

FIRE Strategy Workshop

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The Challenge and Promise of Providing SLA and Quality Assurance to All Users

Currently

- SLA (service level agreement) used primarily among operators and enterprises
- Users typically limited to flat-rate that is based on the capacity of their access link

Challenge

- How to provide, on a large scale, selected premium services to users who are willing to pay extra, while guaranteeing pre-defined SLA



SLA and Quality Assurance to All Users

Importance of providing SLA to all users
(citizens) on-demand or through multicast

- Potential for huge revenue increase to operators
- Invigorating the telecom business.
- Enable users to receive and watch via the Internet video-based streaming services (HD/3D) of sport and entertainment events (foot-ball, Olympic games and many more) whenever they want **independent of the rigid TV broadcasting schedules.**



Revenue potential

Assume that there are:

- 1000 prime events per year in which
- 10 million users **really would like to watch (but unable do it during the rigid TV broadcasting schedules)** and
- Willing to pay 10 Euro per event (with SLA guarantees)

Consequently, the potential to provide the telecom business with **additional 100 Billion Euro in revenue** ($1,000 * 10,000,000 * 10$) through **new Internet services**

Of course, all current Internet services will remain unchanged



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