



## Streaming Media and Internet Industry

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People are shifting from Television to online content and they are taking various paths. Some prefer video sharing websites, some subscribe to Video feeds and other premium content over DVD's and game consoles. We are seeing a vast majority of people seeking content online and the publishers are unable to matchup the requirements with quality content. The ISP's have launched FiOS fiber optic last mile connections to the residences. Which has made it faster for people to download content. The music industry is still trying to work out an arrangement with the ISP's where there is a blanket charge to the customer, who will then be able to download music. The software industry is trying to figure out alternative ways of software licensing. The time is ripe for a major change in the industry and everyone is trying to get on the bandwagon.

What are people downloading? If you look at the numbers then more than 50% of bandwidth usage is for porn. But if you categorise it in terms of audio, video, software etc. Then people are moving away from downloading software to downloading TV Serials, Movies and Music. Which goes to say that more and more people are looking for entertainment online. The spread of video sharing sites and blogs shows that customers are more inclined to creating content. RIA and MPAA are trying hard but illegal filesharing is no where near zero. Everyone from TV companies to News agencies are pushing rich multimedia content online and this has led to a growth in online multimedia usage by 50% year on year.

On demand streaming of video and music will reach \$70Bn in the next 6 years. Advertising revenues are going to grow in a similar curve. The most of the action is in the Mobile arena.

If you sum it all up it seems as if consumers want control over what they watch and when they watch it. They want lesser and lesser ads and they want entertainment on the move. On the other hand the consumers who want to create content want to showcase their work to a wider global audience. Current Social networks are usually limited countrywide and that is going to remain that way because of language barriers.

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Even though the internet spreads across the globe, online communication usually doesn't. Consumers are still socially active in small circles of a 100 to 1000 peers.

### So whats in store for the future?

Distributing content around the globe is going to be prohibitively expensive. So everyone will shift to peer to peer technologies. P2P will gain widespread acceptance in the corporate world. Video sharing websites and blogs have become main stream and are going to stay that way. The server based multimedia systems should reach 20-30% by this year and the rest 70-70% should be done using P2P. File sharing would consume the highest bandwidth on the internet followed by Internet TV followed by other collaborative softwares for social networking, news, and meetings.

The software industry should move to a cheaper licensing scheme and the current scheme of licensing softwares with 70-80% profit margin should go away. Open source movement should pick up as it matures and provides quality alternatives to proprietary solutions.

### What does this mean for Mermaid?

Mermaid is deployed on more than 10,000 locations around the globe as we speak from Japan in the East to Russia to US. And it is going to gain widespread adoption. There would be three primary reasons to it; increased bandwidth availability, freedom of speech and almost zero total cost of ownership. Technical glitches will remain in the internet TV space across all kinds of multimedia streaming applications of any. And Mermaid would become an industry strength application in the coming 5-6 months. Your investment of time and effort with Mermaid would remain intact as it spreads from

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universities, corporate and campuses to mainstream worldwide internet use in the coming year.

Mermaid would always be free and will continue to enable free speech for all content creators around the world. We are not only promoting IPV6 but also the Free Software Movement. Both should become mainstream in the next 2 years.

While softwares like Mermaid News and Mermaid Meeting would still be popular in organizations. The Mermaid Multisource/Webcam/Movie would compete and replace all video sharing sites as people prefer more realtime content over Record-Store-View model of current systems.

## References

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