What’s next for WebRTC in Asia?
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Good Asia representation in WebRTC activity
Key criteria for WebRTC adoption

- Good broadband (ADSL, FTTH, LTE etc)
- PC penetration (short term)
- Chrome & Firefox penetration
- Permissive attitudes / neutrality to VoIP / video
- Telco-driven initiatives
- Developer enthusiasm
- High-profile examples (eg social / IM)
- Innovation (eg consumer electronics, customer service)
Still a lot of IE in Asia

But.....

Most-used browsers by country, Dec 2013
Source: Statcounter, Wikipedia

WebRTC may evolve in different ways in Asia
“WebRTC isn’t a standard. It’s a movement”

(Quote from Tsahi Levent-Levi @tsahil)

- Irony: problems making WebRTC stronger not weaker
- “Hardcore” comms developers going “down to the metal”
  - Building around core RTCWeb protocols & media engine
  - Embedding WebRTC elements into desktop applications
- Longer-tail developers being addressed by API/cloud players
  - “Packaged” WebRTC capabilities like multiparty video
  - Abstraction to avoid risk from changing standards
  - APIs for iOS, Android apps
- Next tier up of service platforms emerging too
- Renewed interest in “realtime everywhere”
- No “religion” about WebRTC “purity” – just get on with it!
The vision: voice & video comms everywhere
WebRTC made easier via 3rd-party APIs
Cloud/SP/platform players especially important
New models for customer service & support

- Two-way audio
- One-way video
- Remote control
- Screen-sharing

Innovator: Amazon Mayday

Video check-in agents at smaller airports

Video tellers at ATMs for added confidence & personalisation

Website support goes beyond IM

Future?
“Audio” isn’t only normal conversation

Sleep Apnoea (snoring + breathing) monitoring & diagnosis: not a “phone call”!
Monetisable Voice VAS – going beyond the call

**Standard fixed + mobile feature set**
- Standard feature set (caller ID, voicemail, forwarding, etc.)
- Audio conferencing
- Premium voice
- Ringback tones
- Centrex

**Next-gen “mobile, social, cloud” feature set**
- Translation
- Voice, video and messaging
- Call recording
- Visual call control
- Source tracking
- Next-generation conference calling

“Hypervoice”

Enabler
“Video” isn’t just chat & conferencing
TV & Entertainment
Rich context from the web

- Interactive Adverts
- Forms
- Cookies
- AJAX
Data Channel
Internet of Things + WebRTC
Regulatory considerations

- This is good for consumers!
- Potential huge area for digital economy + R&D
- 1000’s of services or embedded features
- No regulation specific to video communications
- Encryption
- Language & rules about “calling” doesn’t apply
- Peer to peer
- Mostly “easy to detect”, but…