.thefreedictionary.com/ubiquitous>: Ubiquitous - having or seeming to have the ability to be everywhere at once; omnipresent.
- There's no way back – it is very clear that there is a progressive and continuous increase in consumer involvement with technology and communications globally. People are broadening their modes of communication to include the web and, social networks are becoming central to how people communicate.
- In addition, people want to be truly connected, independent of time and place, in a way that is very personal to them.

Ubiquitous Internet Media – can it even be technically possible?

- **We will see innovations in areas that no one has even thought of yet - and sooner in those areas where the solutions are in the labs already!**
- More than 1 billion mobile devices will access Internet in 2013 (IDC, Dec 2009).
- Internet Protocol version 4 provides only 4.3 billion addresses – not enough!
- IPv6 will provide 3.4×10^{38} addresses.
- In mobile industry, 4G devices require IPv6 addressing – this solves the problem for any one who is planning to innovate with internet technology in new ways, combined with mobility.

Challenges remain – which is good! 😊

- Truly global and ubiquitous internet media services will require content production that takes into account the capabilities of the multitude of receiving devices and hence requires also broadcasters to select the most flexible content production and broadcast technologies.
- Usability of the consumer products and harmonizing everything so that the user experience remains easy will stay as a key requirement for success.
- In this context, the work of IMDA hopefully helps to pave the way..

