

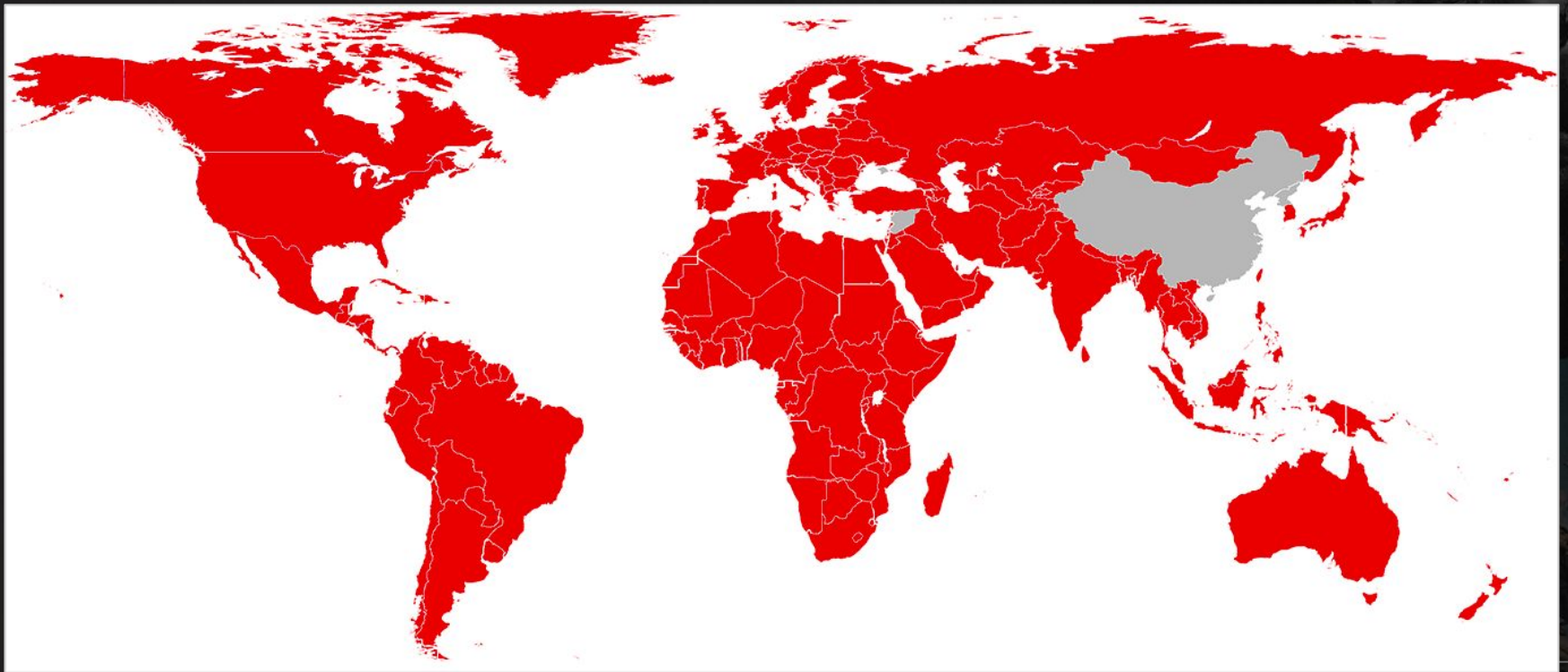
The Internet of the Future

LACNIC 27, MAY 2017

Flavio Amaral | *Partner Engagement
Manager - Latin America/Caribbean*

Netflix in the World

- 100 million of users by end of Q1 2017
- > 190 countries
- > 125 million of hours of TV shows and movies per day

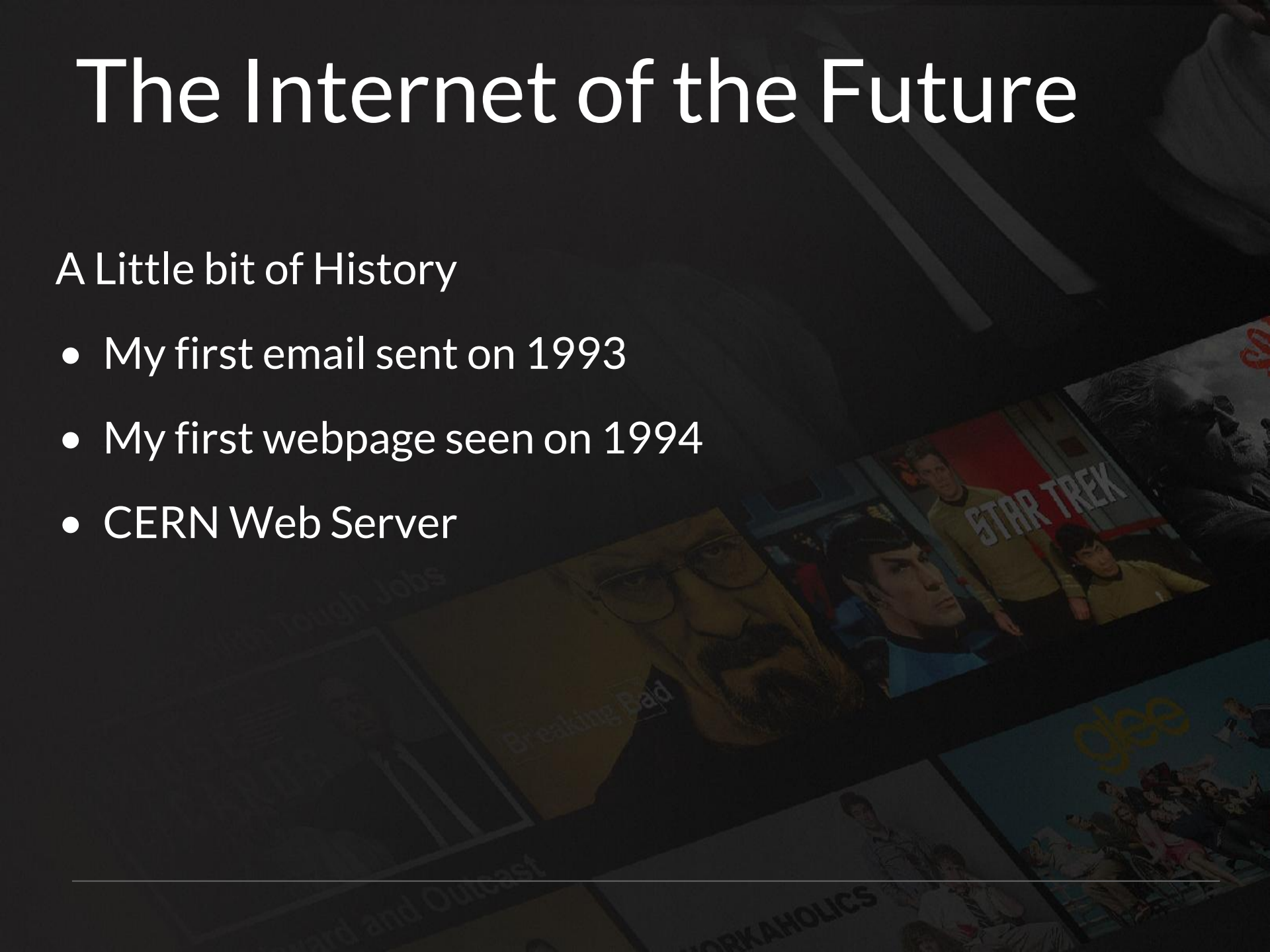


[Where is Netflix available?](#)

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A Little bit of History

- My first email sent on 1993
- My first webpage seen on 1994
- CERN Web Server

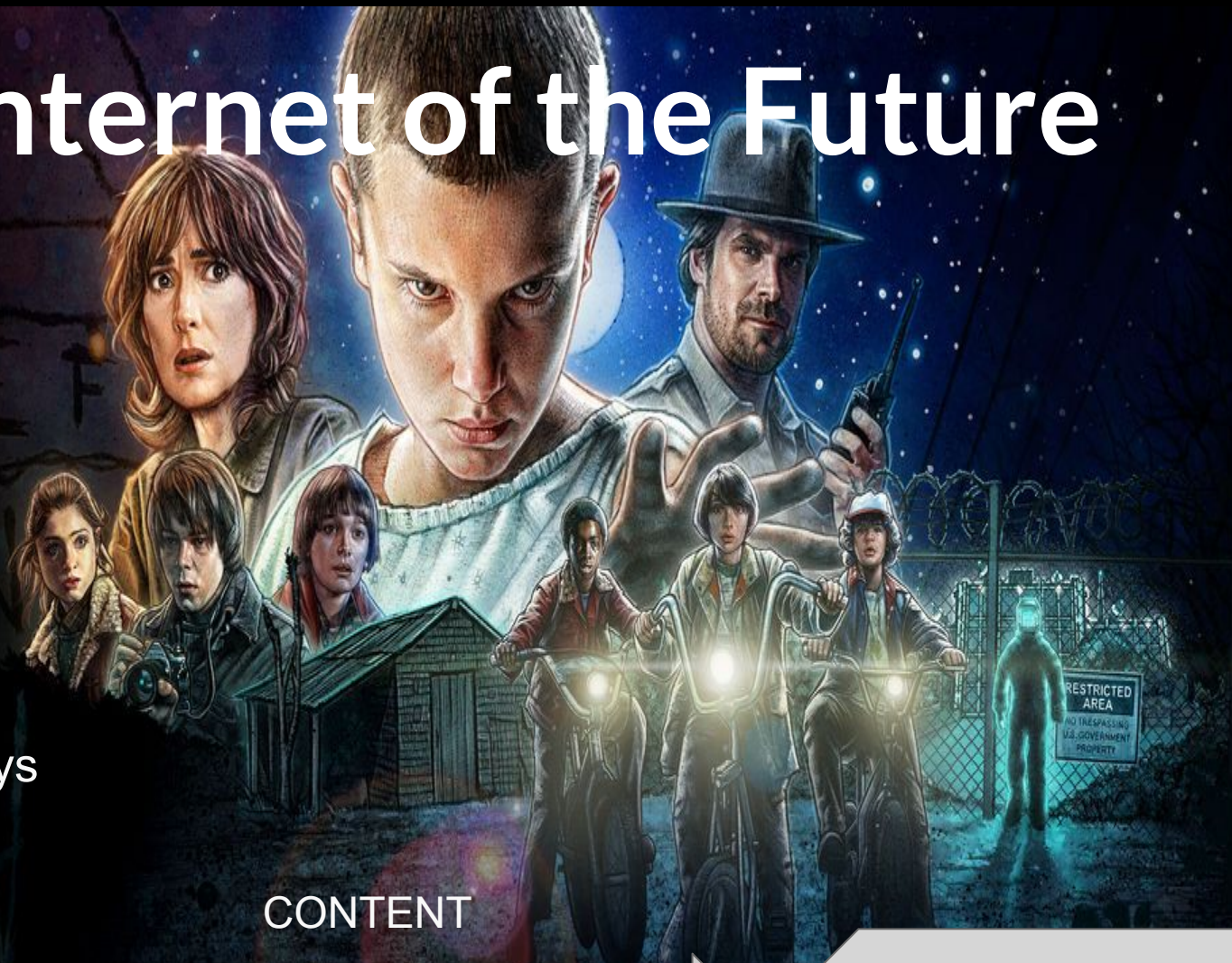
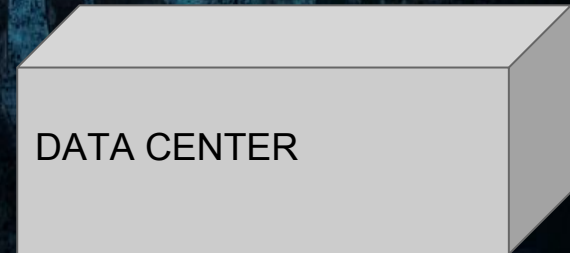
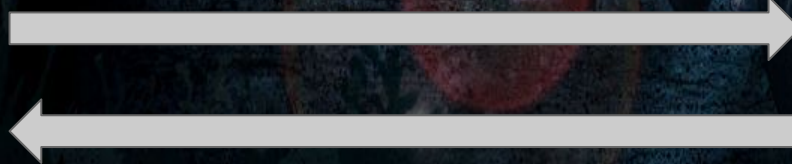


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In the Early Days

CONTENT

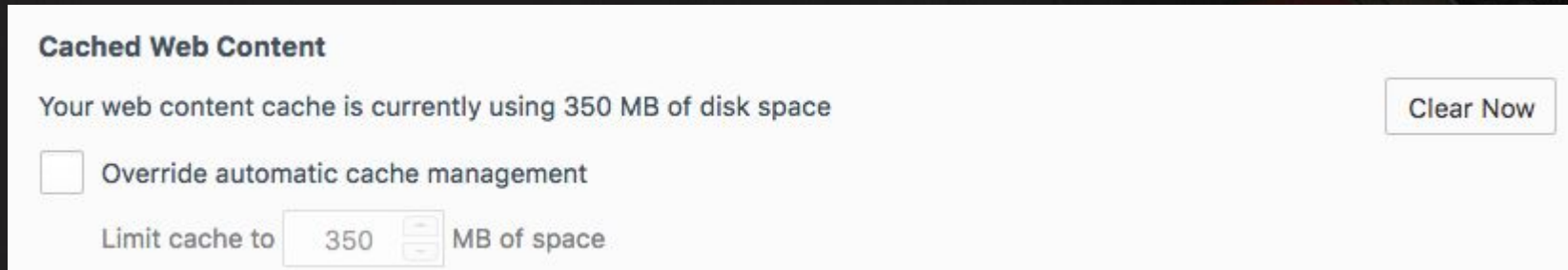
DATA CENTER



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Solution: caches

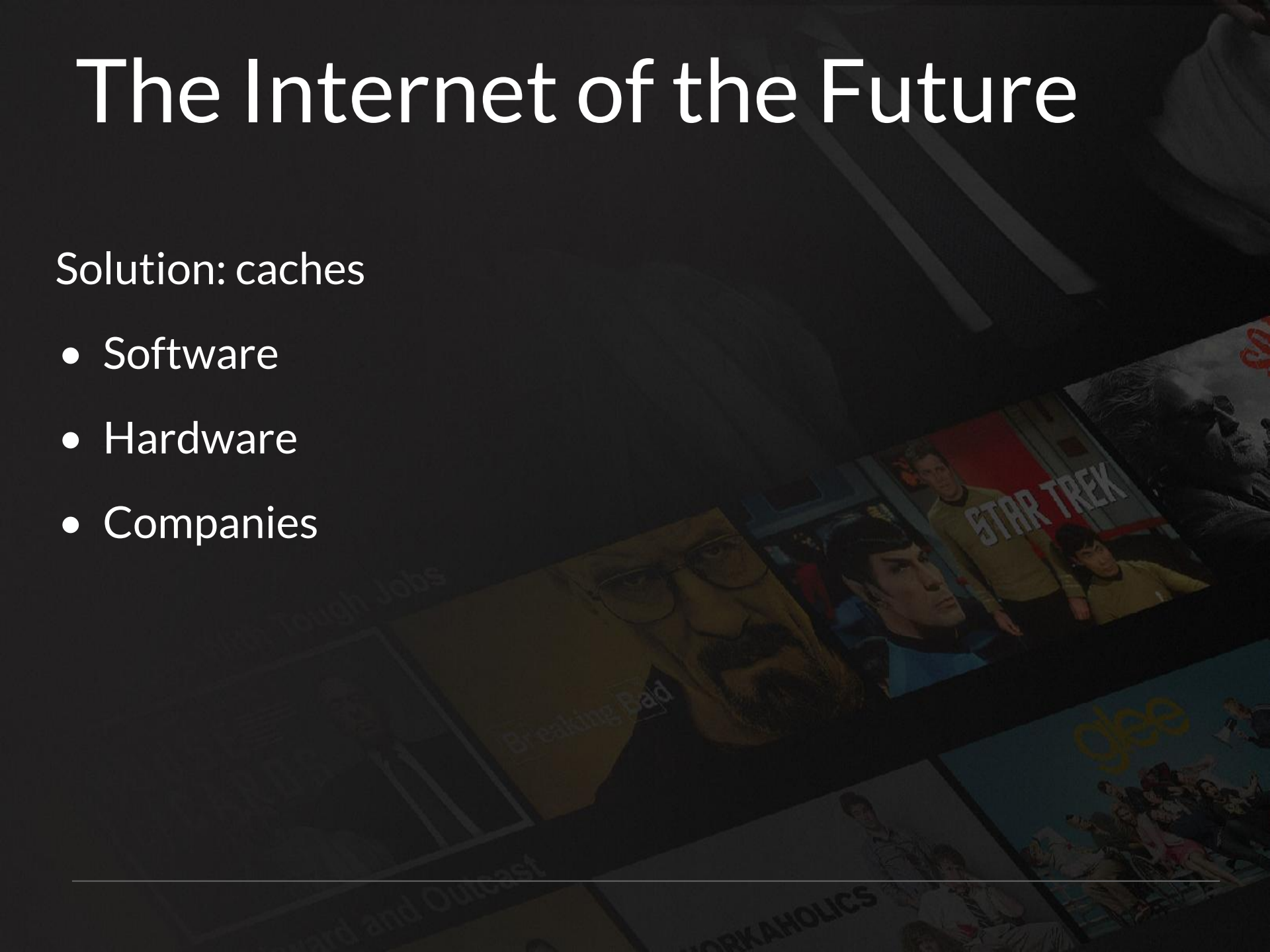
- Browsers created the first caches



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Solution: caches

- Software
- Hardware
- Companies



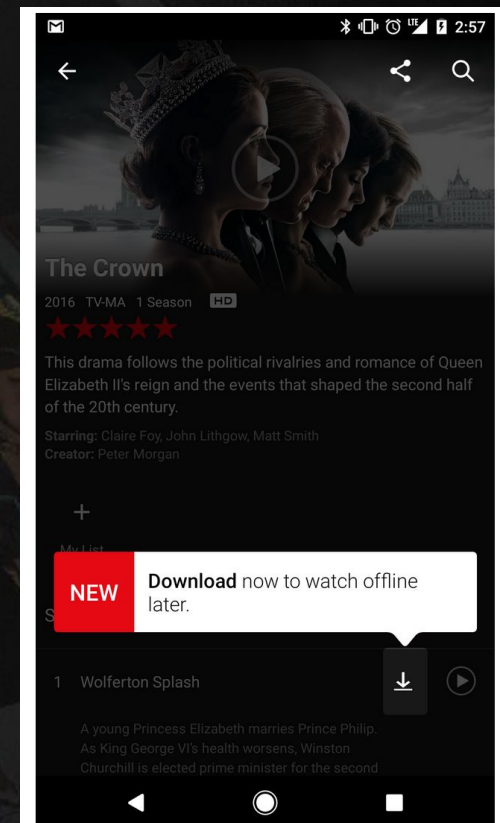
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Today's solution: download of content.



Assista online ou baixe para assistir mais tarde

Disponível em smartphones e tablets onde quer que você vá.



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The content will always be close



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High Customized Content

- Personalization algorithms
- New forms of interaction: natural conversation
- Heavy use of AI (good opportunity here!)
- Personal Assistants

Now playing
Vanessa da
Mata

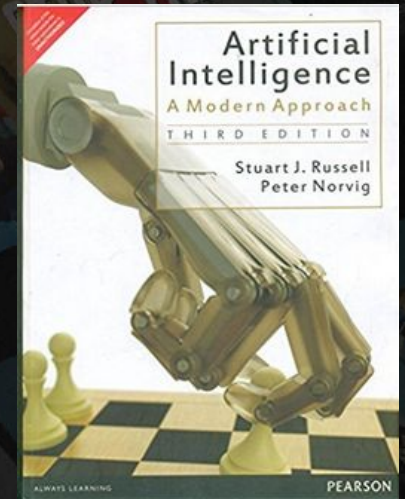
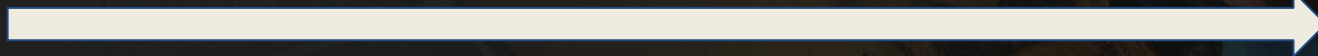
Browsers

Search

Social Networks

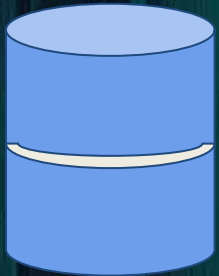
Mobile

Streaming



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Play this, do this,
buy this, inform
me about this...



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More Content Available

- New companies investing heavily in creating their own content
- Streaming is helping the entertainment industry selling more: How the Music Industry Came Back to Life (<https://www.ft.com/content/f72b1d2c-1937-11e7-a53d-df09f373be87>)

A close-up portrait of a young girl with dark hair pulled back, looking directly at the camera with a serious, questioning expression. She is wearing a white t-shirt with a small, repeating pattern. The background is a soft-focus green, suggesting an outdoor setting with foliage. The lighting is natural, highlighting her features.

Questions?