Beyond images …

THOMSON’s strategy for the Future Internet

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A new era for communication

- **New usages drive new applications and services**
  - Legacy applications are evolving
    - Dad’s TV is dead
    - Search the internet is the default answer to everything
    - More interactivity, friendliness, emotion
  - Service personalization (health, tourism, TV, shopping, etc.)
  - Security
  - Ease of commercial transactions
  - Social networks

- **New business models**
  - User Generated Services, not only content !!!!
Thomson’s vision

- The Future Internet is the Internet of content and emotions
  - Most content is low quality, and does not carry emotion
  - Customers want content everywhere and anytime, on all terminals
  - Technology must be transparent
- Convergence is happening at the service level
  - Mostly around three devices: the cell phone, the PC and the gateway
Beyond image

- “High Definition” -> better, sharper (and heavier)
  - S-HD
  - 4K, 8K
  - HDR, ECG
  - 3D

- Games
- Virtual worlds
- Content virtualization
  - Emotion
  - Perception
How to get there

- **Network technology is there already**
  - Throw bandwidth at it! (this is what most Internet gurus would tell you :-)
- **Content and services will power the Future Internet**
- **The challenge is in the control of the content**
  - Production
  - Management
  - Sharing
- **Increase European self-confidence**
What we learned from the past

- Legacy internet leaders are technology companies (Cisco, Microsoft, etc.).
- New leaders are content companies (Google, Yahoo, YouTube)
- The Internet lives on a different time scale
  - VC mindset
  - Lifetime of an idea is short
  - Need high reactivity: idea must be converted quickly
- Important to drive innovation, not follow!
- Talents are KEY!
European leadership

● Not all content comes from Hollywood!
  – e.g. news (BBC, other major broadcasters), major cultural heritage and diversity, festivals, regional and community TVs, sports, etc.

● Boost the European competitiveness and confidence
  – Long term research in industry
  – Develop the entrepreneurial culture
  – Facilitate emergence of strong academic research groups and SMEs issued from academia
  – Cross fertilization with large industrial and service-based groups

● Cooperative programs needs to be thought in that sense
  – Tighter coupling between academia, large groups and SMEs
BACK-UP
Service convergence

● Evolution of the internet
  – Deliver content (not only video :-) safely and with high quality on the Internet
  – Prevent dissemination of illegal content
  – P2P based services (gaming, communities, etc.)

● Beyond the Internet -- Vision
  – New services?
  – How will technology enable these new services?
Research challenges

- Internet of objects
- Virtual content, emotion
- User Generated Services
- Security, privacy
- Content compression techniques
- Social networking, interaction
- nPlay & fix/mobile convergence
- Personalization
- High Quality content delivery