

LAW REFORM: Proposal for ISP safe harbor scheme

OPTUS: Supreme Court mandates corrective advertising

NEW RESEARCH: The rise and rise of mobile video

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Optus hit with corrective advertising requirements

Optus has been hit with a string of corrective advertising orders by the Supreme Court of Victoria, after Justice James Elliott found that a recent TV advertising campaign by the firm was deceptive and misleading. Telstra had accused its rival of misrepresenting the difference in size between the two companies' mobile networks and, last month, Elliott found that a number of claims made in the ads were false, misleading and/or deceptive.

Late yesterday, the court handed down a lengthy list of orders around the corrective advertising which Optus will now need to undertake, including pieces in the first few pages of major newspapers and on their websites; A3 size signs posted for 30 days at point-of-sale across Optus shops, including licensed dealerships and agencies; and direct mail letters to customers who signed up on post-paid mobile plans following the earliest broadcast date of the campaign, notifying them of the court's finding and offering them the chance to exit their contract.

Telstra's claim for damages remains outstanding.

Petroc Wilton

Interactive Intelligence targets local growth above global curve

Contact centre, business process and unified communications specialist Interactive Intelligence is aiming for strong Australian growth in the year ahead, ahead even of its global growth target of 20%, on the back of a 30% increase in order volume in the past year.

Speaking at an event in Sydney, senior execs from the firm said that cloud-based services were an increasingly important component of its revenues, in line to make up 55 to 60% of total order numbers for 2014. The firm's future strategies centre on providing tailored managed contact centre software grounded primarily the cloud, with a focus on enhanced applications for real-time customer experience. In addition, Interactive Intelligence is pushing upmarket, approaching larger customers – as with its new win with Telecom New Zealand's Gen-I division.

"Growth rates for the local division are expected to exceed global trends for the company overall," SVP for worldwide marketing Joe Staples told CommsDay. "It's a hot market and I expect the local division to do very well, if not better."

The firm has offices in Sydney, Melbourne and Perth has seen staff numbers in the ANZ region increase from 34 last year to 86 today. APJ VP Brendan Maree said that one of the upcoming challenges for the firm regionally was developing a service for the Japanese market, a key target of its near-term strategy.



Richard van der Draay

SDN, unified wired/wireless comms front and centre in new HP networking portfolio

HP has just announced a slew of new product and service releases building in software-defined networking and unifying wired and wireless comms – all based around helping its customers increasing network agility and simplifying management. And according to HP networking enterprise group country manager for the South Pacific Raymond Maisano, the array of releases closely matches a trend emerging from the firm's Australian customers: the shift from 'dumb pipe' networks that simply provide connectivity, to smart application-aware infrastructure.

Announced at Interop in Las Vegas, the new lineup includes a cloud managed network solution, available in Australia from June; new 802.11ac access points, set for local release this month; and two

new unified wired and wireless LAN appliances, hitting these shores in April and June. Also included are a number of new SDN apps that run on HP's SDN controller, built on information gathered through the network with the OpenFlow protocol. One helps to optimise networks for Microsoft's Lync unified comms solution, another links an OpenFlow-enabled network with HP's own Tipping Point security service; a third, still in prototype, blends data from Wi-Fi access points and big data analytics to provide precise accurate indoor location information – with big potential benefits for clients such as large retail organisations.

“[We're bringing in] SDN as a standard, OpenFlow enabled devices down to the switches and the routers, and now our new wireless products will also be able to support OpenFlow as well, providing that same network capability regardless of where you are within the network,” Maisano told CommsDay. “What we're seeing – certainly [in] the feedback I'm getting from all our customers here [in Australia] – is the change from old-school network deployments around just providing plumbing, to being able to build application-aware networks, being able to have networks be more intelligent about what you're doing on them, where you are or how you're doing it. We continue to build out our support around SDN.”

“We're also unifying wired and wireless,” he added. “The complexity that customers build inside their environments by using point solutions, having one management tool for one means of access and another tool for another, setting [different] policies... doesn't make sense. Being able to simplify the network, being able to provide one management view of all your users is really important, and simplifies the deployment of technology for our customers incredibly.”



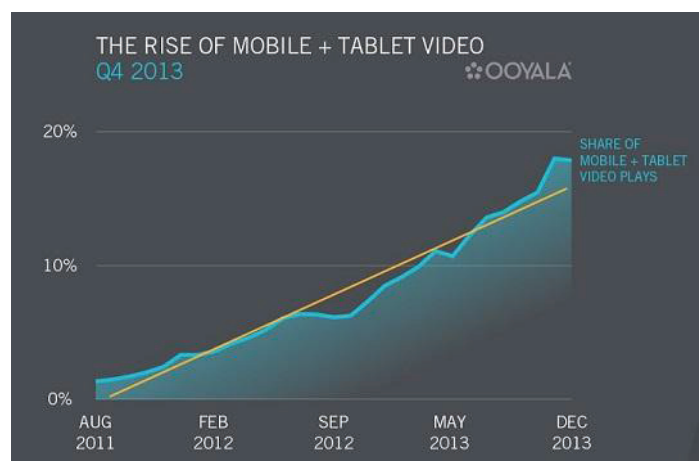
Petroc Wilton and Tony Chan

Record growth for mobile, tablet online video

The latest data from Ooyala's Global Video Index reveals record growth of mobile and tablet online viewing, while sports fans are the hungriest consumers of video across all screens.

Ooyala measures anonymised viewing habits of nearly 200 million viewers in 130 countries every month, with its most recent service addition coming from Foxtel's Presto on-demand service. The company also counts Telstra as a major investor.

According to the latest data from the fourth quarter of 2013, the year-over-year share of time spent watching videos on tablets and mobile devices has increased 719% since Q4 2011. It has jumped 160% year-over-year since Q4 2012. The report found that mobile and tablets combined for over 18% of time played in October, and reached over 26% by the end of December 2013, a 43% increase.



At its current pace, Ooyala projects mobile and tablet viewership will account for half of all online videos by 2016.

The Q4 Index also found that sports broadcasters are among the most progressive in pushing advanced technology to their audiences. On average, mobile viewers watched live sports three times longer in one sitting than when watching video-on-demand, and tablet viewers watched live sports more than twice as long in one sitting than all other live video as a whole.

In terms of device behaviour, connected TV users spent 87 percent of their total sports viewing time watching videos longer than 10 minutes compared to 62 percent on mobile. However, mobile