DC|IA

Distributed Computing Industry Association

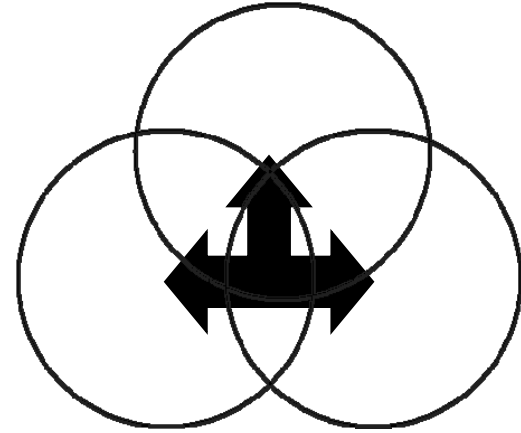## *Welcomes You*

Third Annual

P2P MEDIA SUMMIT

DCIA Conference within CES

DCIA Mission

- **Foster Commercial Adoption Peer-to-Peer (P2P) Technologies**

- **Other Distributed Computing Technology Applications**

DCIA Organization

- **Operations Group**

- **Content Group**

- **Platform Group**

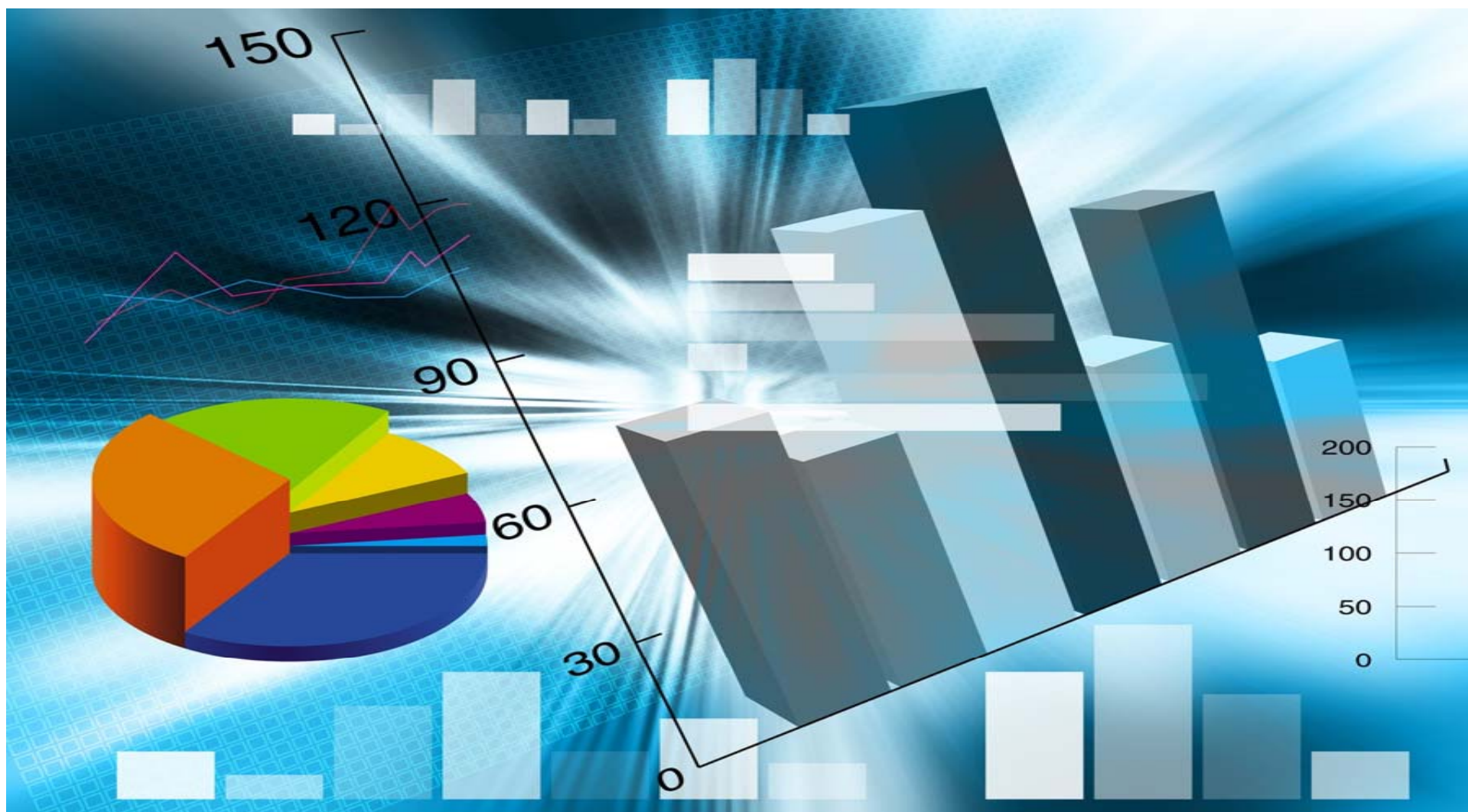# Member Companies Include...

Member Companies Also Include...

More Than 90% of P2P Software Companies Do Not Permit Infringing Traffic

More than 90% of Consumer Usage of P2P Applications Involves Infringement
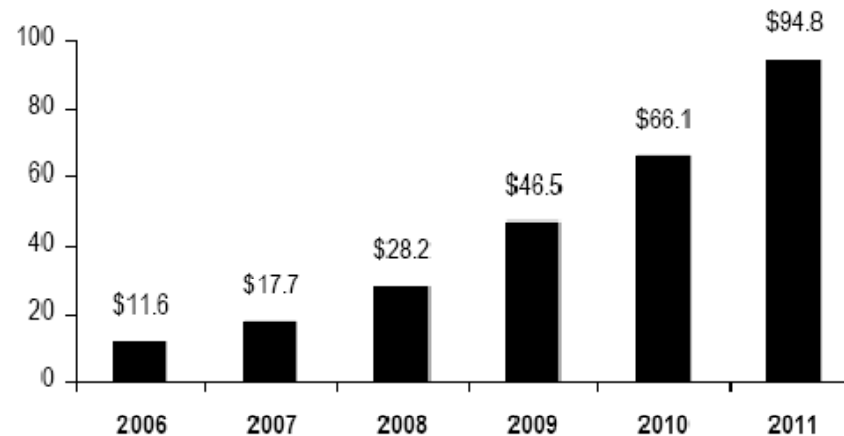
Cloud Computing Ecosystem

Market maturity

Value add

Gross Margin

Software-as-a-Service
Market size by 2012: ~$21B (20% CAGR)

Platform-as-a-Service
Market size by 2012 ~$9B (70% CAGR)

Infrastructure-as-a-Service
Market size by 2012: ~$2B (30% CAGR)

Sources: AMR, Gartner, IDC

Revenue Projections for P2P & File Sharing

Figure I-1   Worldwide IP Services Market, 2006-2011 ($Billions)

Note: The revenues in the figure above include the following segments of the IP services market: Residential Video Telephony, Fixed Mobile Convergence, File Sharing/Downloading Services, Audio/Video Streaming Services, Location-Based Services, and Presence-Based Services.

Insight Research: The worldwide market for P2P and file-sharing services is expected to generate $28 billion per year in revenue for carriers and ISPs by 2011.
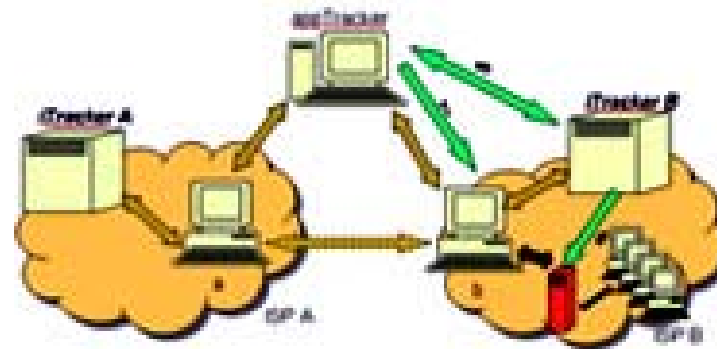
DCIA Resources

- **Government Relations**
- **Best Practices**
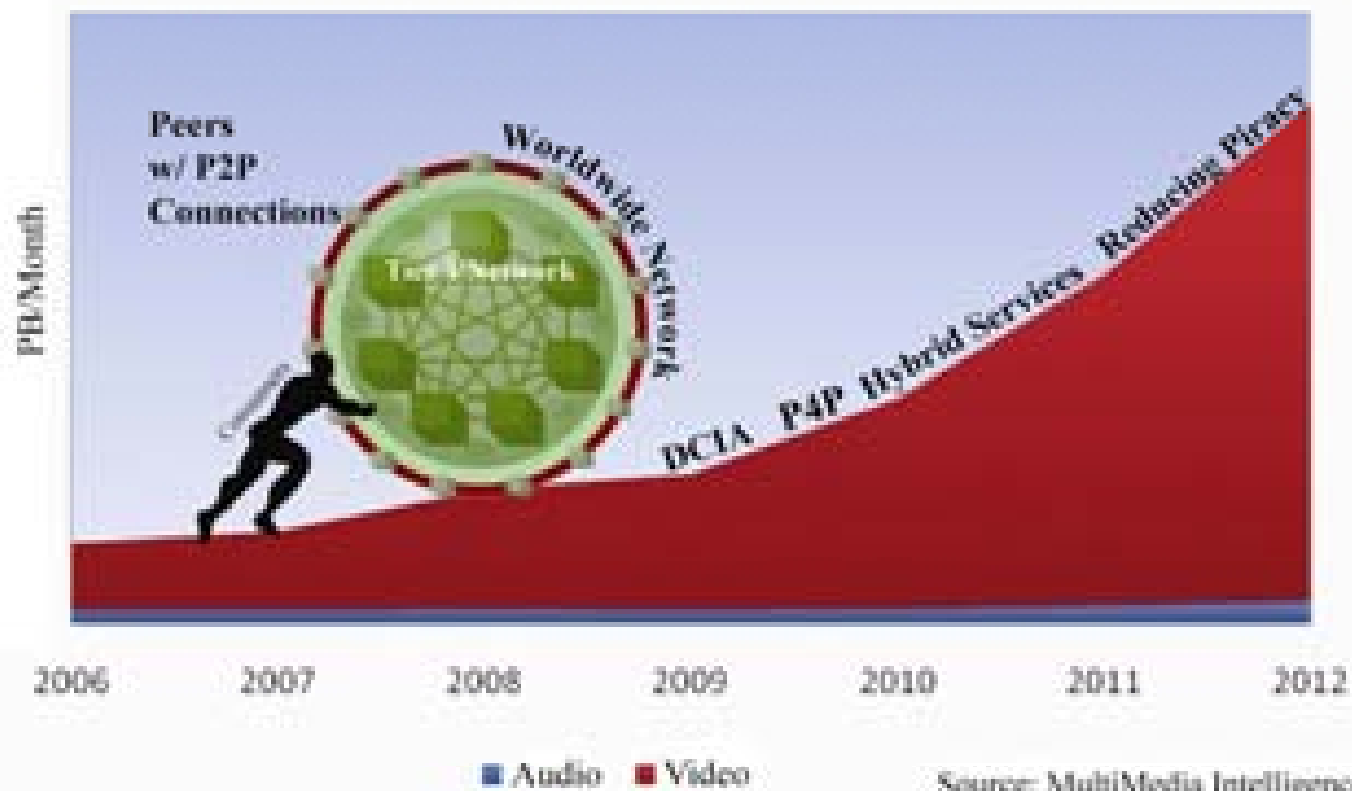- **Consumer Research**
- **Member Services**

DCIA Member Benefits

- Business Development / Strategic Planning
- Senior Level Contact with Other DCIA Members
- Strategic Alliance Opportunities with Selected Firms
- Other Specifically Identified Business Opportunities
- Involvement in Industry Standards Setting Activities
- Access to Customers in Non-Traditional Categories
- Introductions to Investors for Prospective Joint Ventures
- Recruitment of Personnel in Specialty Technology Niches
- Speaking Opportunities at DCIA Conferences
- Regular Press Coverage and Promotion in DCINFO
- Enhanced Public Relations with Targeted Segments
- Member Discounts at DCIA and Partner Conferences
- Prominent Speaking Opportunities at Other Events
- Networking with Prominent Industry Participants
- Participation in DCIA-Sponsored Working Groups

P4P
WORKING
GROUP

From 2006-2012 P2P Traffic Will Grow 400%

P2P Pushing the Network Data Flow Uphill -
Laying the Track to Create Value from this Mountain of Data

I S P G

1) Default Settings
2) File-Sharing Controls
3) Shared-Folder Configurations
4) User-Error Protections
5) Sensitive-File-Type Restrictions
6) File-Sharing Status Communications
7) Developer Principles

P2P-for-Games Category
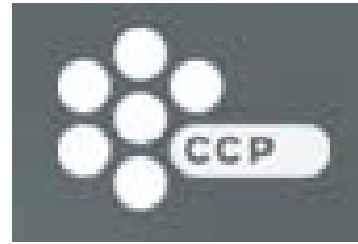
P2P-for-Games Working Group

- September 2009
- Solid State Networks
- PlayFirst Games

Charter Members

The Reason for the DCIA

Is to Help Grow Your Business

Today's Agenda

- **Keynotes**
- **Strategy Tracks**
- **Panel Discussions**
- **Networking Opportunities**

P2P MEDIA SUMMIT
Sponsors

- **Solid State Networks**

- **PlayFirst Games**

- **AMEC**

Thank You

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