

# A Separate Internet for Video?

Part 1: Bill Lehr: Do you want your Internet with or without entertainment video?

# *Do you want your Internet with or without entertainment video?*

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# Internet with or without entertainment video?

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- Cisco VNI: Video will be 80% of Internet traffic by 2019 (and most of that is entertainment video.....)

# Internet with or without entertainment video?

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- Everything over IP need not mean everything on the Internet
  - Technical: Video v. Everything else – QoS, Security/Reliability
  - Business: Content (Differentiation) v. Communications (Interoperability)
  - Policy: Broadcast (content, free speech) v. Telecom (CALEA, e911) v. Internet
  - *Convergence may NOT be the right model!*

# Internet with or without entertainment video?

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- Internet economics need not equate to Entertainment economics
  - Entertainment v. Smart-X: leisure/attention v. management
  - DRM (price discrimination) v. Connectivity (network externalities)
  - *Is Entertainment essential infrastructure?*

# Internet with or without entertainment video?

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- What might separate networks look like? How to share resources?
  - Capacity isolation in DOCSIS: BIAS for Internet, *VIAS for Video*
  - Peak capacity savings? Wireless/wired convergence (small cells)?

# Internet with or without entertainment video?

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- Entertainment is a highly competitive, dynamic, global industry sector
  - New v. Old Media: Content ↔ Device ↔ Applications ↔ Networks
  - *What is entertainment?*