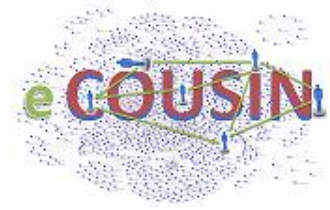# Social-Content Revolution. A Vision for the Future Social – Oriented Networking.

www.ict-ecousin.eu

Fabio Mondin & The e-cousin group

The Social Content Environment

Social Media

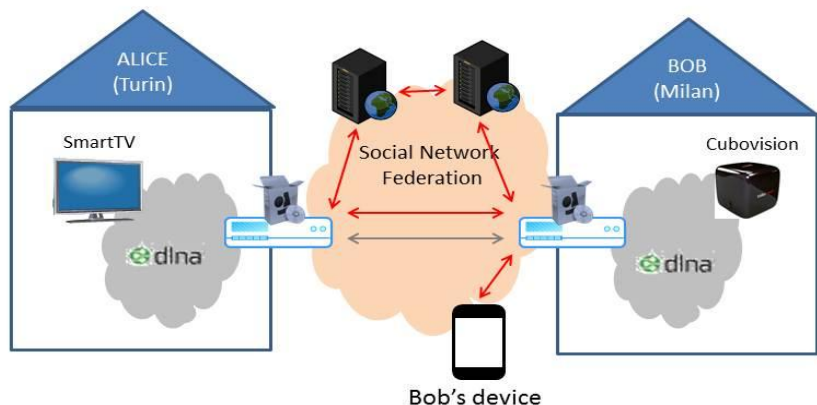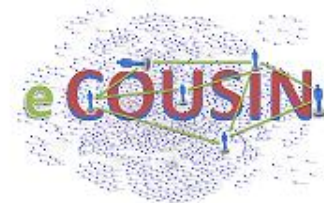Source:http://interactyx.com/wp-content/uploads/2012/07/Social-learning-media-growth.jpg

- 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
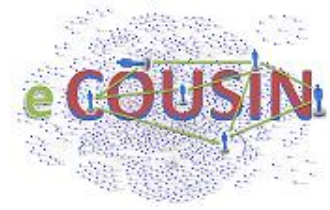
Personal Sharing Clouds Use Case

- 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

- 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

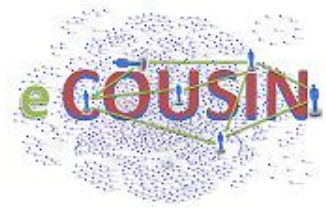# Social Assisted Time–Unconstrained Content Delivery

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

- **Social Reccomendation** – 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 promixity using device to device transmission.

Information Centric Networking for Social Driven Content Delivery

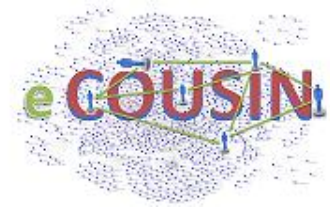*Goal: Overtake the end-point paradigm of content delivery*

- Proposing new architectures for Social Driven content Delivery to evaluate and choose one.

- Develop a unique naming strategy for new networking strategies

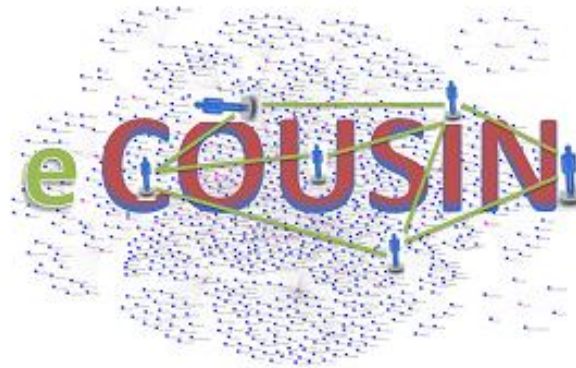- Redefining interdependencies between network entities

Goal: Place Content closer to the final user in order to reduce network load

- Finding solutions to improve performance of consuming mid-low popularity contents.

- 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

Question & Answers

Thank you