
www.ict–ecousin.eu

Fabio Mondin & The e-cousin group

The research leading to these results has received funding from the European Union's Seventh Framework Programme ([FP7/2007–2013]) under grant agreement n° 318398.
The Social Content Environment

- Content Distribution Services are booming
- Online Social Networks are becoming the most popular internet applications.
- This is changing the way content is consumed over the network
- ADSL or 3G bottleneck for content consumption

The FP7 eCOUSIN project aims to design such a novel social–aware network architecture that exploits the social–content interdependencies with built–in content dissemination functionalities to improve its efficiency.

Personal Sharing Clouds Use Case

- Bob stores some summer pictures on his cubovision and notifies it to his friends (including Alice)
- Alice can download the pictures
- Bob can publish/post jointly on Youtube, Facebook etc.

Bob can publish to his own media center and decide who has the right to access his data
Alice can easily access directly the content shared by Bob

- Alice has a DLNA smart TV, BOB owns a Telecomitalia cubovision
- Alice and Bob meet on their summer holiday and become friends over their preferred OSN compliant to federations standards
Social Assisted Time–Unconstrained Content Delivery

**GOAL:** Reduce costs and energy consumption on the side of the mobile end user for the access to data-intensive content such as videos.

- **Social Recommendation** – Can tell what the users are really interested in

- **Prefetching** of relevant data at the user’s device in time when Wi–fi connections are available

- **Retrieving** content in proximity using device to device transmission.
Goal: Overtake the end–point paradigm of content delivery

- Proposing new architectures for Social Driven content Delivery to evaluate and choose one.
- Develop a unique naming strategy for new networking strategies
- Redefining interdependencies between network entities
Goal: Place Content closer to the final user in order to reduce network load

- Use OSN data to predict where mid–low popularity contents will be consumed
- Exploiting the UGC geographical Nature to distribute content efficiently
The challenge...

- **Monitoring**: Develop tool to analyze OSN data in order to collect information and try to model social–content interdependencies.

- **Look-up**: Develop functions for content–lookup, placement and delivery in order to exploit social interconnections info at network level.

- **Networking**: enhanced network procedures optimized by means of using social information.
Thank you

The research leading to these results has received funding from the European Union's Seventh Framework Programme ([FP7/2007–2013]) under grant agreement n° 318398.