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Session 2: WebRTC

Some WebRTC Opportunities for RCS

Romain Carbou, Orange Labs

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RCS context

- RCS = standardized mobile technology for rich communications, centered around messaging as a response to over-the-top competition
  - Based on SIP/IMS + MSRP (HTTP introduced)
  - GSMA-driven standardization
  - Group Chat, File Sharing, Rich Call as core features
- Customer-face branding = 'joyn'
- Numerous native devices (Sony, HTC, Samsung)
- Ongoing deployments (Europe, US, Asia)

WebRTC / RCS quick comparison

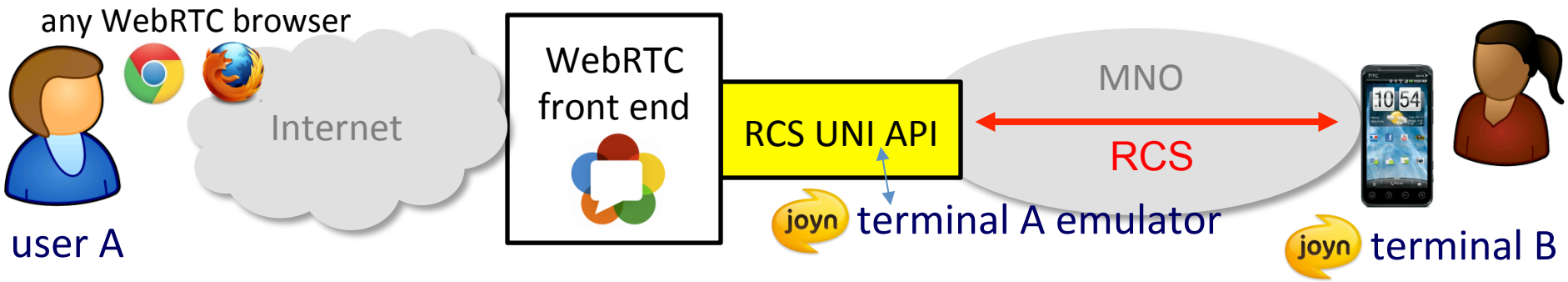
	WebRTC	RCS joyn
nature	WebRTC is a technology!	RCS is a service!
current/target footprint	native in web browsers	native in smartphones, downloadable application
stakeholders	mostly software companies	mostly MNO and vendors
key features	audio and video sharing, file sharing, generic data channel (virtually any usage)	audio and video sharing, file sharing, group chat, vCard exchange, rich call
call management, signaling	dedicated JavaScript app	SIP/IMS (standardized)
API	WebRTC is programmable!	terminal API (Android), UNI/B2B API (network-side)

Roadmap

- RCS 5.1 version 4 and RCS 6.0 (Q4 2013, 2014) will constitute the referential documents for future releases of the joyn service:
  - 'Crane' (12/2013) **UX fixes, central message store**
  - 'Dove' (2014) **Advanced multi-device**
- **UNI/B2B API** roadmap constrained only by joyn regional deployments, not by technology.
- **Terminal API** Android ongoing standardization.
- WebRTC browsers increase footprint steadily.

Operator-centric continuity

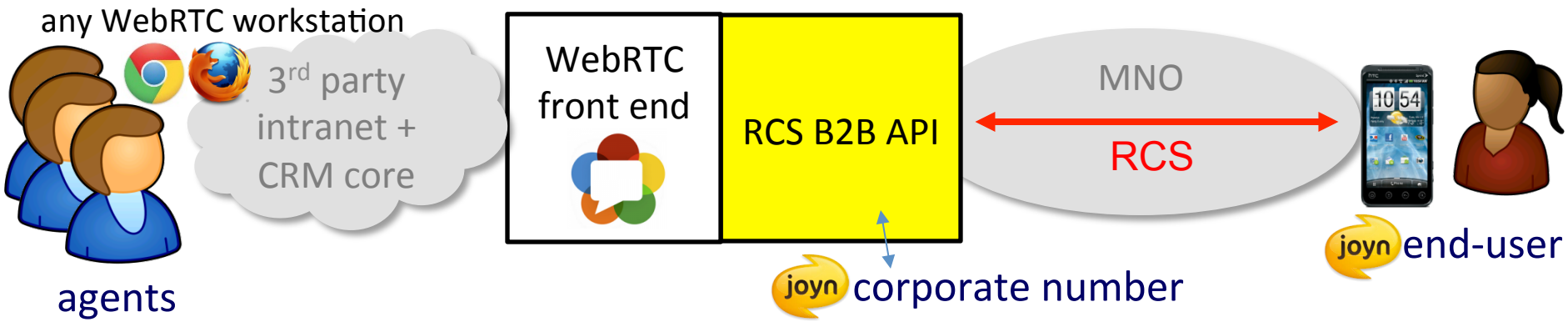
- Generic use case: Offer the joyn experience to a mobile subscriber from a web environment.
  - mobile identity used for authentication
  - WebRTC + RCS UNI API as key enablers



- Mid-term: RCS mobile app continuity on the web? (i.e. terminal API portability on WebRTC)

Web-centric continuity

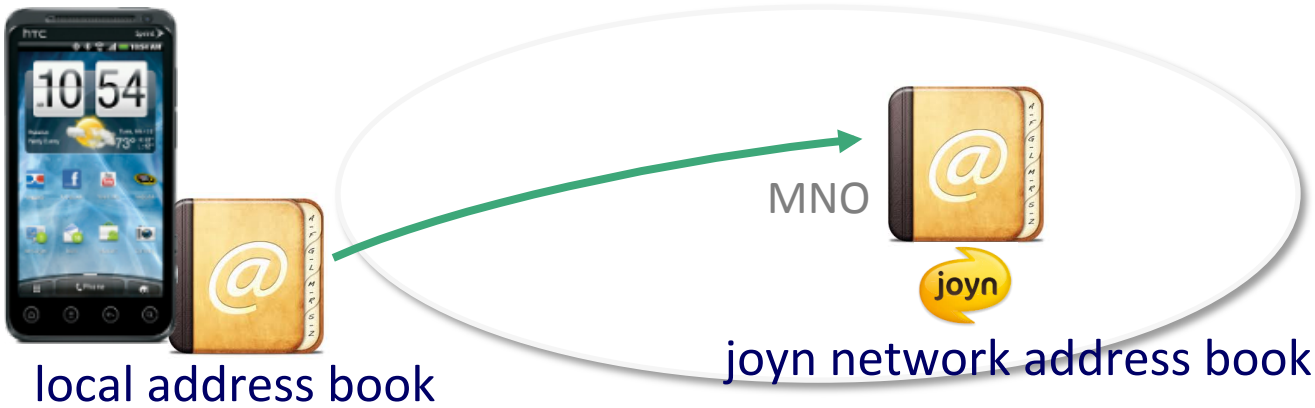
- Generic use case: A customer service (e.g. CRM) is reachable by mobile end-users using joyn.
  - B2B2C model to be proposed by MNO to 3rd parties
  - requires an RCS B2B API (a.k.a 'Wholesale API')



- Usages to foster, wherever RCS ensures greater reachability ('always on', compared to browser).

Short-term challenges

- Standardization + deployment of the Network Address Book as an enabler of multi-device experience and mobile social networking.



- Other challenges: all RCS features multi-user, RCS API deployment, IMS optimization.

Beyond

- Two parallel assumptions:
  - WebRTC is renewing the experience of web-based social media (native in-browser sharing features).
  - RCS (+ RCS NAB) = building block of a virtually worldwide decentralized mobile media.

is it a social wall?

…or is it a group chat?

Conclusion

- Beyond natural threats and opportunities for operators, WebRTC prepares a revolution in the user experience that will bolster new rich social media on the web.
- The mobile ecosystem has an opportunity to build a similar experience, large-scale, native, and interoperable with the web ecosystem thanks to the WebRTC + RCS tandem.
- … in other words, a **Facebook of operators**.

Quote

- *"An idea that is not dangerous is unworthy of being called an idea at all"* (Oscar Wilde).

The End

Romain Carbou