

PwC per FED 2022

L'evoluzione del Video Streaming

17/06/2022



Digital Video in the “past” in Italy

la Repubblica

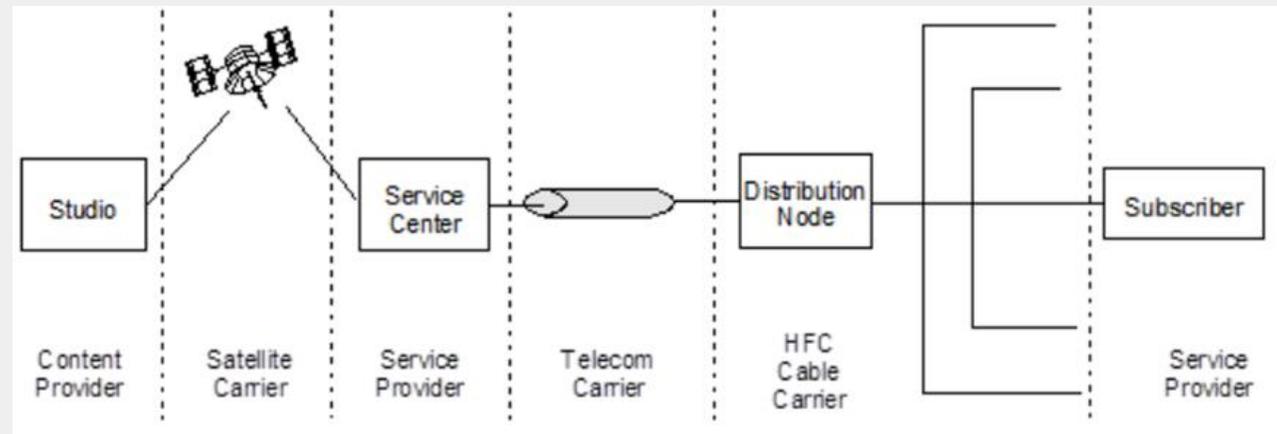
24th april 1996

SOCRATE BUSSERA' A 10 MILIONI DI CASE

Progetto SOCRATE (Sviluppo Ottico Coassiale Rete Accesso Telecom)

«Obiettivo dichiarato: cablare in fibra ottica le 19 maggiori città italiane servendo dieci milioni di cittadini nel giro di pochi anni. Protagonista ed unico attore dell'operazione: Stet-Telecom, il gigante italiano delle telecomunicazioni, che grazie a Socrate vuole pilotare il Bel Paese nell'era digitale.»

As it was before...



... and main player



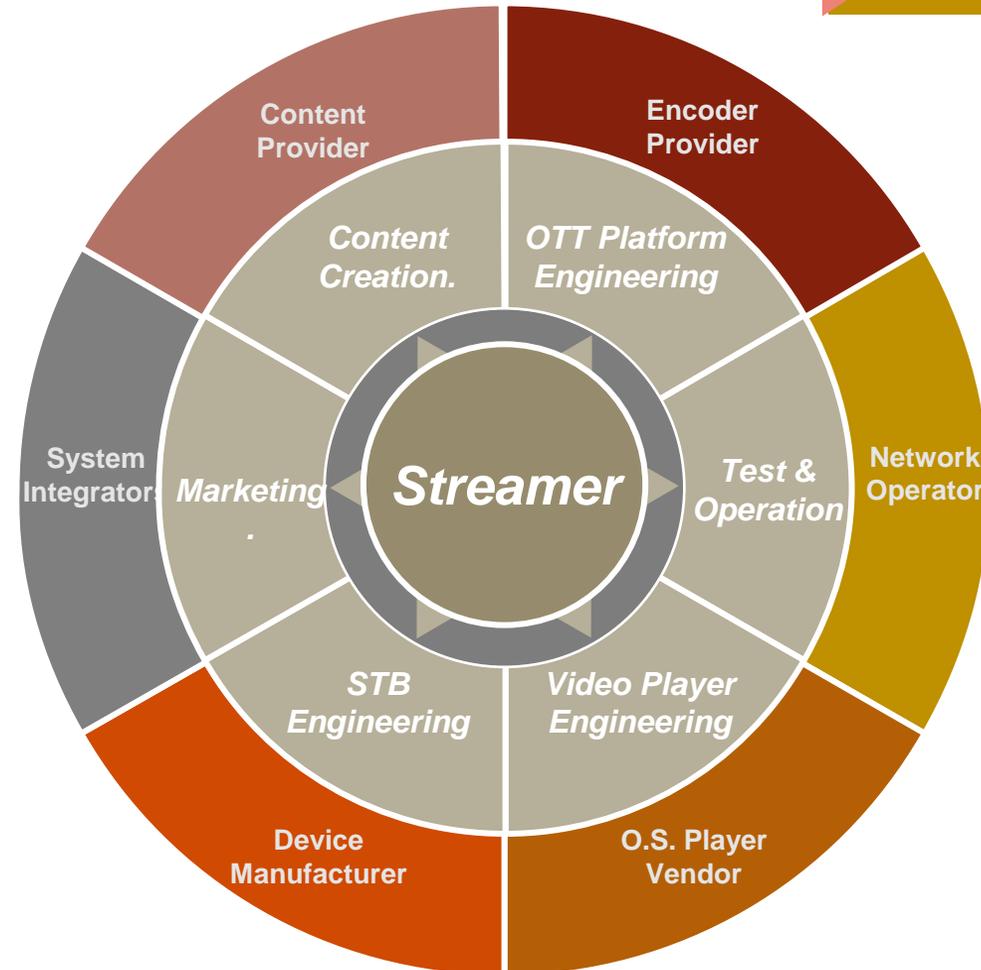
1996

Stream

Broaden reach, best Quality of Experience and cost reduction are the key drivers of streamers business case...



...that can be addressed, playing as ecosystem in a synergic way



New codec and codec enhancement standards can be adopted to increase video compression, improve video quality and reduce CDN costs

Multicast ABR is an available technology that overcomes network congestion and in particular, the concurrency viewing in live events transmission..

... with an appropriate Governance of the different activities to do in the streaming workflow



The critical success factor in the adoption of new technologies is to design the **roadmap and business case**, orchestrate and **manage the activities**, performed by different teams and vendors, and to **align them in the End to End approach and plan**.

The entire ecosystem can provide an extended team with a **mix of competencies** in Strategy & Program Management and in Technology expertise, vertical to the specific technical components

Grazie

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