

# Converged Services and a New Generation of Networking

*... for discussions only ...*

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## Outline

- New Generation of Revenue Models
- Research Topics in Converged Services and NGN

## Revenue Models and Options

- Why Traditional Revenue Models are Inadequate
  - *Pressure to Support Grand-Separation for Pay-Per-Use Service*
    - **Separation** among access, transport, application, services, networked-resources (CPU, storage, etc.), networked-contents (generated and managed by anyone), security services, content subscription and exchange, transaction capability, etc. **using** well-defined **open interfaces**
    - Drive users and developers alike to **continuously build and market innovative services** to improve the lifestyle of human beings for both work and play
- What are the Emerging Options
  - Direct **Sharing** of all of the Cost and Expenses
    - Divide Profits (Domestic and International) *Proportionately*
  - Fixed Payment Option
    - Each Unit Stays Focused in Core Competency Area with an Objective to Innovate and Invest, and Pays Other Units a Fixed Amount of Fees (renewed monthly or annually)
- Legal and Regulatory Issues
  - May Vary in Every Regions

## Research Topics in Conv. Services & NGN

- Privacy and Security
- End-to-End Quality of Services
- Simplification and Uniform user Experience
- Ubiquitous Affordable Broadband
- Virtualization
  - Cross-Layer, Server, Storage, interface, etc.
- New Generation of Carrier Interconnectivity
- Rapid Development and Adaptivity/Agility to support Globalization
- Saving Capital and Expense Costs
- Awareness of the Environment

# Thanks for Your Attention and Participation!



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