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Consumer experience to drive bandwidth demands

From Colin Mann in Barcelona

Social networking-driven video-sharing will be one of the drivers in placing increasing bandwidth demands, according to panellists at a NetEvents Press Summit.

Vince Vittore, Principal Analyst, Yankee Group, suggested that video has moved way beyond the one-time passive broadcast experience and will increasingly be driven by consumer activity, as well as enterprise activities, such as video conferencing requirements. These would give rise to bandwidth demands on network providers and lead to unstable business models.

"Everything starts with social networking," suggested Ofer Shapiro, CEO of Vidyo. Steve Broadhead, Director, Broadband Testing, predicted that applications such as 3D gaming would add to such demands.