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

Background
IPRO 305 is working with Comcast in order to help identify and shed some additional light to the emerging technologies that will further increase the need for Comcast to provide more and more bandwidth to its consumers.

Problem
The overall increase in consumption of internet bandwidth as well as the need for everincreasing speeds may require ISPs to embrace technologies beyond what is currently envisioned.

Objectives and Methodology
• Conduct a study to predict the trend in internet traffic over the next 3-5 years to enable the project sponsor, Comcast, to adequately satisfy consumer demand for emerging technologies during that period.
• Conduct surveys of IIT students to predict the trends of potential future customers of Comcast in their use of the internet.
• Research into new internet applications, their bandwidth requirements and their impact on internet data traffic over the next 3-5 years.
• To analyze the data of the surveys to make a prediction of new internet applications that will dominate internet data traffic in the future, and to predict increases of popularity of different internet applications.

Conclusion
• New methods of exchanging files, such as bitTorrent are growing rapidly and traditional ways file exchange, such as FTP, are on the decline.
• A major component of p2p traffic is video.
• Streaming video is the second most popular usage of the internet.
• Analyzing our surveys, at least 25.98% of respondents reported that they would use any application more in the future than they do currently, and for Email and Web Browsing the figure is 79.13%.
• Demand for bandwidth may increase between 2 and 4 times over the next few years.