



A Next Generation iTunes-like Platform for Micro Movies – A Disruptive Opportunity

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Theme of the Talk

■ Emerging Megatrends

- Knowledge Economy: IP at Center Stage
- Cloud computing: IT Services as Utility
- Entrepreneurship: IP Rights Protection
- Consumerism: Privacy Protection, Pay-per-use, Ready-on-demand
- Corporate Promotion: Micro Movies for “User Experiences” and “Social Responsibilities”

■ New Media for Knowledge Economy

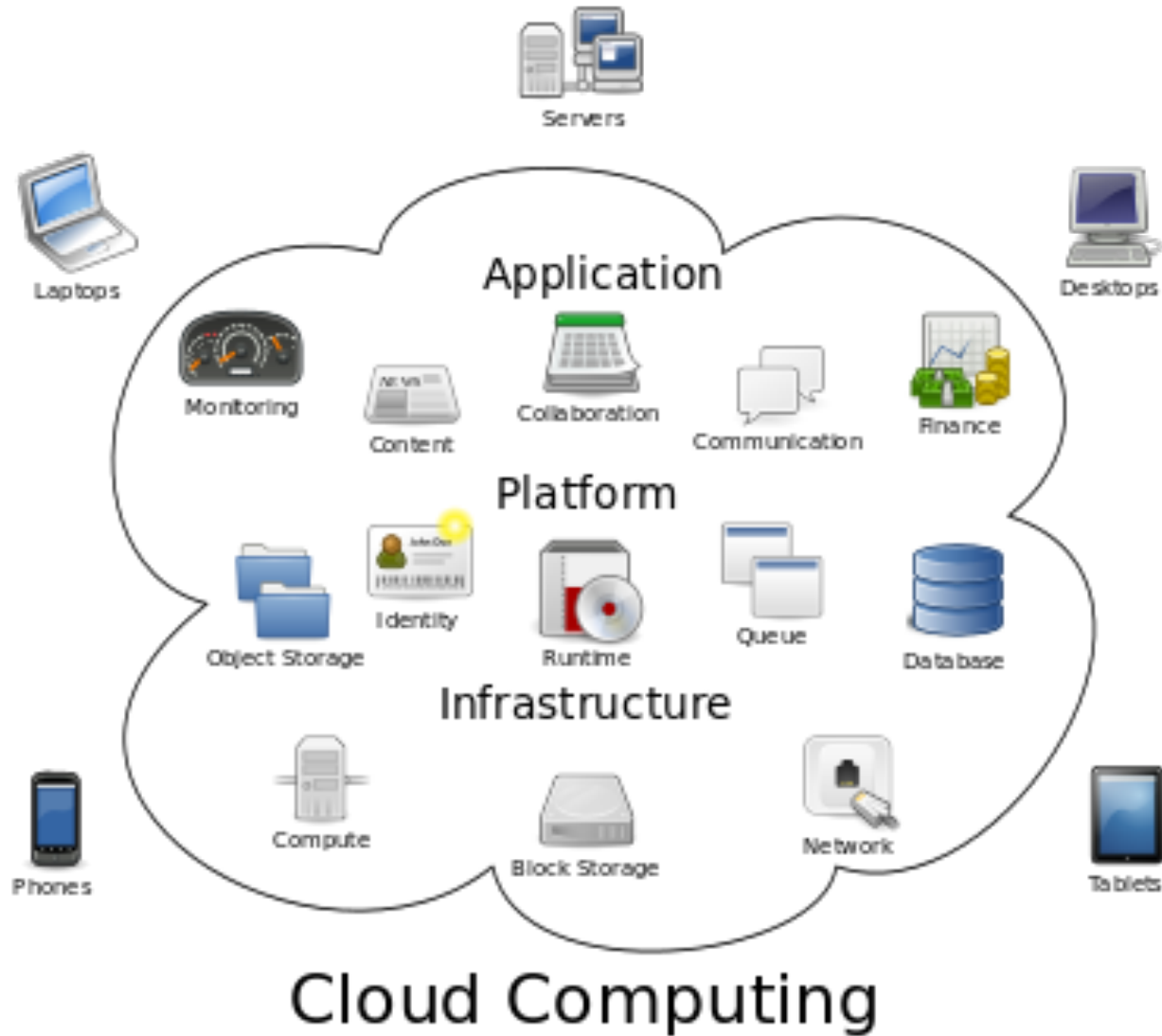
- Micro Movie Production + Cloud E-commerce Environment + End-to-end IPR Protection



What is Cloud Computing (CC)?

- Service-centric paradigm: CC is a service - “the delivery of services of the computing” - rather than a product
 - Whereby shared resources, software, and information are provided to computers and other devices **as an utility** (like the electricity grid) over a network (typically the Internet)
 - E.g., Software as a Service, Application as a Service, Platform as a Service, Infrastructure as a Service
 - Clouds can be classified as public, private or hybrid.
- CC focuses on maximizing the effectiveness of the shared resources & the dynamic reallocation of the shared resources per demand
- From the End Consumer Viewpoint, CC should be:
 - (1) On-demand (pay for use & minimum fee for stand-by),
 - (2) One-stop (integrated, a single entity responsible for all things),
 - (3) End-to-end (comprehensive, for the entire process)

Cloud Computing Diagram





Suitable Drivers for Technology Roadmap

- Famous IP-centric e-Commerce platforms
 - Apple's iTunes for music
 - Amazon's Kindle for e-books
 - "TBD" for movies (micro movies?!)
- Application Drivers
 - Text – lowest bandwidth
 - Voice (interactive) – latency sensitive
 - Picture – higher bandwidth
 - Movie – need ~30 fps, highest bandwidth
 - Video conference – latency with high bandwidth



Micro Movie as the Ideal Driver

- Barrier-breaking Opportunities:

- Movie production (can be very low-budget, as computer aided production can cut a lot of outside screen movie set costs)
- Movie distribution (over cloud, on-demand bandwidth allocation, to individual places),
- Viewing location and behavior (can be to individual home theaters, living rooms or mobile devices with private groups or family).
- Thus, it is very disruptive, breaking the monopoly of entrenched movie business powerhouses.

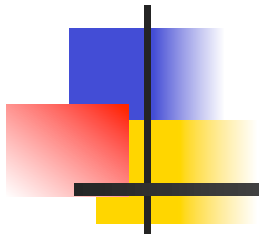
- Business Proposition:

- Mobile Devices (to end consumers) as the service delivery vehicles
- Cloud Apps & Service Providers as the enabling platform
- Micro Movies as Multimedia Contents
- IP Management to deal with standard, ownership & privacy issues



Challenges

- Standard coverage
 - Compatibility, inter-operability, scalability
 - Types of content: Promotions (tourism, corporate and social goodwill), TV movie series, feature Movie...
 - Display devices: smart phones, Tablets, personal computers, TVs, theatre screen
- Business Model:
 - Sustainability: low cost & many revenue sources
 - Value proposition: Largest differentiating values
 - Corporate image-maker through micro movies
 - City tourism promotions showing “tourist experiences”
 - Suitable for smart phone type mobile devices
 - Expansion into TV movie series for mobile devices



Thank You!
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