



# Atos Origin <sup>TM</sup>

CONSULTING > SOLUTIONS > OUTSOURCING

## FIA Enterprise Session

Position Statement -

Paul Moore  
Head of the Media Research Unit  
Atos Research & Innovation

*Stockholm, 23 November 2009*

**ADVANCE YOUR BUSINESS >>**

## Future Content Networks and the F.I. for Enterprises

It's obvious but:

- The current internet is not sustainable
- Data overload

And most of it is content!!

Most of this content is not monetised

- DRM (as we know it today) is dead
- New business models needed
- Poor user Quality of Experience

Without monetisation of content we can't pay for the  
F.I.

## Future Content Networks and the F.I. for Enterprises

The enterprise as internet user:

- 3D Internet
- Virtual and/or augmented reality
- HD video streaming
- UGC
- Automatic annotation
- Recommendation Systems
- DRM and content protection

New tools for  
Collaboration

Better ways  
of dealing  
with content

New value  
chains

Most of the issues that are important for FCN's are also fundamental for the enterprise.

## Future Content Networks and the F.I. for Enterprises

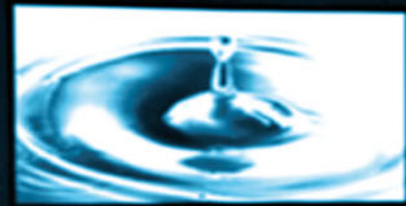
A truly global marketplace of services and content where everyone (and every company) can be a:

- Buyer and/or seller (and broker!)
- Consumer and/or producer
- Convincing tele-presence for virtual meetings
- Co-design at a distance, Sensor networks, ...

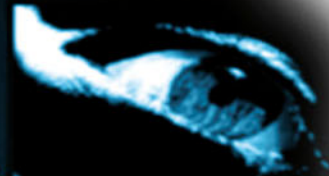
But:

- Trust, identity, privacy, security, reliability, SLA's, IPR, ...
- Management of the vast amounts of ...
- New business models needed

WWW



TV2.0



# Atos Origin<sup>TM</sup>

CONSULTING > SOLUTIONS > OUTSOURCING

For more information please contact:

Paul Moore  
t +34 91 214 5552  
[paul.moore@atosresearch.eu](mailto:paul.moore@atosresearch.eu)

**Atos Origin SAE**  
**Albarracín 25**  
**28037 Madrid**  
**Spain**  
**[www.atosorigin.com](http://www.atosorigin.com)**

**ADVANCE YOUR BUSINESS >>**