



proudly present:

# Consumer Transition to the Cloud: Service Provider & OTT Video, Gaming, and Music Services

# CLOUD COMPUTING

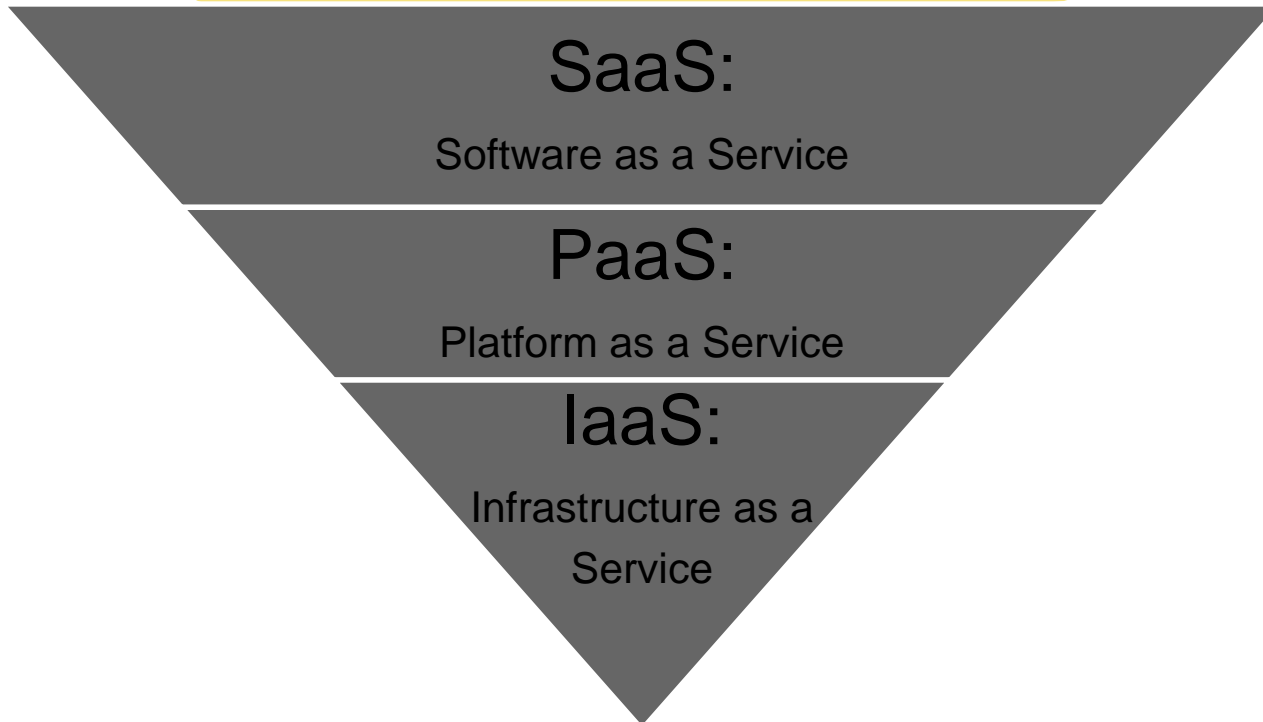
Revolutionizing Entertainment & Media

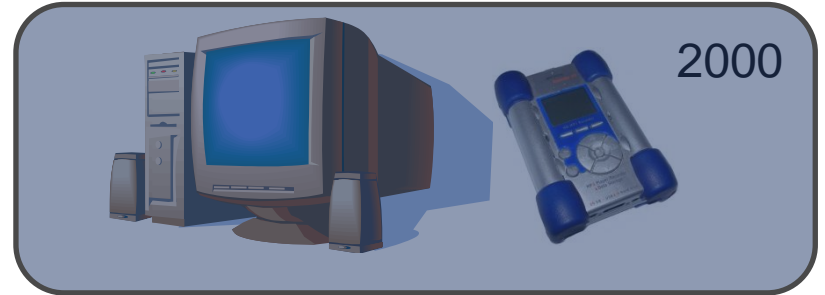
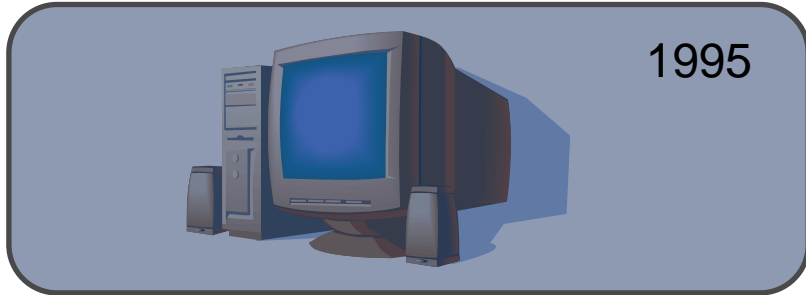
The Impact of Mobile Cloud Computing & Big Data

# WEST 2013

OCTOBER 27-29, 2013

The Cosmopolitan  
Las Vegas, NV





Standard Fragmentation



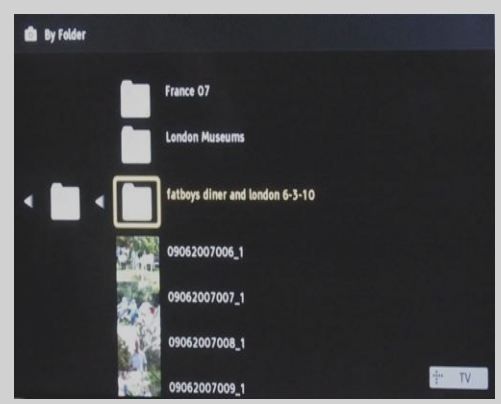
The image shows three logos: AirPlay (top right), UPnP (middle right), and DLNA (bottom left). Each logo is accompanied by a small icon representing its respective technology.

Vendor Interoperability



The image displays logos for various vendors: Apple (top left), Samsung (top right), SanDisk (middle left), Windows (middle left, below Apple), Zune (middle right, shown as a device), Sony (bottom left), and Belkin (bottom right).

User Experience



A screenshot of a file explorer interface showing a folder structure. The folder 'fatboys diner and london 6-3-10' is highlighted with a yellow box. Below it are several files with names like '09062007006\_1' and '09062007007\_1'. A 'TV' icon is visible in the bottom right corner.

Lack of Portability



The image contains two photographs: a modern glass skyscraper on the left and a traffic jam on a multi-lane road on the right.

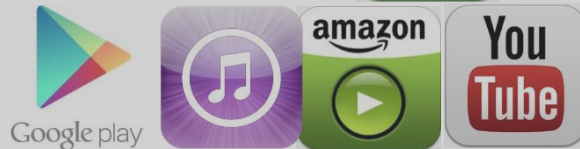
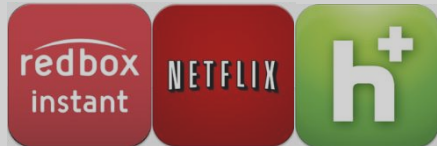
## Music



## Photos



## Video



## Gaming



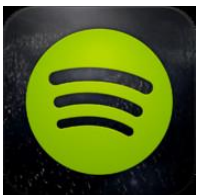
## Social





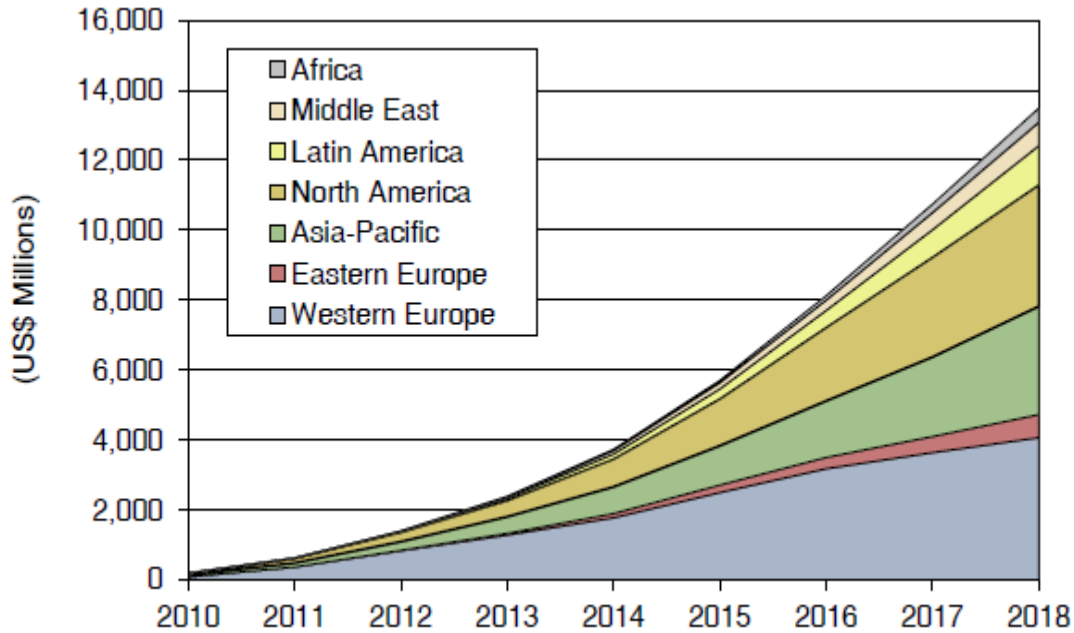
Purchased

Digital Lockers



Scottsdale

## Music Streaming Revenues by Region



Internet Radio

On-Demand

Service Provider Opportunity



Austin

New York

London

Singapore





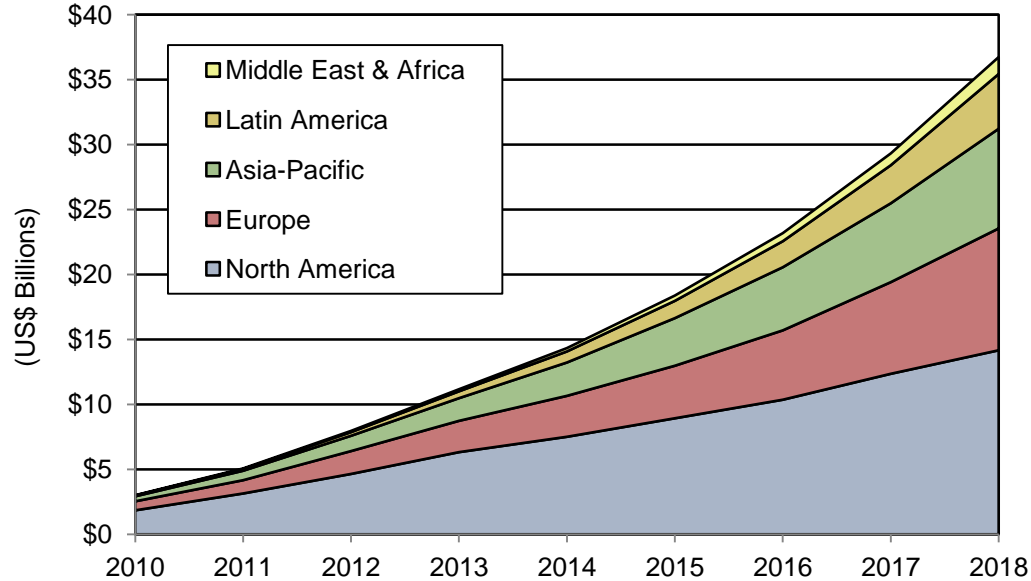
Subscription

Rental



Scottsdale

## OTT Video Revenues by Region



Purchases

Ad-Supported

Large User Base  
"Fourth" TV Platform



Austin

New York

London

Singapore

## Multiplayer

Server  
Coordination w/  
Local Gaming



PLAYSTATION®  
Network



Past

Scottsdale

Austin

## Hybrid

Server Rules  
with Local  
Rendering/UI



Present

New York

## Pure Cloud

Server  
Rendering w/  
Local Playback



Future?

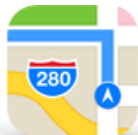
London

Singapore



	Consumers
1.	Ease of Use (Service Oriented)
2.	Location Independence (Network Agnostic, Closed Protocols)
3.	Social/Interactive
4.	Device Flexibility

	Operators
1.	Cloud Architecture Flexibility (Scale)
2.	Cloud Deployment Velocity (Speed)
3.	Subscription Model (Asset Control and Catalog Extension)
4.	CapEx to OpEx shift



facebook

BlackBerry

amazonkindle  
amazon  
web services™  
amazon  
instant video

SAMSUNG

Microsoft

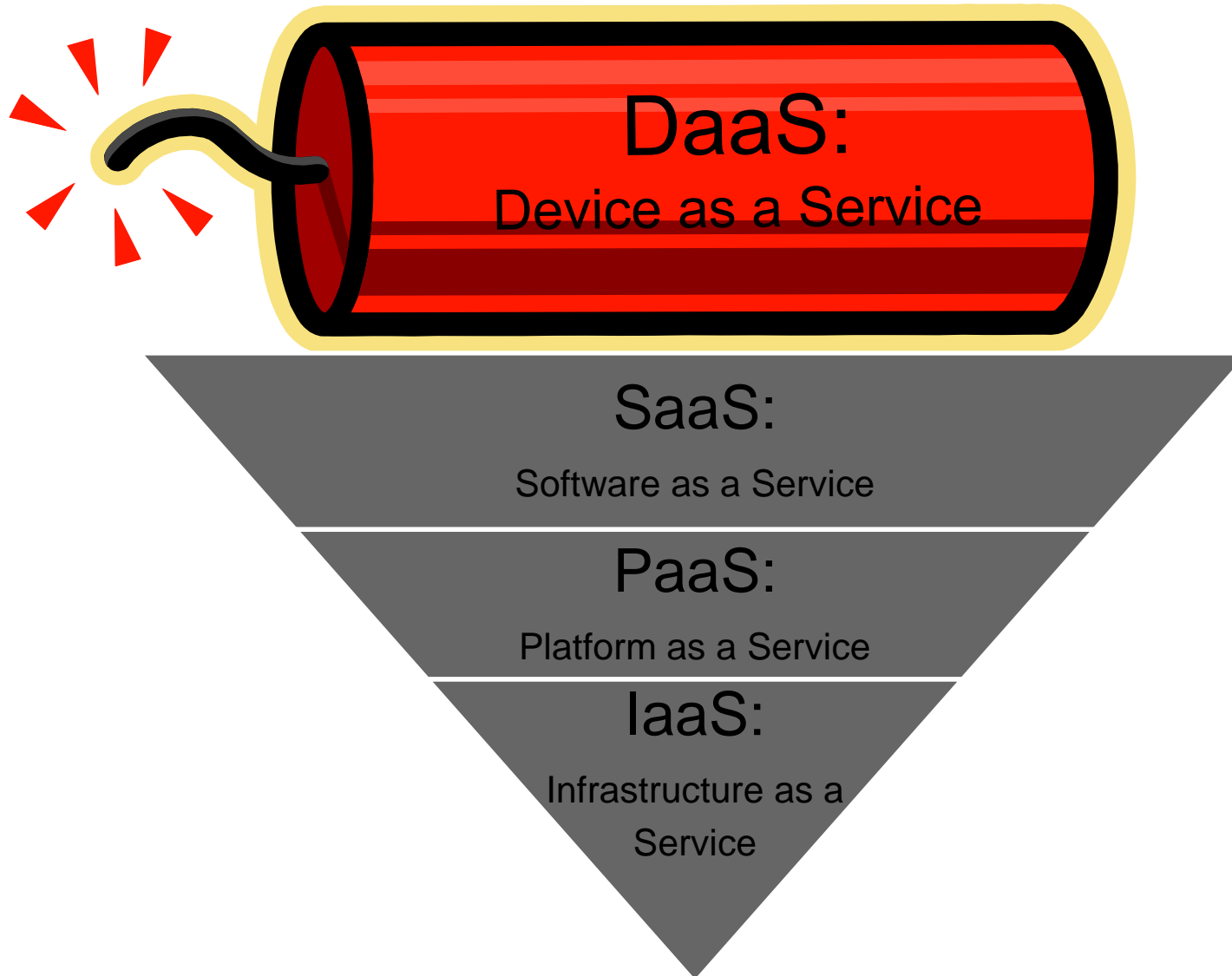
SONY  
make.believe

htc  
quietly brilliant



Google





**Thank you!**

**Sam Rosen**  
Practice Director  
[rosen@abiresearch.com](mailto:rosen@abiresearch.com)