Impact of Emerging Internet Trends on the Media Space
Mission Statement

- The objective is to understand the usage of deep-rooted as well as emerging applications and trends that will drive internet usage over the next 3 to 5 years. These need to be personified in terms of various classes of users that will co-exist and the potential use by each.

- We are working with Comcast’s Planning division to enhance their customer's current and future experience regarding services provided.
Team Organization

- Primary Research
  - Nick Cantoni (team leader)
  - Evan Kruger
  - Jon Mikesell
  - Stephen Schreiner
- Secondary Research
  - Michael Lagioia (team leader)
  - Meng Zhang
  - Janusz Nosek
  - Will Foret
  - Edward Lazenby
- Collection/ Interpretation
  - Grant Shindo (IPRO/ team leader)
  - Ryan Cunningham
  - Yevgen Solodkyy
Project Goals

- Investigate/predict Internet trends for next 3-5 yrs.
- Identify & understand usage consumption [demographics]
  - Adoption of new applications and their respective impact
    - BitTorrent
    - Streaming video
    - VOIP
    - Social networking
    - Online gaming
    - Adoption rates
- Create model of total usage on research obtained
Progress

- Primary Research
  - Created survey model
  - Contacted housing concerning distribution of survey
  - Contacted OTS regarding campus internet usage

- Secondary Research
  - Obtaining metrics/ internet usage data
  - Researched popular bandwidth hungry web applications

- Collection/ Interpretation
  - Preliminary stages of developing model for top five internet applications
Major Obstacles (To-Date) & Their Resolution

- Mass Distribution of survey
  - Set up stations on campus in high traffic areas
  - Bring surveys to students in the dorms and in Greek housing
- Inadequate Communication
  - This problem was anticipated, did communication exercise
  - Need to use email more to communicate
- Free Rider Issue
  - Involve individual members in subgroups
  - Assign specific tasks to individuals
Anticipated Major Challenges

- Compiling mass quantities of data
  - Using surveymonkey to condense some of the data
  - Use of statistics to find significant trends within the data
- Does the collected data fit the model? Is there enough data?
  - Team ready to revamp model if necessary
  - Persistence in data collection to ensure large enough sample size
- What will Internet usage look like in the future?
  - Looking at foreign markets to identify trends
  - Analyzing current applications that have the potential to be big contributors to mass usage
Needs/ Questions/ Requests?