

OTT – Tækifæri og áskoranir

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Símafélagið

OTT Sjónvarpsþjónusta veitt yfir netkerfi flutningsaðila (oftast internet) eins eða fleiri sem hafa ekki stjórn á efni eða innihaldi sjónvarpsþjónustunnar og bera einungis óbeina ábyrgð á virkni hennar (s.s. flytja bara umferðina).

IPTV Þjónustuveita (oftast fjarskiptafyrirtæki) hefur fullkomna stjórn á sjónvarpsþjónustunni, efni og innihaldi ásamt því að tryggja gæði enda í enda. IPTV er af þeim sökum í lang flestum tilfellum veitt yfir lokuð netkerfi sem annað hvort eru samnýtt með öðrum þjónustum eða ekki.

WATCH WHATEVER WHENEVER.



With Sony's Betamax SL-8500 videorecorder, you can see any TV show you want to see anytime you want to see it.

Because Betamax, which plugs into any TV set and is easy to operate, can videotape a show up to three-hours long (with the L-750 videocassette) while you're doing something else—even while you're out of the house, by setting the electronic timer.

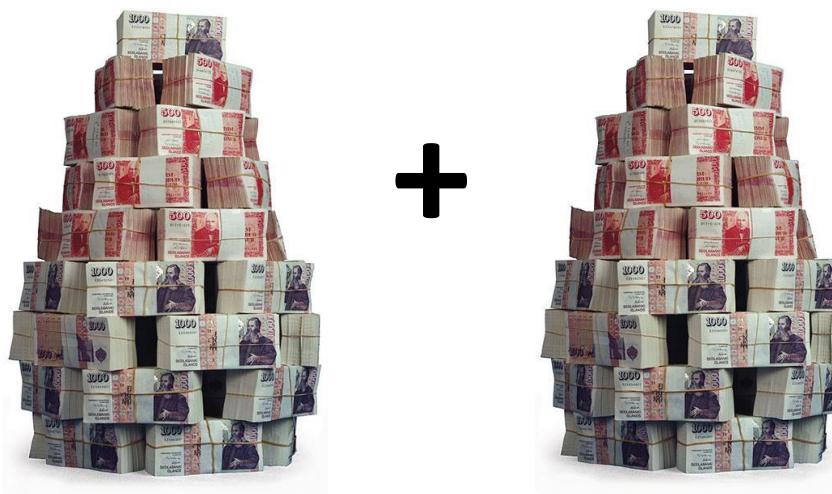
It can also videotape something off one channel while you're watching another channel.

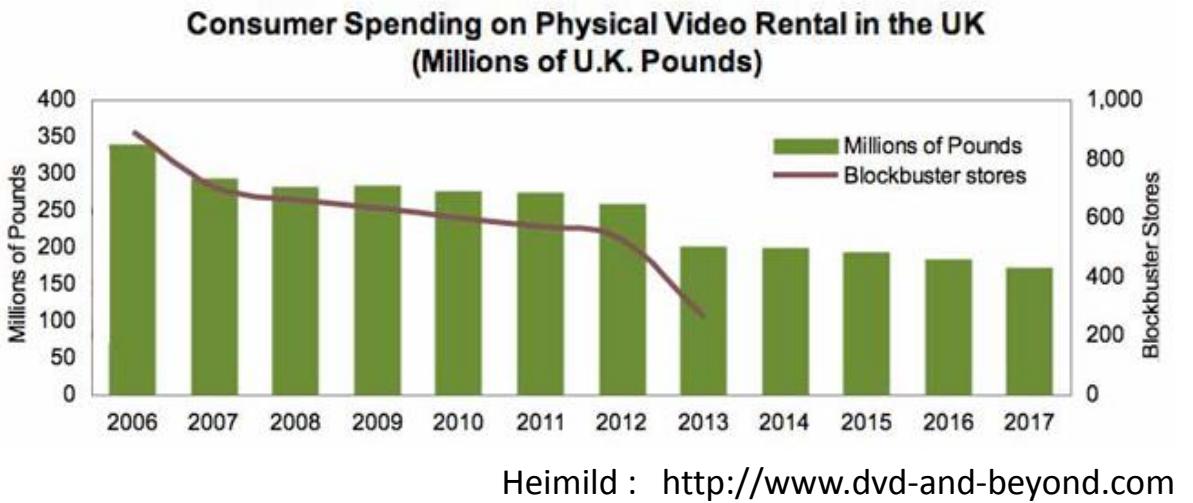
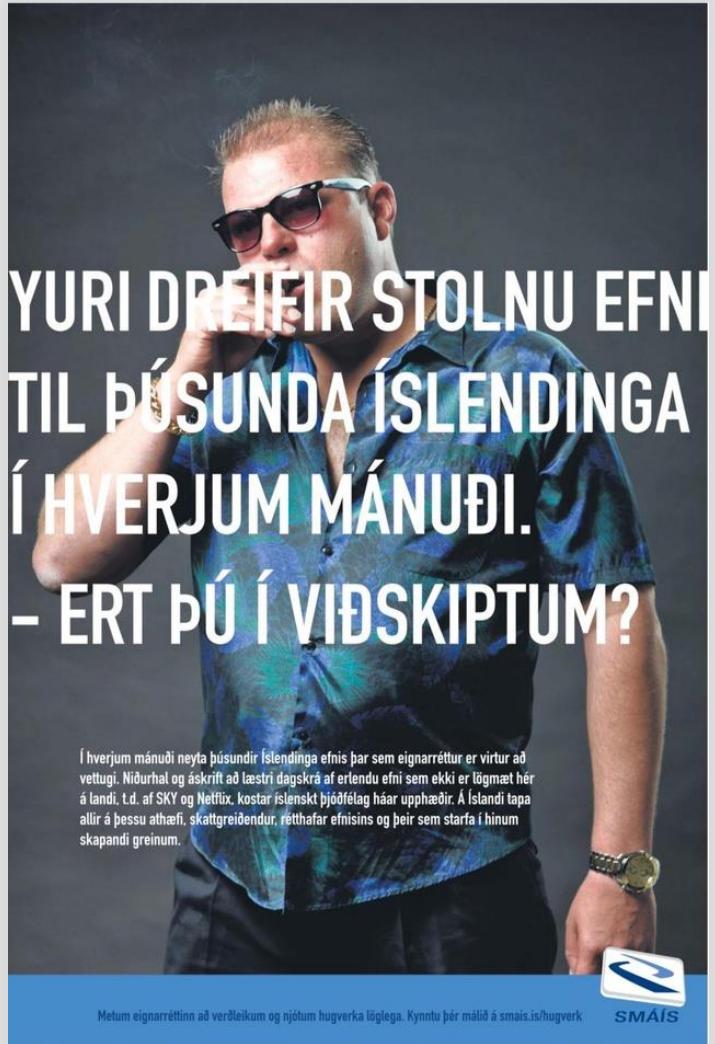
And remember, Sony has more experience in videorecorders than anyone (over 20 years!). In fact, we've sold more videorecorders to broadcasters and industry than any other consumer manufacturer. We even make our own tape.

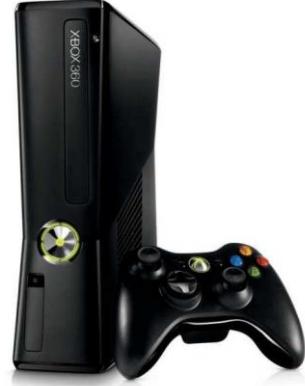
For years you've watched TV shows at the times you've had to. Now you can watch them at the times you

SONY BETAMAX
THE LEADER IN VIDEO RECORDING

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Google



hulu™

NETFLIX

You Tube
Broadcast Yourself™

BBC
iPlayer

hulu™



Akamai

Level(3)
COMMUNICATIONS



Limelight
NETWORK

NETFLIX



- Global IP traffic [...] will increase threefold over the next 5 years.
- Busy hour Internet traffic is growing more rapidly than average Internet traffic.
- Metro traffic will grow nearly twice as fast as long-haul traffic from 2012 to 2017.
- Content Delivery Networks (CDNs) will carry over half of Internet traffic in 2017.
- It would take an individual over 5 million years to watch the amount of video that will cross global IP networks each month in 2017
- The sum of all forms of video (TV, video on demand, Internet, and P2P) will be in the range of 80 to 90 percent of global consumer traffic by 2017

Heimild :

Cisco visual networking index 2012-2017

Rank	Upstream		Downstream		Aggregate	
	Application	Share	Application	Share	Application	Share
1	BitTorrent	36.35%	Netflix	31.62%	Netflix	28.18%
2	HTTP	6.03%	YouTube	18.69%	YouTube	16.78%
3	SSL	5.87%	HTTP	9.74%	HTTP	9.26%
4	Netflix	4.44%	BitTorrent	4.05%	BitTorrent	7.39%
5	YouTube	3.63%	iTunes	3.27%	iTunes	2.91%
6	Skype	2.76%	MPEG - Other	2.60%	SSL	2.54%
7	QVoD	2.55%	SSL	2.05%	MPEG - Other	2.32%
8	Facebook	1.54%	Amazon Video	1.61%	Amazon Video	1.48%
9	FaceTime	1.44%	Facebook	1.31%	Facebook	1.34%
10	Dropbox	1.39%	Hulu	1.29%	Hulu	1.15%
		66.00%		76.23%		73.35%



Table 2 - Top 10 Peak Period Applications - North America, Fixed Access

Heimild :
Sandvine global internet phenomena report

Rank	Upstream		Downstream		Aggregate	
	Application	Share	Application	Share	Application	Share
1	BitTorrent	48.10%	YouTube	28.73%	YouTube	24.21%
2	YouTube	7.12%	HTTP	15.64%	BitTorrent	17.99%
3	HTTP	5.74%	BitTorrent	10.10%	HTTP	13.59%
4	Skype	4.96%	Facebook	4.94%	Facebook	4.65%
5	Facebook	3.54%	Netflix	3.45%	Netflix	3.33%
6	Netflix	2.83%	MPEG - Other	3.10%	MPEG - Other	2.57%
7	SSL	2.47%	RTMP	2.82%	RTMP	2.42%
8	eDonkey	1.12%	Flash Video	2.56%	Skype	2.32%
9	Dropbox	1.12%	SSL	1.91%	Flash Video	2.16%
10	RTMP	0.85%	PutLocker	1.25%	SSL	2.03%
		77.83%		73.23%		75.25%

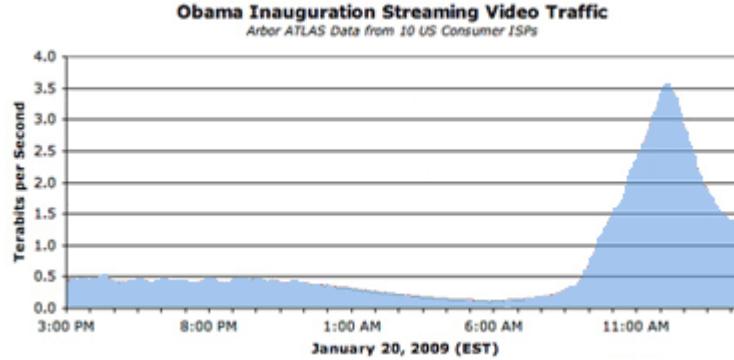


Table 6 - Top 10 Peak Period Applications - Europe, Fixed Access

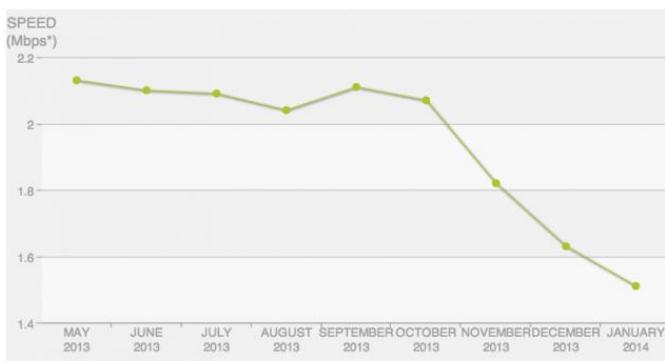
Heimild :
Sandvine global internet phenomena report

Áskoranir

- Gríðarlegt álag á innviði
- Ýkir sveiflur í umferð
- Flash crowds
- Hver á að greiða ?
- Jafningjaskipti umferðar
- Comcast vs. Netflix
- Réttur rétthafa
- Málvernd



VERIZON COULD BE THROTTLING NETFLIX AND AMAZON, BUT THERE'S NO ACTUAL EVIDENCE OF IT



WHY YOUTUBE BUFFERS: THE SECRET DEALS THAT MAKE—AND BREAK—ONLINE VIDEO

When ISPs and video providers fight over money, Internet users suffer.

Takk !

