IPRO 305
Impact of Emerging Internet Trends on the Media Space
INTERPROFESSIONAL PROJECTS PROGRAM

comcast

ILLINOIS INSTITUTE OF TECHNOLOGY
Group Statement

“Conduct a plausible and honest study while maintaining integrity with all groups at all times.”
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Purpose

- Understand the current and emerging internet applications and trends over next 3-5 years.
- Internet has exploded in usage due to many factors.
- We have moved well beyond basic tasks for as a primary use for the internet.
Objectives

• To conduct a study to predict the trend in internet traffic
• To conduct a survey to IIT students
• Research into new internet applications
• To analyze the data of the survey
About our Sponsor

Comcast was founded in 1963 as a single system cable operation.

Today, it is the largest cable providing company delivering entertainment and communications products and services, with 24.6 million cable customers, 14.4 million high-speed Internet customers and 5.6 million voice customers (Comcast 2008).
Organization

• Divided the group into three separate teams
  • Primary Research
  • Secondary Research
  • Collection/Interpretation

• Assigned group leaders
  • Nick Cantoni
  • Michael Lagioia
  • Grant Shindo
The Process

- Primary Research

Survey current internet users

Contact relevant IT specialists and conduct interviews

Identify new technologies
The Process

• Secondary Research

Determine the most high profile and relevant applications and their progressing use.

Gather actual technical data

Keep track of future technology advancements.
The Process

• Collection/Interpretation

Different attempts at modeling the data were made

Collection and Interpretation team generated the resulting report
Secondary Research

- Collected data pertaining to current state of the Internet
- Identified bandwidth intensive programs
- Collected third party documents with projections of bandwidth use in the next 3-5 years
What are we looking at?

- VOIP
- Online Gaming
- Social Networking
- Streaming Video
- P2P
• Voice Over IP
• Applications like Skype and Vonage
• Internet telephone with features like call waiting, caller ID, video conferencing, chat.
Online Gaming

- Everything from Counter Strike and Halo to World of Warcraft
- Small bandwidth use in comparison to other applications - mostly packet and positional data (small)
- Many users, small transfer of data
Social Networking

• Applications such as Facebook and Myspace
• Text, photos, video, instant messaging
• Many users, variable bandwidth consumption
Streaming Video

- Ranging from watching House M.D. on Fox.com (in HD) to watching the Rolling Stones Live in Concert on YouTube.
- Largest growth rate of all applications
- Implications of increased size and quality of streaming media
Peer-to-Peer (P2P)

- Azureus, BitTorrent, Limewire all use P2P
- Often used for large file transfers (Music, games, software, movies)
- Use of swarms accommodate timely transfers of information
- Copyright issues, piracy
What is a petabyte (PB)?

- 1,000,000,000,000,000,000 bytes
- 1 Hour TV show = 350Mb = 3 million TV shows
- 1 Typical Movie = 700Mb
- 1PB = 5.7 million episodes of the Simpsons
- Monthly Internet traffic approaching 4,000 PB in 2008
Prevalence of Applications (Current)

CacheLogic Research
Internet Protocol Trends 1993 to 2006

Year

Percentage of Internet Traffic
0 10 20 30 40 50 60 70

Email
FTP
P2P
Web
Bandwidth of Applications, Current and Projected

Source: Cisco, 2008.
Growth Percent from 2006-2012

Source: Cisco, 2008.
Secondary Research - Conclusions

- Steady growth in use of mature applications like Web Browsing, Email and Social Networking, with increased average bandwidth by imbedding of video.
- Emerging use of VOIP, Online Gaming, Video Conferencing, but still relatively small in adoption or small in bandwidth.
- Large growth in users, and in average bandwidth for Streaming Video caused by the shift from a few media providers, to a market where everyone is a media provider, and an increase in quality (HD).
- P2P has the largest growth potential in users; currently a small percentage of users, but the largest average bandwidth. Copyright issues may delay.
- Need to confirm ideas with primary research survey.
Primary Research - Survey Methodology

- Incentive
- Administration Methods
  - Offline
    - Bridge
    - RHA
  - Online
    - Facebook
    - Mailing Lists
- Demographic Focus
  - 15-25
Survey Results

Patterns

- Truncated Bell Curve
  - Maturity
- Truncated Exponential Decay
  - Immaturity
Expected Increased Usage

(based on surveys)
Survey-based Conclusions

• Email/Web Browsing is the only mature application
  – Other areas expected to grow greatly
• Most usage occurs during a brief period each day
  – Not ideal from provider’s perspective
Survey vs IIT OTS Inquiry

- Network Administrator data indicates that:
  - 50-55% of peak bandwidth volume is P2P
  - 20-25% is Streaming Video (Source: IIT OTS Dept. 2008)
- So, if our survey data is accurate, then either:
  - a very small number of users consumes the majority of capacity (only 32% use P2P at all!)
  - most consumption occurs during a brief time period
  - both.
Default Solution

• Increase bandwidth capacity to meet projected peak by 2012
  – Guaranteed legality
  – All users get desired bandwidth
  – Requires most capital investment
Alternative Solutions

- Scheduling Programs/Utilities
  - Download Scheduling
  - Macros
  - Aid user is making the most of non-peak times
  - May be programmed to further motivate non-peak usage
  - Guaranteed legality; optional, helpful use
Alternative Solutions

Smart Pricing Program

• Quasi-real time price

• Automatic Disconnect when price exceeds user bid
  – Short, guaranteed access period

• Capped Bandwidth Percentage
  – High (~10% of line)
Ethical Issues

- Communication with Comcast
- Business Contacts
- Survey Participants
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