Islander July 2011
Technology Update

Porn stimulates technologies other services cannot reach! Plus, an update on the Capacity Crunch?

iSwat video swatted

First of all, I have to apologise for last month's link to a non-existent YouTube video. Sadly by the time the Islander was distributed they had removed the iSwat video. A real shame. It showed a guy doing everything and more on his iPad, with a narrator saying how the iPad does everything, then a fly starts buzzing him. He then swats the fly on the table with his iPad and it smashes to smithereens with the narrator saying "well almost everything!" It was very funny, honest, but I guess you had to be there…

Anyway back to porn and how does it stimulate technology?

Did you realise that porn has spearheaded video streaming technology as well at the associated eco-system for accepting payments online? It was, for many years, the only truly profitable online business and continues to proliferate in markets that allow its distribution. Isn't it amazing what you learn in the Islander?

The reason I mention this is that there is an issue that early adopting countries of the new, blindingly fast fibre and wireless networks are struggling with, which is the very slow take-up of subscribers. This is unexpected and is causing a lot of head scratching. Is it because the technology is scary, the cost too high or consumers are happy with what they have? Whatever the reason, suggestions are coming thick and fast as to what may be needed to stimulate customer numbers.

One of the most intriguing has come from a ComputerWorld report where they suggest that personal entertainment use, adult entertainment specifically, will drive the uptake that will be vital to the success of these new networks.

We, at e3, spend a lot of time promoting the socio-economic services that can be used on data networks such as eMedicine, eHealth, eDucation, eIPTV, eNewspapers, video streaming, social networking, etc. etc., but adult content?

Jennifer Wilson, director of content provider The Project Factory, told the Australian Computer Society (ACS) forum in Sydney "the single most important factor is the porn factor because pornography has always been at the cutting edge of technology". "If we cannot get porn on our new networks then we will have trouble getting consumer acceptance and uptake."

In a traffic audit for one Internet Service Provider in the Wellington area, New Zealand back in the late nineties it was discovered that 95 per cent of traffic after 9 pm was adult content related.

Therein lies a growing conflict.

Censorship

Internet censorship is spreading like wildfire. Australia, a country known for its democracy, human rights and freedom, now actively filters content on its networks and plans to ban over 500 websites from next month, like many of its neighbours in Asia. Turkey plans to censor the internet from 22nd August, Malaysia recently blocked 10 top file sharing websites, Iran banned access to several websites, China censored almost all the world's top websites, while at the same time encouraging clones. Gadaafi tried to shoot down the internet in Libya, but couldn't see it! Censorship plans in several other countries are still on the table.

New Zealand recently approved the plan to censor torrent and P2P sharing sites. This resulted in total confusion and consumer backlash in the market place, as New Zealand authorities did not know what they were going to ban and what the actual ban meant to internet users.

Some of these countries are promoting and even introducing legislation for an open internet. How can that be? On the plus side, we could see censorship freeing up scarce bandwidth.

So are we facing a Catch 22 scenario? Regulators face the dilemma of killing off what has been the biggest reason for attracting subscribers to the new networks. If adult content is a key driving force for the uptake of technology, then how should this be addressed?

Anticipated Data Capacity Crunch

The Crunch is happening all around us as we speak. We are getting one call after another from yachts complaining about their Internet speed whether they are using VSAT or 3G/HSDPA this summer. Nine times out of ten we are hearing that their internet experience is slower than it was last year, and then we ask how many devices are accessing their bandwidth and the usual answer is about twice as many as last year. Then we ask whether they have any bandwidth management and the answer is "no". Then we ask is anyone using Skype and the typical answer is, "yes, most of the crew have it on in the background"!

Manual bandwidth management

The knee-jerk reaction is that the communication services are not providing the contracted bandwidth. This is very rarely the case and can be proven easily. There are many things a yacht can do before going to the expense of increasing the bandwidth. The first and most immediate is internal management by introducing rules to the users on board as to who can do what and when. Be aware that just because a program, such as Skype, is sitting in the background doesn't mean it's not using bandwidth. Firstly make sure everyone exits from programs when they are finished with them. Try to limit bandwidth hungry programs such as Skype, especially when used with video.

Automated Bandwidth Management

Then, install a Bandwidth Management controller such at the eDSC Data Service Controller. This will form the heart of your bandwidth management and will control who can do what and where, report on data used, plus a lot more. It also allows you to simultaneously connect different communication devices to different groups of users such as the VSAT to the Owner and Guests, the 3G for the crew and the Fleet Broadband for the captain.

Enjoy your summer, enjoy the heat, and enjoy your technology!

Our office will be open throughout the whole of August as per usual for support and service. Please do not hesitate to call.

Latest Capacity Crunch statistic: Apple sales for its fiscal 2011 third quarter, ended 25 June 2011, increased 82% year-on-year to US$28.57 billion and profit was up 125% to US$7.31 billion. The company sold 20,340,000 iPhones in the quarter, representing 142% unit growth over the year-ago quarter.

Roger Horner of e3 Systems
For further information on any of the above, please contact us.
email on info@e3s.com and website www.e3s.com
Tel: +34 971 404 208