

# Perspectives on IP-enabled Services

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Microsoft Corp.  
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## IP-enabled Services?

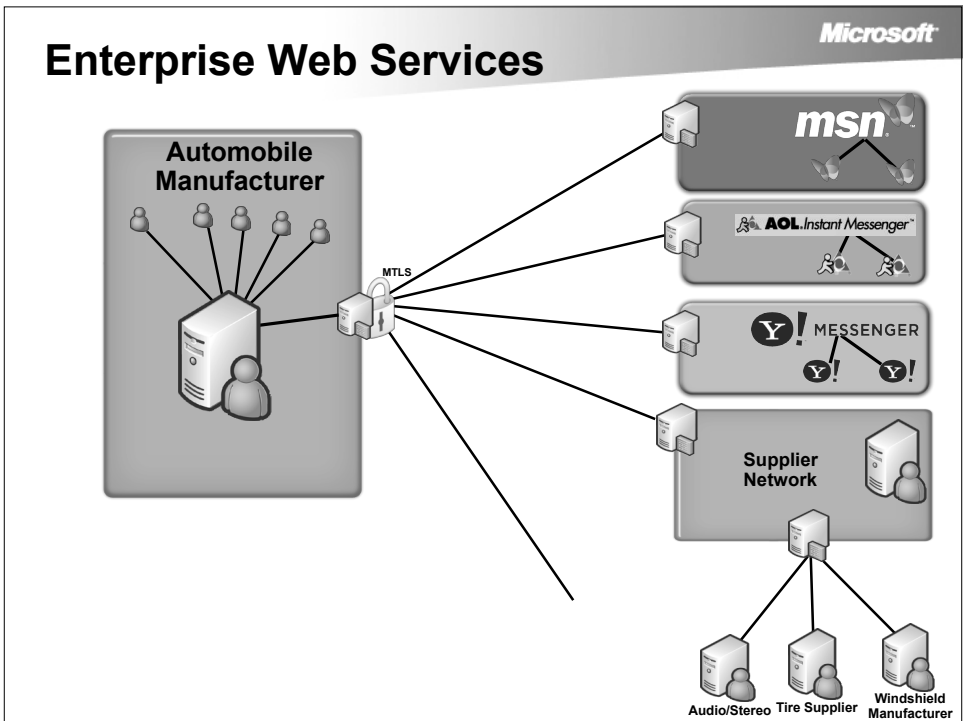
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- **Term from FCC NPRM in March 2004**
  - ...services and applications relying on the Internet Protocol family that may be highly managed to support specific communications functions.
  - ...could include capabilities based in higher-level software that can be invoked by the customer or on the customer's behalf to provide functions that make use of communications services.
- **Contrasting Term**
  - NOT PSTN-based telephony
  - NOT static WWW pages
  - NOT email
  - NOT IM

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### Web Services: Interaction

- Ad hoc releases and updates
- Massive data search, storage, and filtering
- Tools for heterogeneous platforms
- Focus on usage, not sale
- Individual adoption
- Viral marketing
- Dynamic data
- Native to web
- Context
- Casting
- Blogs
- Wikis
- Scale
- Tags
- VoIP
- P2P



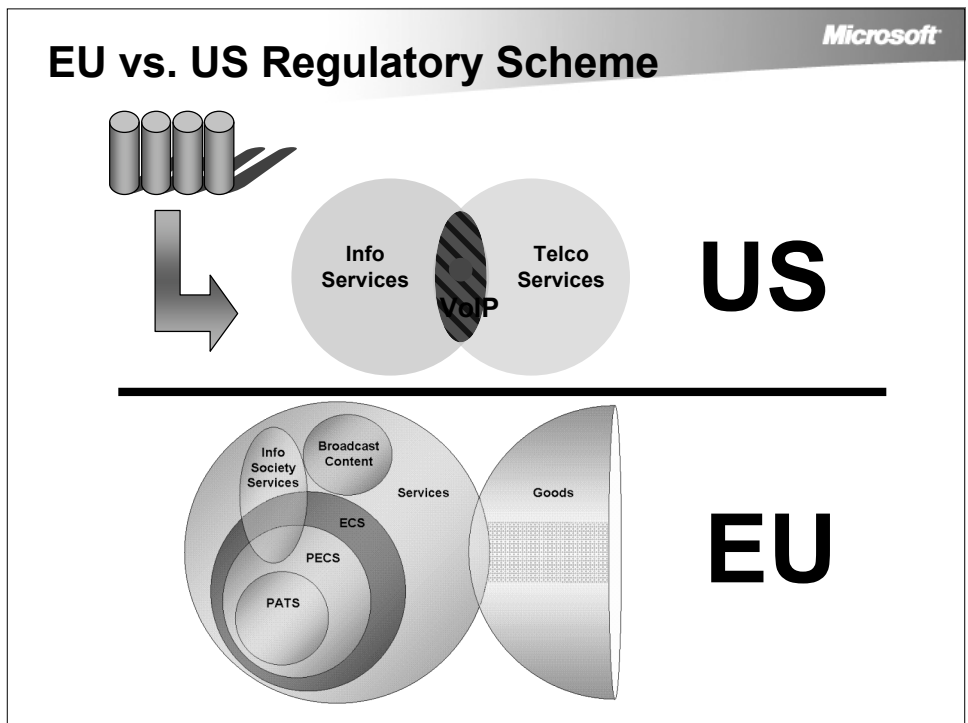
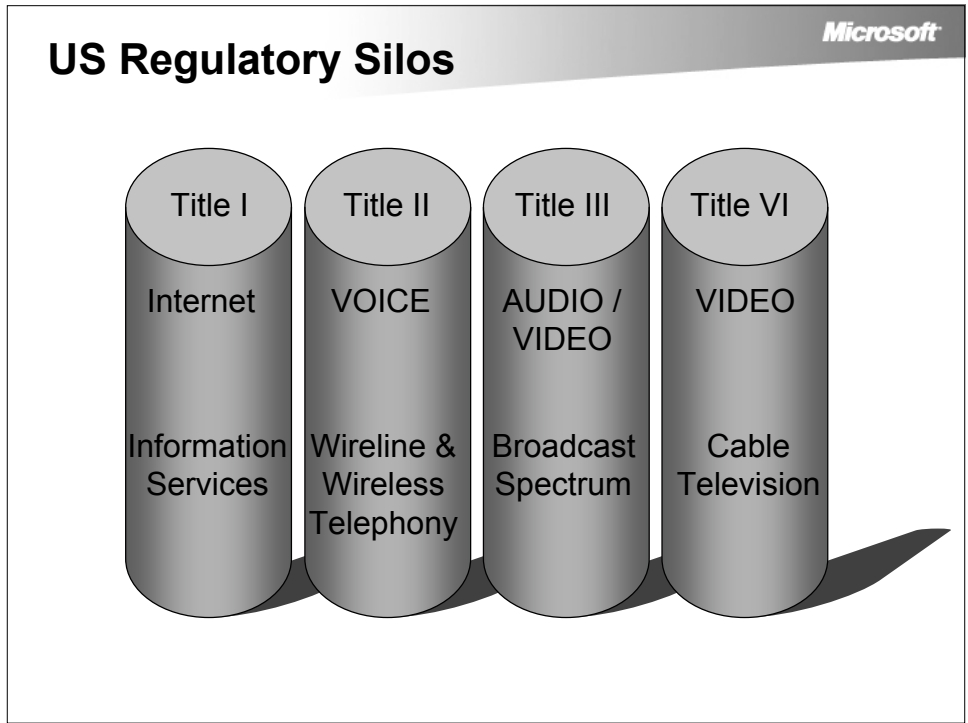
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## Web Services in a Nutshell

- *“When the inventors of KaZaA are distributing for free a little program that you can use to talk to anybody else, and the quality is fantastic, and it’s free – it’s over. The world will change now inevitably.”*  
—Michael Powell, Chairman of FCC, Fortune Magazine, February 2004
- **Value of the service is proportional to:**
  - Size of attached community
  - Deep, malleable, current, and accurate (DMCA) data
  - Cost of access
  - Tweakability
- **Everything is niche and relative...difficult to measure success?**
  - VoIP: value-added services, active users
  - Search: relevancy of results, usage frequency
  - Blogs: linkbacks, link vitality, persistence
  - Advertising: ad rates, clickthroughs, actual sales
  - Gadgets: beta adoption, mods

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The image displays three covers of TIME magazine. The left cover is dated February 20, 2006, with the headline "CAN WE TRUST Google WITH OUR SECRETS?" and a sub-headline "An exclusive inside look at the \$100 billion empire that is dominating the Internet BY ADI IGNATIUS". The middle cover is the March 20, 2006 Annual Issue, featuring a large eye in a magnifying glass and the headline "WHAT'S NEXT!" with sub-headlines "NEW TREATMENTS FOR YOUR HEART HOW THE INTERNET MAKES US ALL INVENTORS THE NEXT TARGET VOTER: YOU WHY MOVIES WILL NEVER BE THE SAME PLUS: COOL, MUST-HAVE GADGETS". The right cover is dated March 27, 2006, featuring a young boy with a mobile phone and the headline "ARE KIDS TOO WIRED FOR THEIR OWN GOOD?" with sub-headlines "Was Iraq Worth It? Politics of Fat MEL'S NEW FILM What science tells us about the pluses—and minuses—of doing everything at once BY CLAUDIA WALLIS".

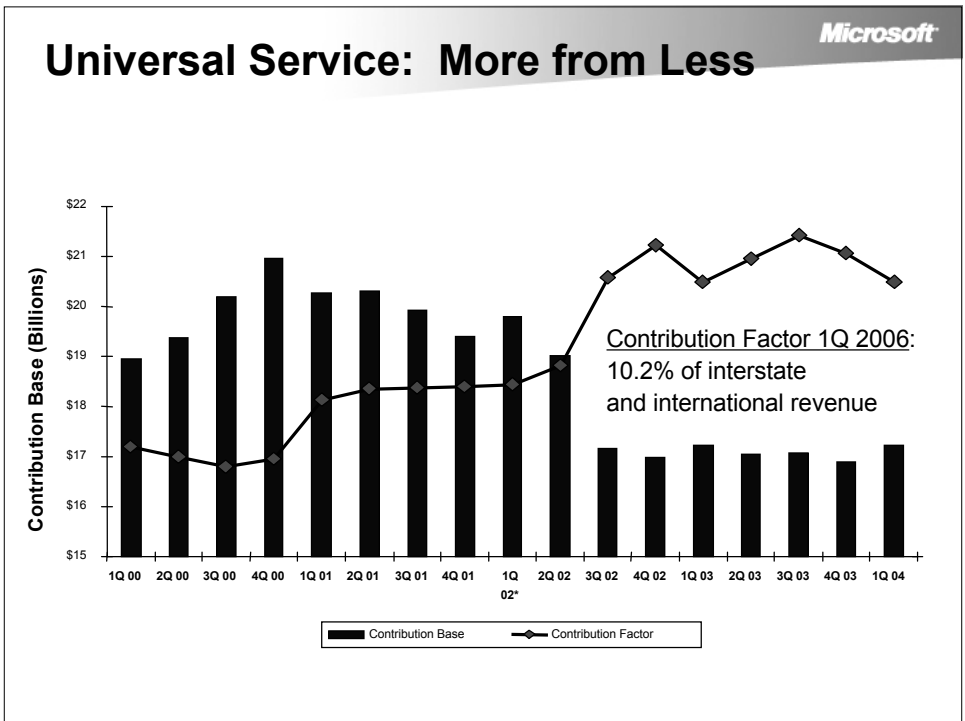


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### Many Branches on Regulatory Tree

- Consumer Protection
- Data Protection
- Accessibility
- Law Enforcement Access
- Emergency Services Access
- Universal Service

Logos shown include: National Institute of Standards and Technology (NIST), Federal Trade Commission (FTC), Federal Communications Commission (FCC), IEEE, W3C (World Wide Web Consortium), ANSI (American National Standards Institute), ITU (International Telecommunication Union), CTIA (The Wireless Association), UTC (Utilities and Transportation Commission), FBI (Federal Bureau of Investigation), and WTO (World Trade Organization).



**Engaged FCC: Harry Potter to the Rescue**

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