



## Mobile Video Experience

#ciscospchat

Transcript from February 3, 2011

All times are British Time (BST)

**February 3, 2011**

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2:27 am **CiscoSPMobility:** Last of the mobility #CiscoSPChat series is tomorrow. Chat with our experts about the mobile video experience <http://csc0.ly/6013uNp1>

3:00 pm **CiscoSPMobility:** Last #CiscoSPChat before #MWC11 is today @ 10am PST on the Mobile Video Experience <http://csc0.ly/6011uNVL>

5:00 pm **CiscoSPMobility:** One more hour until our chat on mobile video experience. Join us to hear from our experts <http://csc0.ly/6012uNXy> #ciscospchat #MWC11

5:09 pm **brightstar:** RT @CiscoSPMobility: One more hour until our chat on mobile video experience. Join us to hear from our experts <http://csc0.ly/6012uNXy> #ciscospchat #MWC11

5:21 pm **MsMobileConverg:** Gonna grab a cuppa and light snack before the #ciscospchat #mwc11 !! Can't wait! Luv those guys! Smart, connected and great #smetiquette

5:29 pm **CiscoSP360:** RT @CiscoSPMobility Last #CiscoSPChat before #MWC11 is today @ 10am PST on the Mobile Video Experience <http://csc0.ly/6016uNXn>

5:33 pm **rgruia:** Looking forward to participating on the Cisco #mobile #video experience chat in ~ 27 mins. #ciscospchat

5:34 pm **JakeWengroff:** RT @rgruia: Looking forward to participating on the Cisco #mobile #video experience chat in ~ 27 mins. #ciscospchat

5:35 pm **Frost\_Sullivan:** Telecom analyst Ron Gruia @rgruia participating in the Cisco #mobile #video experience chat in ~ 27 mins - join #ciscospchat

5:36 pm **MsMobileConverg:** Hey Lovely, @peggyanne #ciscospchat will be starting at the top of the hour...! U would like this bunch!

5:40 pm **jamncl4:** RT @CiscoSPMobility: Last #CiscoSPChat before #MWC11 is today @ 10am PST on the Mobile Video Experience <http://csc0.ly/6011uNVL>

5:45 pm **CiscoSPMobility:** Our last #CiscoSPChat before #MWC11 is at 10am PST! Join us in 15 mins! <http://csc0.ly/6017uNX9>

5:47 pm **jamncl4:** RT @CiscoSPMobility: Our last #CiscoSPChat before #MWC11 is at 10am PST! Join us in 15 mins! <http://csc0.ly/6017uNX9>

5:55 pm **CiscoSPMobility:** Just 5 mins 'till we start the tweetchat on Mobile Video Experience. Join us with the hashtag #ciscospchat <http://csc0.ly/6014uNXo> #MWC11

5:57 pm **peggyanne:** RT @CiscoSPMobility: Our last #CiscoSPChat before #MWC11 is at 10am PST! In 15 mins! <http://bit.ly/gTNEAB> > thanks 4 tip @MsMobileConverg

5:57 pm **msearchgroove:** RT @CiscoSPMobility: Our last #CiscoSPChat before #MWC11 is at 10am PST! In 15 mins! <http://bit.ly/gTNEAB> > thanks 4 tip @MsMobileConverg

5:58 pm **MsMobileConverg:** @peggyanne You bet! I got ur back, girl! re: @CiscoSPMobility #ciscospchat

6:00 pm **jamncl4:** Hi Everyone! Jon here. I can't wait the extra minute to start. How often do you use mobile video and what app? #CiscoSPchat

6:02 pm **MsMobileConverg:** @jamncl4 I watch video everyday ... via #smartphone #ciscospchat

6:03 pm **CiscoSPMobility:** Hi everyone! Welcome to our last tweetchat before MWC! #ciscospchat

6:03 pm **PaulSatCisco:** #ciscospchat I use Youtube, Youtube and Youtube. You? #CiscoSPChat

6:03 pm **jamncl4:** @MsMobileConverg How have you found the quality on average? #CiscoSPchat

6:04 pm **rgruia:** Hi! Pleasure to be here... #ciscospchat

6:04 pm **MsMobileConverg:** @jamncl4 video quality has been great for me. #ciscospchat

6:05 pm **jamncl4:** @rgruia Hi Ron! What's your take on the challenges of mobile video? #CiscoSPchat

6:05 pm **PaulSatCisco:** @Jon. Depends where I am. At home or work, I'm offloaded onto WiFi. Elsewhere, over 3G, not so good. Slow and jerky. #CiscoSPChat

6:06 pm **rgruia:** @jamncl4 A bit sub-par for me, Jon - don't know what the QoMEX (Quality of Multimedia Experience) rank is but I'd say poor-fair #ciscospchat

6:07 pm **MsMobileConverg:** @jamncl4 have droidx in USA so fabulous, but in London had T-mobile #mobileweb and was quite frustrating ... #ciscospchat

6:07 pm **rgruia:** #CiscoSPchat The reasons for that would be a combination of: stalling (due to buffering), jerkiness, even some occasional blurring, etc.

6:08 pm **jamncl4:** @rgruia Interesting that we have a wide range of experience in the response. Question is what type of network and who...#CiscoSPChat

6:08 pm **opanganet:** @PaulSatCisco @Jon Is WiFi video really mobile? And with data caps on 3G streaming gets very expensive #ciscospchat

6:08 pm **PaulSatCisco:** @MsMobileConverg So what network are you on? I use AT&T 3G in Dallas, and where I live it's not so good (need a femtocell!) #CiscoSPChat

6:08 pm **i7AndiasS:** RT @CiscoSP360: RT @CiscoSPMobility Last #CiscoSPChat before #MWC11 is today @ 10am PST on the Mobile Video Experience <http://csc0.ly...>

6:08 pm **krehbehn:** #CiscoSPchat - Howdy, it will be interesting to see if radio access network multicast can eventually support broadcast video

6:09 pm **MsMobileConverg:** @PaulSatCisco Am on #verizon, baby! #ciscospchat

6:09 pm **jamncl4:** @OpangaNet Great question! I would say it depends on the offering. From a end user point of view, I'd say yes #CiscoSPchat

6:10 pm **jamncl4:** @OpangaNet They would expect the same experience whether 3G or WiFi or 4G, but that is a key question #CiscoSPchat

6:10 pm **kurtcisco:** did folks see the latest mobile vni report? thoughts? how about the forecast for mobile video? exciting or scary? or both? #ciscospchat

6:10 pm **opanganet:** @jamncl4 In my house and office I'm not really mobile, but on a train or bus or even in the park maybe #ciscospchat

6:10 pm **krehbehn:** #CiscoSPchat - Solving cell site backhaul challenge (more fiber, more IP) and getting ubiquitous LTE will be a big help

6:10 pm **MsMobileConverg:** @jamncl4 @OpangaNet Yes, concur, #wifi is #mobile .. and viewed upon a mobile device. #ciscospchat

6:11 pm **PaulSatCisco:** @MsMobileConverg - Ah, EVDO! Nice to have a dedicated data channel. Do you see much difference in video on 3G or WiFi? #CiscoSPChat

6:11 pm **rgruia:** #CiscoSPchat @jamncl4 As far as challenges go, I'd say probably a bunch, depending on the operator, but backhaul & core are 2 bottlenecks

6:11 pm **MsMobileConverg:** @kurtcisco video exciting for enduser, scary for teleco! #ciscospchat

6:11 pm **Growth\_Expert:** RT @Frost\_Sullivan: Telecom analyst Ron Gruia @rgruia participating in the Cisco #mobile #video experience chat in ~ 27 mins - join #ciscospchat

6:12 pm **dagh:** Will carriers slowdown mobile video adoption because of steeper data rates? #ciscospchat

6:12 pm **jamncl4:** @krehbehn Thoughts on any of the media optimization technologies being developed? #CiscoSPchat

6:12 pm **MsMobileConverg:** @PaulSatCisco No, cannot say I do much difference ... #ciscospchat

6:13 pm **opanganet:** @dagh Absolutely, data caps on ATT will stop people from streaming on 3G. They need another technology that works with network #ciscospchat

6:14 pm **opanganet:** @jamncl4 @krehbehn Yes, check out Opanga.com. Video dist technology that works with a wireless network #ciscospchat

6:14 pm **jamncl4:** @dagh I think mobile video is going to keep growing. Over the Top video can't really be slowed down, but it can be optimized #CiscoSPchat

6:14 pm **MsMobileConverg:** @OpangaNet yes, audience does not care how it is delivered, just that it IS DELIVERED #ciscospchat

6:14 pm **dagh:** @opanganet Thanks. Are the steeper rates just a way for carriers to catch up? #ciscospchat

6:14 pm **rgruia:** @jamncl4 @OpangaNet @MsMobileConverg Wi-Fi is not only mobile but a way for wireless SPs to offload some of that xG traffic #ciscospchat

6:14 pm **krehbehn:** @jamncl4 - Optimization important, and indust has been at if for a while. Smarter use of air interface w/ multicast is key. #ciscopspchat

6:15 pm **MsMobileConverg:** @dagh Carriers SHOULD NOT slow down video adoption! There is revenue to be had there for them. #ciscopspchat

6:16 pm **opanganet:** @dagh Not really catch up, rather stop streaming. Just not enough spectrum to support streaming. #ciscopspchat

6:16 pm **neiltwitz:** Hi gentlemen and ladies..Good afternoon and Good evening to all #ciscopspchat #ciscopspchat

6:16 pm **MsMobileConverg:** @krehbehn @jamncl4 YES! Here, here, Ken - smarter use of air is key! #ciscopspchat

6:17 pm **PaulSATCisco:** What is the biggest challenge for mobile video? Unpaid over the top content; general congestion; or spectrum & backhaul? #CiscoSPChat

6:17 pm **rgruia:** @krehbehn @jamncl4 #ciscopspchat There are other optimization techniques as well, including transrating, transcoding, intelligent caching etc

6:17 pm **dagh:** @msmobileconverg Agree. Offloading to WiFi is currently the way around rates. #ciscopspchat

6:17 pm **jamncl4:** @OpangaNet Data caps may slow down high end users, but most people aren't close to their cap #CiscoSPchat

6:17 pm **opanganet:** @MsMobileConverg Exactly. Pre-positioning video in device is the key Save the network and great video quality #ciscopspchat

6:18 pm **PaulSATCisco:** What is revenue opportunity for mobile carriers? TV? Movies? Premium data services for video watchers? #CiscoSPChat

6:18 pm **jamncl4:** @neiltwitz Good afternoon/evening. Thoughts on mobile video? #CiscoSPchat

6:18 pm **opanganet:** @dagh @msmobileconverg Offload-only simply moves the problem. Soon landlines will tariff as well like Comcast-Level3 (Netflix) #ciscopspchat

6:19 pm **neiltwitz:** @MsMobileConverg, Users dont care, but optimization is the key - cost savings & 2 reduce bottlenecks #ciscopspchat

6:19 pm **krehbehn:** Perhaps largest challenge is how to monetize - Opportunity for collaboration between operators & content sources? #ciscopspchat

6:19 pm **rgruia:** #CiscoSPChat @PaulSATCisco I'd say once you get past backhaul/core you need to worry about QoE; congestion is in a few spots at peak busy hr

6:19 pm **MsMobileConverg:** @OpangaNet prepositioning as in preloading and other air optimisation. #ciscopspchat yes, would make for great experience

6:19 pm **peggyanne:** Is the solution optimization or segmentation? can smart segmenting allow carriers to "stretch" spectrum #ciscopspchat

6:20 pm **krehbehn:** @rgruia - Agreed, consistency of experience is important to consumers that pay money for video #ciscopspchat

6:20 pm **rgruia:** #CiscoSPChat @OpangaNet @dagh @msmobileconverg Here in Canada, we are just having a country-wide debate about that: #UBB Usage Based Billing

6:21 pm **opanganet:** @jamncl4 People don't hit caps if they don't stream. IDevices are made for video now so streaming on the rise - caps key. #ciscopspchat

6:21 pm **neiltwitz:** @krehbehn Agreed !! Operators shud use diff Multicast/Broadcast technologies to save Bandwidth > improve UX #ciscopspchat

6:21 pm **jamncl4:** @OpangaNet Define pre-positioning? Thanks! #CiscoSPchat

6:21 pm **rgruia:** #CiscoSPChat @OpangaNet @dagh @msmobileconverg I'm afraid that is becoming BBB (Behavioral Based Billing) instead ;-) Users were not happy

6:21 pm **neiltwitz:** @peggyanne U r right, segmenting by content or use-cases or file size is the key here #ciscopspchat

6:22 pm **opanganet:** @MsMobileConverg Yep. It's going to be the only sustainable and profitable way to do video over mobile #ciscopspchat

6:22 pm **rgruia:** #CiscoSPChat @krehbehn For better monetization, SPs have to embrace two-sided business models & focus not just downstream but also upstream

6:22 pm **jamncl4:** @OpangaNet Agreed, but we found more "low" end users are using more since they can monitor where they are relative to cap #CiscoSPchat

6:22 pm **peggyanne:** RT @neiltwitz: @krehbehn Agreed !! Operators shud use diff Multicast/Broadcast technologies to save Bandwidth > improve UX #ciscopspchat



6:23 pm **opanganet:** @rgruia @PaulSatCisco 1 video stream to a smartphone consumes 20%+ of a 3G base station sector capacity! #ciscospchat

6:23 pm **neiltwitz:** @krehbehn we might also see different charging models - based on video quality delivered to the end-user #ciscospchat

6:23 pm **dagh:** @rgruia :- ) well, behaviour and usage is sort of the same. #ciscospchat

6:23 pm **PaulSatCisco:** Did lack of uptake for Mobile TV poison the waters for other paid-for video content? #CiscoSPChat

6:24 pm **peggyanne:** Intrigued by suggestion by @krehbehn that collaboration between content companies & carriers needed- pls elaborate #ciscospchat

6:24 pm **rgruia:** #CiscoSPChat @OpangaNet @PaulSatCisco The old basestations were built for the data traffic of those T-1 leased lines used for backhaul ;-)

6:24 pm **opanganet:** @jamncl4 People subscribe to content channels (e.g. espn, fox tv) and content is pushed to devices in a managed way #ciscospchat

6:24 pm **MsMobileConverg:** @OpangaNet ... so do you guys hate me for being a USER? #ciscospchat

6:24 pm **krehbehn:** Could Apple change stripes and bridge world of content suppliers & MNOs w/ commercially useful deal? Far fetched, but enticing #ciscospchat

6:25 pm **pnjarich:** @jamncl4 @krehbehn Seems mobile media optimization mostly tied to costs - not new revenues. How is this stuff marketed anyway? #CiscoSPchat

6:25 pm **MsMobileConverg:** @PaulSatCisco lack of uptake is due to quality, experience and lack of licensing agreement old Hollywood #ciscospchat

6:25 pm **rgruia:** #CiscoSPChat @OpangaNet @jamncl4 What's important also is to consider what a mobile user would typically watch - e.g. would I watch an...

6:25 pm **opanganet:** @rgruia @PaulSatCisco We're talking about wireless spectrum. Backhaul is also different problem #ciscospchat

6:25 pm **kurtcisco:** the cisco mobile vni report i referenced earlier is on slideshare. enjoy! <http://csc0.ly/VNImobiletraffic> #ciscospchat

6:25 pm **dagh:** @rgruia how do you mean? Both upstream and downstream? #ciscospchat

6:26 pm **rgruia:** #CiscoSPChat @OpangaNet @jamncl4 ...entire soccer game on my mobile phone? Chances are not, but the synopsis or goal clips? For sure!

6:26 pm **peggyanne:** RT @opanganet: @rgruia @PaulSatCisco 1 video stream to a smartphone consumes 20%+ of a 3G base station sector capacity! #ciscospchat

6:26 pm **PaulSatCisco:** Big Issue - can mobile operators "alter" copyrighted content to optimize delivery for mobile devices? (non-encrypted) #CiscoSPChat

6:26 pm **dagh:** @opanganet ? 5 streams and that's it? #ciscospchat

6:27 pm **jamncl4:** @pnjarich Media optimization is mainly tied to optimization. However, you can leverage the technology and tie it to a service #CiscoSPchat

6:27 pm **opanganet:** @rgruia @jamncl4 Agreed. Subscription-based and pay is a sustainable video business. People already pay for voice #ciscospchat

6:28 pm **MsMobileConverg:** @OpangaNet @rgruia @jamncl4 Yes, subscription based and perceived free ALWAYS works for they who want. #ciscospchat

6:29 pm **pnjarich:** @jamncl4 Agreed 101% But, need to get operators thinking that way. Tough given strategic focus on apps, etc. #CiscoSPchat

6:29 pm **MsMobileConverg:** @PaulSatCisco ALTER cpyrghtd material? pls expound #ciscospchat

6:29 pm **rgruia:** #CiscoSPChat @dagh Downstream customers are the wireless subs; upstream cust. inc developers, brand advertisers, content owners, retailers

6:30 pm **opanganet:** @dagh yes. 5MHz spectrum ~3 for data, 2 for voice. 1 sector gives 2.4Mbps of data. 1 stream is 400kbps, for smartphone #ciscospchat

6:31 pm **PaulSatCisco:** @peggyanne 20% of a base station? depends on tech, but it always consumes a sig. portion, and is "costly" for operator, & no \$ #CiscoSPChat

6:31 pm **rgruia:** #CiscoSPChat @pnjarich @jamncl4 That's where two-sided business models could help; SPs can't focus on such minutia (apps already a problem)

6:31 pm **dagh:** @rgruia Understand. Thanks. Are you suggesting that carriers should start charging upstream providers? #ciscospchat

6:32 pm **PaulSatCisco:** @MsMobileConverg Optimization technologies - transcoding, download pacing, transrating (drop frames), storage (caching) etc. #CiscoSPChat

6:32 pm **opanganet:** @PaulSatCisco @peggyanne .8bits per second per hz is the limit of 3G spectral capacity. Only way to fix is add base stations #ciscopchat

6:33 pm **dagh:** @opanganet Thanks #ciscopchat

6:33 pm **rgruia:** #CiscoSPChat@dagh Or at least start embracing those 2-sided models; the only play so far that they engaged in was toll-free (1-800) service

6:33 pm **PaulSatCisco:** @rgruia Shannon limit = no improvement in spectrum efficiency. So what's left to fix? BH, core and content #CiscoSPChat

6:34 pm **MsMobileConverg:** @PaulSatCisco Thx #ciscopchat I believe it wouldn't matter, as long as not altered as in recut/reedited.

6:34 pm **jamnc14:** @dagh @rgruia Toll Free Mobile Broadband where the content provider pays the SP for minutes used by the end user #CiscoSPChat

6:34 pm **krehbehn:** @PaulSatCisco Well, another solutions include making cell sizes smaller & allocating more spectrum #ciscopchat

6:35 pm **opanganet:** @PaulSatCisco @rgruia Exactly, got to use alternate dist solution tech, e.g. pre-positioning. opanga.com #ciscopchat

6:35 pm **rgruia:** #CiscoSPChat @PaulSatCisco modulation (64-bit QAM) & multiplexing (4x4 MIMO) also helps a bit - so that might continue

6:35 pm **jamnc14:** @dagh @rgruia Content provider gets more users and user has incentive to watch #CiscoSPchat

6:35 pm **opanganet:** @krehbehn @PaulSatCisco Only so much spectrum left and adding basestations cost billions. Who pays for the video? #ciscopchat

6:36 pm **dagh:** @rgruia @jamnc14 It seems that carrier would have a bit of a fight with upstream customers :-)

6:36 pm **opanganet:** @rgruia @PaulSatCisco True, those techs have been around a while, but very costly to manufacture in handset volume. military? #ciscopchat

6:37 pm **jamnc14:** @pnjarich Working on getting them thinking that way! #CiscoSPchat

6:37 pm **rgruia:** #CiscoSPChat @jamnc14 @dagh Jon, I haven't thought of that :-) But it sounds interesting; my idea was to start simple (e.g. a Blyk model)

6:37 pm **PaulSatCisco:** @OpangaNet Do they have to be in the handset? why not the gateway? #CiscoSPChat

6:37 pm **rgruia:** #CiscoSPChat @jamnc14 @dagh There's nothing wrong with the #NTTDoCoMo i-mode model, although that's too "avant-garde" for our operators IMHO

6:38 pm **jamnc14:** @rgruia I'm a Red Sox fans. It's all or nothing :) #CiscoSPchat

6:38 pm **krehbehn:** @OpangaNet - Ah, yes. The crux of the question ... how to relate cash to use of scarce resources? #ciscopchat

6:40 pm **rgruia:** #CiscoSPChat @jamnc14 @pnjarich Jon, so am I :-) But for larger SPs this is a particularly hard exercise (I can share privately my exp. :-)

6:40 pm **opanganet:** @PaulSatCisco 64 QAM receiver has to be in handset, managing interference to make it work very expensive, hence no traction #ciscopchat

6:40 pm **krehbehn:** @jamnc14 I'm a Redskins fan and its just nothing! #ciscopchat

6:40 pm **peggyanne:** @krehbehn brands? sources say video is coming - big time. will their activities have impact on ecosystem? or over-rated? #ciscopchat

6:40 pm **dagh:** Got to run. Thanks for a fantastic conversation. #ciscopchat

6:40 pm **MsMobileConverg:** @jamnc14 video & games r GREAT means 4 teleco 2 amass more subs but need 2 harness rev models & the allocation ...enter cisco #ciscopchat

6:41 pm **jamnc14:** @dagh Thanks for joining! #CiscoSPchat

6:41 pm **opanganet:** @krehbehn Need to manage video into surplus capacity and pre-position. Zero cost, great quality #ciscopchat

6:41 pm **rgruia:** #CiscoSPChat @jamnc14 I hear you, Jon :-) Red Sox Nation would expect nothing less :-)

6:42 pm **opanganet:** @jamnc14 Thanks everyone. great conversation! #ciscopchat

6:42 pm **rgruia:** #CiscoSPChat @krehbehn @jamnc14 I like the Redskins, too; they are the closest NFL team in terms of mgmt turmoil to my soccer team Palmeiras



6:43 pm **jamncl4:** @MsMobileConverg Would you pay a premium if you had a Turbo button to make the quality better? #CiscoSPchat

6:43 pm **PaulSatCisco:** @krehbehn Redskins do not generate many highlights for mobile video consumption! #CiscoSPChat

6:44 pm **krehbehn:** @peggyanne Video won't come very quickly if user caps blown quickly. Can be solved w/ clever core net functions & biz deals #ciscospchat

6:44 pm **MsMobileConverg:** @jamncl4 hahaha I came from dialup and am cheap... #ciscospchat I may suffer for a while, but then YES, would pay.

6:44 pm **rgruia:** #CiscoSPChat @PaulSatCisco @krehbehn LOL true, although they are media-savvy (they have a FourSquare badge) & are an eg. of downstream cust.

6:44 pm **krehbehn:** @PaulSatCisco Well, they do do their part to keep demand down. #ciscospchat

6:45 pm **CiscoSPMobility:** Thank you all for the very product chat today! Have a fantastic weekend! #ciscospchat

6:45 pm **MsMobileConverg:** @peggyanne I believe as smartphones come more into play, more video will also, video adoption is progressive #ciscospchat

6:45 pm **rgruia:** #CiscoSPChat @MsMobileConverg @jamncl4 You cannot out-cheap me: I'm still using my Blackberry Torch as a mini iPad (just on WiFi & Skype:-)

6:46 pm **rgruia:** #CiscoSPChat @CiscoSPMobility @MsMobileConverg @krehbehn @PaulSatCisco @jamncl4 @OpangaNet @dagh @peggyanne Thanks everyone for a great chat

6:47 pm **MsMobileConverg:** @CiscoSPMobility Thank you. Gracious and enlightening as always! #ciscospchat

6:47 pm **PaulSatCisco:** Thanks everybody! For those planning to attend MWC, safe travels! #CiscoSPChat

6:47 pm **jamncl4:** @krehbehn I struggle with what the right pay model for video/TV is? #CiscoSPchat

6:47 pm **neiltwitz:** @MsMobileConverg @peggyanne U r right !! Smartphones will be the game changer and to add Tablets even more #ciscospchat

6:47 pm **vrieber:** RT @Frost\_Sullivan: Telecom analyst Ron Gruia @rgruia participating in the Cisco #mobile #video experience chat in ~ 27 mins - join #ciscospchat

6:48 pm **jamncl4:** Thanks everyone. Now off to shovel more snow. #CiscoSPchat

6:48 pm **peggyanne:** :) from Pittsburgh (based in Europe) and watching those Steelers & highlights would peg the needle on video consumption #ciscospchat

6:49 pm **MsMobileConverg:** @jamncl4 DONT STRUGGLE. Just look at tried and true models from the broadcast era #ciscospchat

6:49 pm **krehbehn:** @jamncl4 Pay model needs to be simple, preferably bundled a la Kindle. It's time for biz innovation. #ciscospchat

6:49 pm **MsMobileConverg:** @jamncl4 come and help me shovel, too!! Ice has made it heavy! #ciscospchat

6:50 pm **MsMobileConverg:** @krehbehn @jamncl4 Offload, download, stream, ads, subscription, sd loaded... #ciscospchat

6:50 pm **peggyanne:** @CiscoSPMobility - thanks for chat - interested in a follow-up -- and @msearchgroove is open to thought-provoking ideas #ciscospchat

6:52 pm **rgruia:** #CiscoSPChat @MsMobileConverg @krehbehn @jamncl4 And not too sophisticated either: look at Sugar Mama (Virgin Mobile) or Orange Tonos (Spain)

6:52 pm **jamncl4:** @krehbehn I like the Kindle model. #CiscoSPchat

6:54 pm **MsMobileConverg:** @rgruia @CiscoSPMobility @krehbehn @PaulSatCisco @jamncl4 @OpangaNet @dagh @peggyanne @neiltwitz YES. Wonderful conversation! #ciscospchat

7:01 pm **CiscoSPMobility:** Thanks again to all our #ciscospchat participants! Great discussion. Look for more from us leading up to #MWC11.

7:15 pm **peggyanne:** @MsMobileConverg - that was a great gathering - intrigued by bundle offers and broadcast models - thnx 4 nudge! #ciscospchat

7:15 pm **opanganet:** #ciscospchat @rgruia @CiscoSPMobility @krehbehn @PaulSatCisco @jamncl4 @dagh @peggyanne @neiltwitz Would love comments <http://bit.ly/FTJ1gY>

7:25 pm **neiltwitz:** Gr8 session! @MsMobileConverg @rgruia @CiscoSPMobility @krehbehn @PaulSatCisco @jamncl4 @OpangaNet @dagh @peggyanne @neiltwitz #ciscospchat