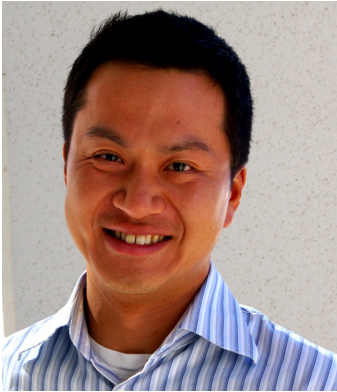




## Video Micro-Blogging





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Our relentless pursuit of the latest broadband and mobile technology can be summarized in three words: capability, capacity, and content. As broadband and mobile technologies continue to enhance network capacity, the ability to support multimedia-rich content also grows.

The evolution of 3G mobile technology has both changed and accelerated the content landscape. Multimedia content is migrating from traditional surf and view to a more collaborative environment where it is contributed, shared, and ranked. As content becomes increasingly collaborative, user contribution, or user-generated content, has become an increasingly important opportunity for operators.

Several categories of collaborative and user-generated mobile content sites have emerged. These includes social networking (Facebook), photo sharing (Shozu), viral video (YouTube), and personal micro-blogs (Twitter). The personal micro-blog is a new medium for people to post user-generated content. Initially designed for the internet, blogging services are rapidly expanding into the mobile sector as mobile handsets, equipped with broadband capabilities, become a ubiquitous tool to create, to view, and to share multimedia content.

At first glance, micro-blogs sound ideal. Whether on the Great Wall of China or by the Pyramids of Giza, users can quickly compose a micro-blog entry from the mobile handset and instantly share it with the world. In reality, input restrictions on micro-blog entries (up to 140 characters) makes this process inconvenient and also make it difficult to adequately convey the user's viewpoint.

While millions of teenagers are sending multiple SMS texts to each other, there is a substantial difference between text messaging and blogging. SMS messages are short by necessity. Users, particularly teenagers, have developed elaborate system of shorthand and symbols that speed up the composing process. Blog entries, on the other hand, are generally more effusive and tend to be longer with real sentences and in many cases, multiple paragraphs per blog entry.

Three factors will influence the uptake of micro-blogs. To succeed in the mobile world, micro-blogs or micro-blogging will require devices that have more sophisticated content creation mechanisms than a numeric keypad alone. Selected Microsoft Windows Smartphones, for example, have small QWERTY keyboards that make it significantly easier to compose blogs. Other devices, like the RIM BlackBerry and Nokia Communicator, also include small keyboards. While there are several smartphones with embedded full-sized keyboards in the marketplace, the proportion of these handsets remains very small.

The second factor that will potentially influence the uptake of micro-blogs is the availability of speech-to-text technology. Speech-to-text technology can streamline the blog entry process. Users can simply dictate the blog entry in a voice form. The entry is subsequently translated into text form for eventual blog entry.

Speech-to-text technology, such as AT&T's Natural Voice engine and IBM's Embedded ViaVoice; have been in existence for several years. However, no major operators have deployed such technology to date.

The third factor that will influence uptake of personal blogs is the availability of 3G mobile handsets with video recording capabilities. Nearly all 3G handsets on the market today have this recording capability. Such prevalence of video-capable mobile handsets makes it extremely convenient for users to record videos and then uploads them instantaneously into their micro-blog. Video thus represents the ideal media to bypass traditional input constraints while at the same time fully conveying the user's viewpoint.

Dilithium, for instance, has introduced a highly flexible and versatile video micro-blogging solution that allows users to instantly record, review, and to share personal videos of the highest video quality. It enables users to connect instantly with friends, families, and entire community of mobile users.

Video micro-blogging represents an immediate opportunity for mobile operators and social networking sites. The ability to provide users the ability to instantaneously record, upload, share, and view, provides another measure of stickiness and customer loyalty that all major mobile operators are trying to capture.



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3500-045-01

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