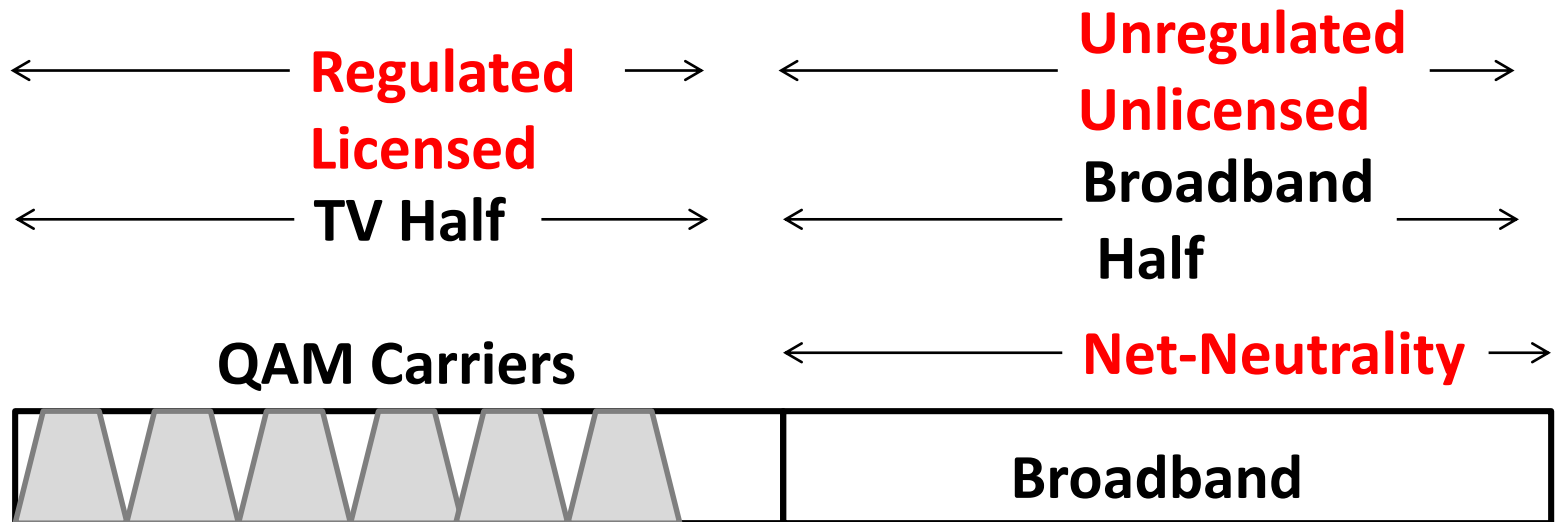


Content distribution in Next Generation Networks

Why is a Challenge?

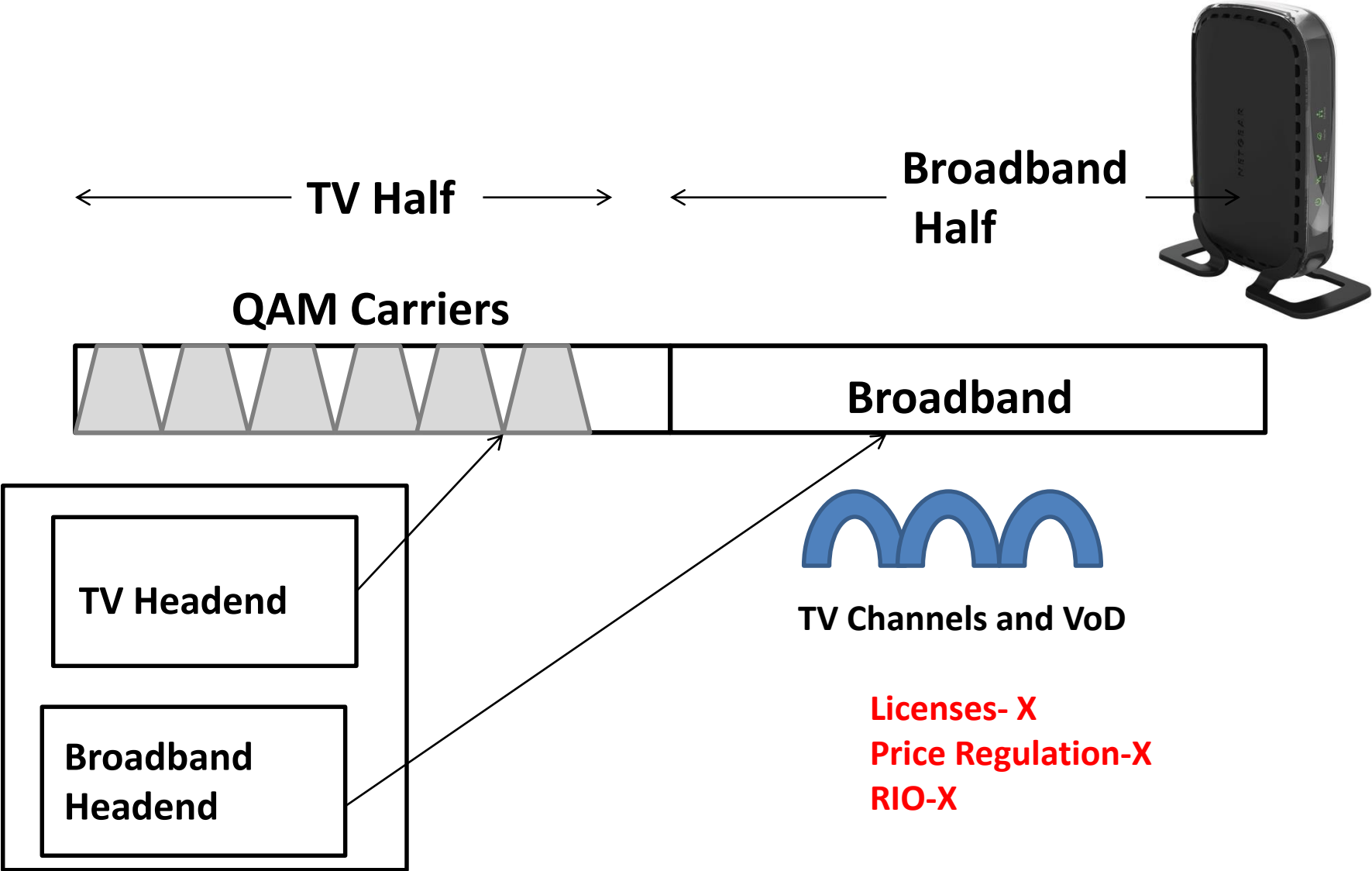
Amitabh Kumar

Cable has both Channels and Broadband



Comcast DOCSIS 3.0
AT&T U-Verse (VDSL2)
Verizon FiOS- ONU

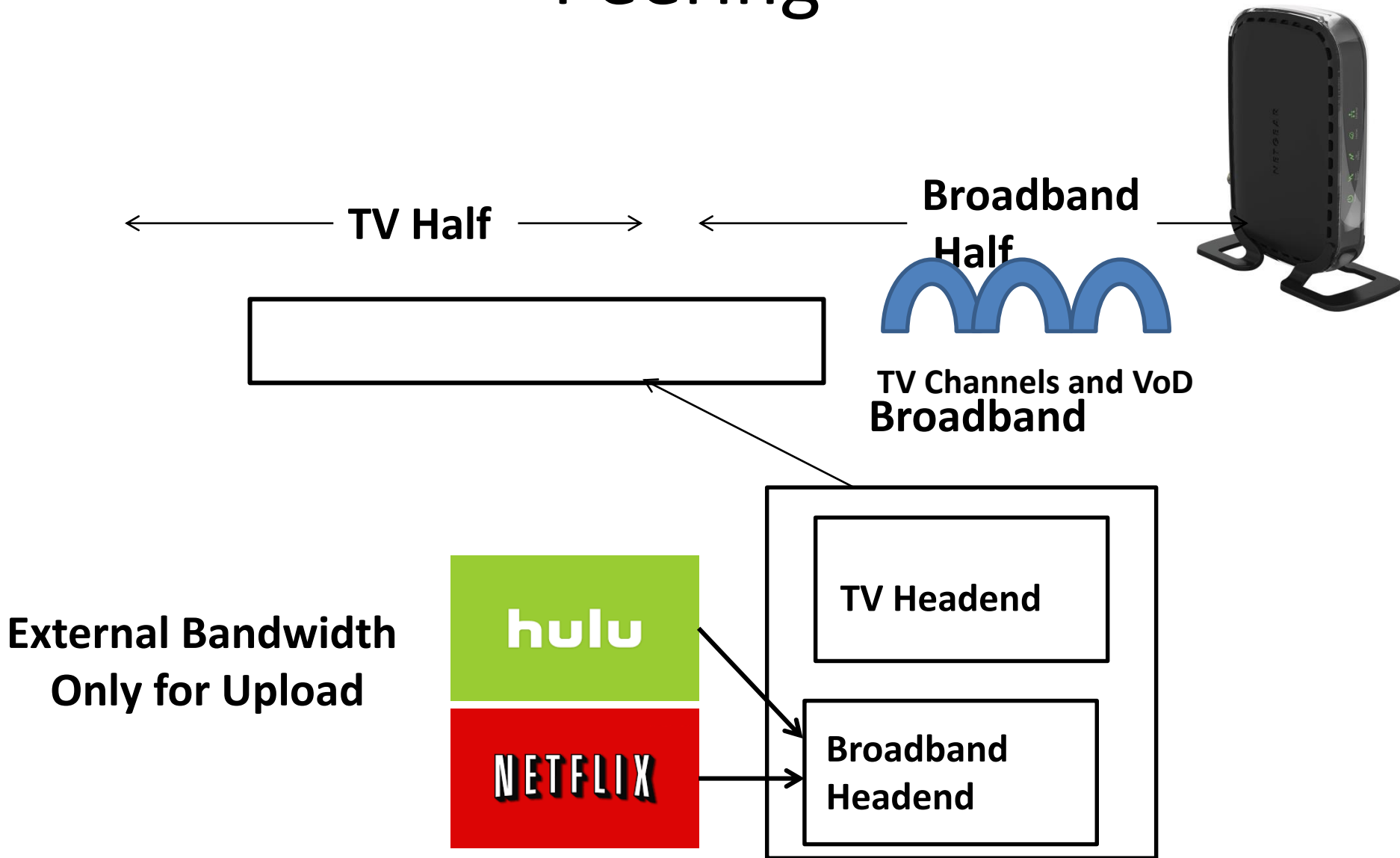
Cord Cutting



Issues With Broadband

- Need 300 GB of Data per Month (3GB/ Hour)
- Most Broadband Plans are 10-30 GB/Month
- Zero Rating is not Allowed
- Viewership shifts to Shows (serials rather than channels)
- Advertising Revenues Disappear
- TV Serials need to be priced higher

Peering

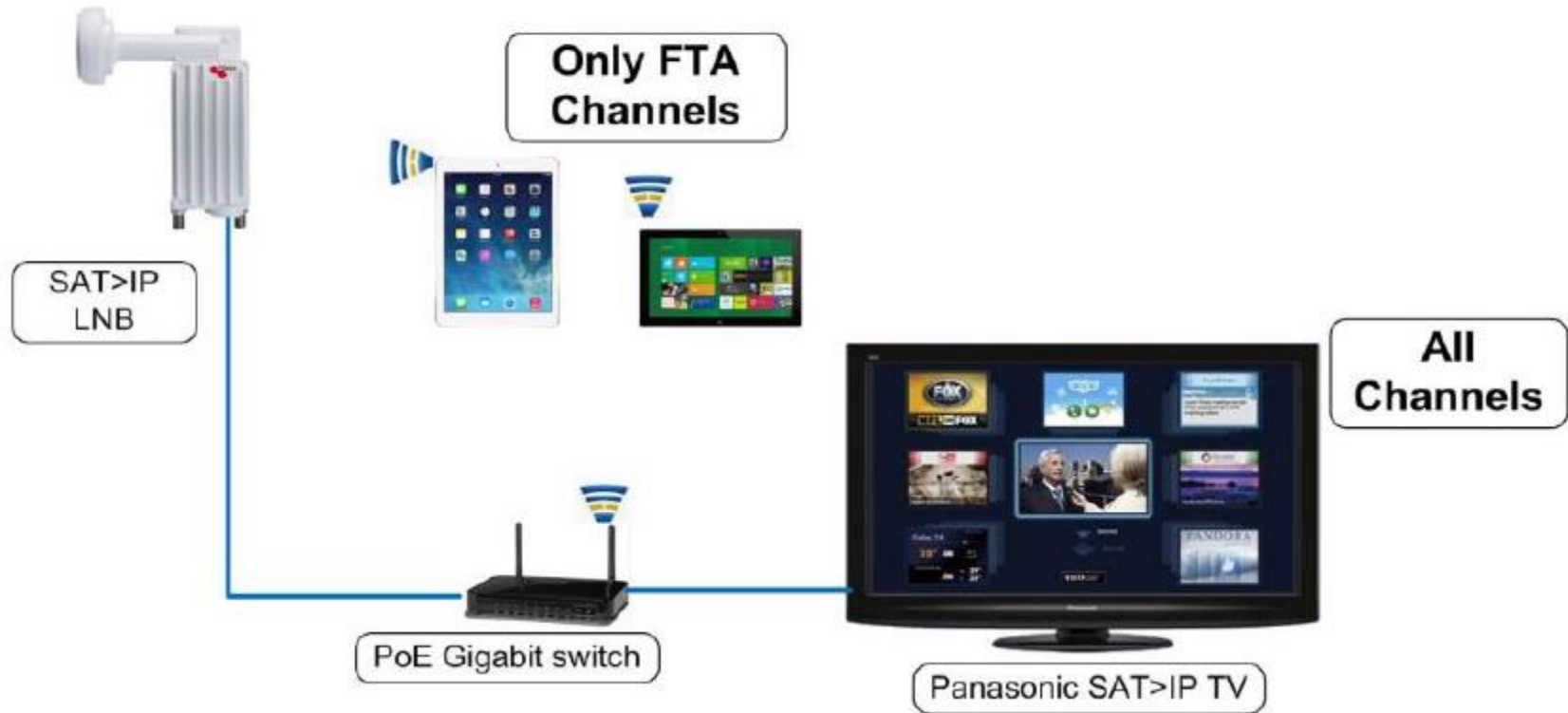




©2015
Trevor

Video Streaming

Home Networking Solution-1 (FTA+PAY)



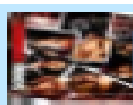
Linear Vs. On-Demand

Zee Cafe

Linear Channel



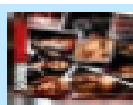
04:00 PM



Criminal Minds

Playing Now

05:00 PM



Criminal Minds

06:00 PM



Pretty Little Liars

07:00 PM



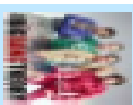
Pretty Little Liars

08:00 PM



America's Got Talent

09:00 PM



The Big Bang Theory

09:30 PM



Young & Hungry

10:00 PM



Switched at Birth

11:00 PM



Pretty Little Liars

Rs 5 Per Month

On-Demand Zee Cafe

Rs 5



Rs 5



Rs 5



Rs 5



Rs 5



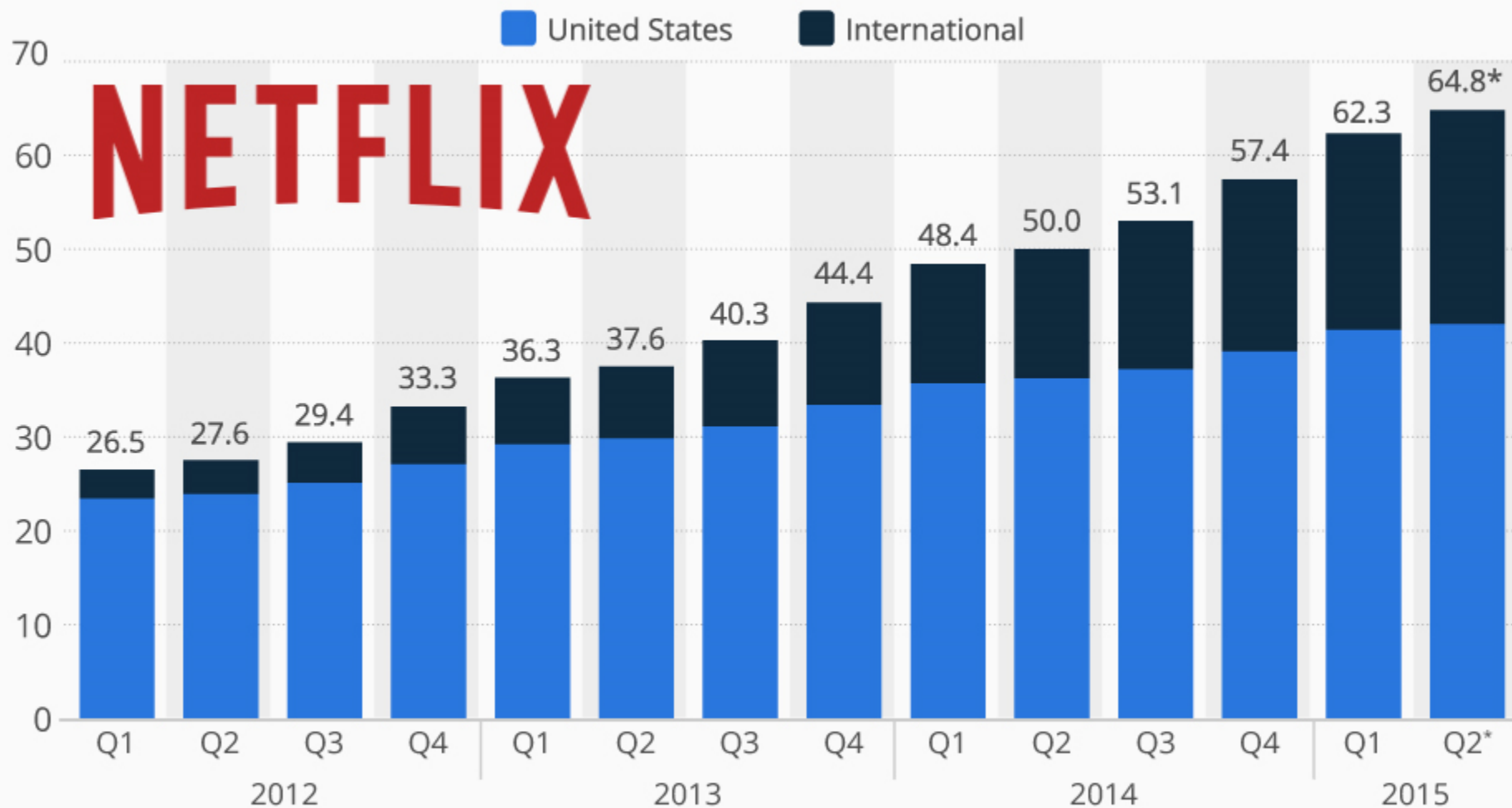
Rs 5



Rs 5

Netflix Blows Past 60 Million Subscribers

Number of Netflix streaming subscribers (in millions)



Challenges

- Regulation
- Network Capacity
- Pricing
- Advertising and IPRs
- Diversity & Licensing

To Define Broadband

To Define Net Neutrality

Policy on Advertising
