H2020²
Wie denkt München Partizipation neu?

CeBIT 2017
Disrupt Social Network Lock Ins

Joachim Schonowski, CeBIT, March 22\textsuperscript{nd} 2017

This project has received funding from the European Union’s Horizon 2020 research and innovation program under grant agreement No. 645342, project reTHINK.
reTHINK Partners

- Operators: Orange, Portugal Telecom, Deutsche Telekom
- SME: Eurescom, Quobis, APIzee
- Academics: IMT, TU Berlin, Fokus Franhofer, INESCID

reTHINK project contributes to the sub call ICT-05-2014 of H2020-ICT-2014 “Smart Networks and novel Internet Architectures” – started in 2015 – June 2017
Social messaging exceeded "traditional" SMS traffic in 2012. *

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<thead>
<tr>
<th></th>
<th>2011</th>
<th>2012</th>
<th>2013</th>
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<tbody>
<tr>
<td>Subscribers</td>
<td>241 million</td>
<td>773 million</td>
<td>1.2 billion</td>
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<tr>
<td>Messages per subscriber per day</td>
<td>34</td>
<td>26</td>
<td>63</td>
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Operators need to return to future proof direct revenue models for own Communication services, which also hold in case WIFI access is used. **

SM to cannibalize ~ $54bn of SMS revenues by 2016.**

• “OTT players as highly disruptive forces, intent to transform into rich media platforms.**

• Carriers are still demonstrating appealing tardiness at offering any compelling bundle of text, voice and video messaging alternatives.*

WhatsApp new daily record (02 April 14):
20B messages sent and 44B messages received in just 24 hours!

*Ovum: Counteracting the Social Messaging Threat, July 2012., Informa:OTT messaging:Trafﬁc will be twice the size of P2P SMS by end-2013, April 2013

**Current Analysis:OTT Messaging Apps Gain a Monetization Foothold – And It Goes Way Beyond Chat Dec. 2013
General objective: Cross domain interaction

Telcos versus OTT – Leverage the Best of Both Worlds

Telcos

 identity
 comm service
 platform
 infrastructure

 OTT

 identity
 comm service
 platform
 infrastructure

 Federated Distribution Model

 Walled Garden Distribution Model

 Trusted cooperative service delivery model

 Unlock current OTT communication silos.

Facebook

Skype

Google+
Principle I: From Silos to Hyperties

- Silos in the cloud and in the device
- apps are bound to proprietary clouds
- not able to mix features from different clouds
- new features require updates!

- „Cooperative clouds“ in the device
- new features installable automatically on-the-fly according to the context
Principle II: Different identities in one service?

„No problem. This is a reThink core feature!“
Principle III: Bring & Manage Your Own Identity

Contexts:
Private, Business, Hobby, Sports

She wants to write messages and switch between roles and identities.

She chooses her Identity ... and logs in.

and she can be reached on her active application in the current context
The disruptive communication model

Core elements and homepage of Smarter Together

- Contextual social communication & participation
- Enable cross domain interaction in decentralized networks via the new “Hyperty” concept
- Bring & Manage Your Own Identity
- Trust & privacy mechanisms by design
- Use of social graphs for implied trust
- Discovery mechanism of humans and objects
- Facilitate human and IoT to form “hybrid communication”
- Non private data related business models to avoid the “naked user”
- Smart City as contextual domain
The Hyperty concept

Hyperty in a nutshell

Hyperties are

- microservices that can be deployed just in time
- forming complex services / applications
- reusable building blocks
Hyperties are

- protocol agnostic
- intercorporating an agreed data model
- running in an execution environment
- inherently interoperable

Common data models are the only agreement needed for inherent interoperability
Disruptive communication model
The technical side

Domain level Communication

Sandbox level Communication

Device level Communication

Runtime
Value chain

Generic Business Roles in the reTHINK Value Chain

Roles/Actors

- Network Operator/Provider
- Connectivity/Access Provider
- Billing Provider
- Charging Provider
- Registry hoster
- Catalogue service provider
- Search Engine Provider

Equipment and Infrastructure
- Network Service Provider

Devices
- Equipment Manufacturer
- Device Manufacturer

Connectivity

Platforms Enabler
- Platform Provider
- Broker
- Identity Manager

Basic Services
- Market Place Provider
- Identity Provider

VAS Applications
- Application Provider/Developer
- Application Service Provider
- Value Added Service Provider

Content
- Content Provider
- Data Provider

Regulation

Customer care

Distribution & Marketing

Tariffing & Billing
The Broker business model

Business Broker – Business Model

Service Providers
- Communication Service Providers
- Identity Providers
- Data Providers
...

BROKER
- Intermediary
- Metering
- Settlement
- APIs

service

Distributors

Developers

Value added Service Providers

Service Consumers

Payment

service

Payment

End Consumers
Apply reTHINK to a Smart City application

Use New Agile Communication Infrastructure in an Exemplary Smart City Domain

- Secure contextual (geo-fence) based secure social communication addresses rising demand
  - Enable information and participatory communication services between municipality and citizens.
  - Enable new Hyperties based interaction service logics based e.g. Machine 2 Human interaction
  - Provide peer 2 peer communication between using WebRTC
  - Enable Geolocation based services like voting to different user groups, e.g. neighborhood, tourists.
Smart City München
EU Projekt Smarter Together
Citizen Engagement – For a better life!
THE PLACE TO BE: the first neighborhood lab in Munich!

A space for all generations and nationalities

- Co-Creation-Workshops
- Exhibitions, expert lectures, discussions
- Creation of networks, businesses, multipliers, stakeholders, initiatives
- Attracting and activating inhabitants
- Creating awareness and raising of acceptance in the district
- Ignites residents to proactively take responsibility for change
CREATING AWARENESS: the brand „NEW THINKING“
Crossmedia communication with catching messages!
High recognition value!

Branding neighbourhood lab

District newspaper with home distribution

Kick-Off posters

Banner und case-study pads

facebook
Co-Creation
For a better live – working solutions together
COMUNICATIONS

Events

Schwierige Themen einfach kommuniziert…

District newspaper with home distribution

neues Licht auf Aubing

Dieser Mast wird ein neues Licht auf Aubing

Brand New Thinking

Brand News
We build prototypes and discuss service offers …
Increasing Identification
For a better live – working solutions together
Vielen Dank!
Quartiers-APP – alle Services und Dienste auf einen Blick!

Ideenentwicklung und Partizipation im Stadtviertel!

- "Verteilboxen" z.B. für Tausch- & neue Liefer-Dienstleistungen
- Nachbarschafts-"City-App"
- "Co-Creation" Ideen und Anforderungen aus dem Stadtviertel!

Energetische Sanierung im "Smart Home"

- "Wohlfühl-App" zur Verbesserung des Raumklimas in Wohnungen

Der Einsatz eines "DataGatekeeper" garantiert höchste Sicherheit bei Datensicherung und Datenschutz.

"Smart Data Plattform" zur Analyse und Bewertung der Aktivitäten

Die "City Intelligence Plattform" wandelt anfallende "Big Data" aus allen Smarter Together Bereichen in relevante "Smart Data" um zur zukünftige Stadt-Planungen zu unterstützen.

"Intelligente Lichtmasten" mit WLAN, innovativen Umwelt-Sensoren und E-Ladestationen

Reallabore zur Erprobung zukünftiger Technologien

Vernetzte E - Mobilität & Digitale Stadtkarten
Smart City München Application
Smart City München Soccer Scenario
**Smart City München Voting**

**Bezirk - Neuaußing Westkreuz**

**Öffnungszeiten Fußballplatz**

München, 22.03.2017

Bis zum 30.04.2017 können Sie abstimmen: Soll der Fußballplatz in Neuaußing Westkreuz am Sonntag regelmäßig bis 22:00 Uhr geöffnet und beleuchtet sein?

- Ja
- Nein

Abschicken

Bisheriges Ergebnis (73 Teilnehmer)

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<thead>
<tr>
<th>JA</th>
<th>NEIN</th>
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<tr>
<td>73%</td>
<td>27%</td>
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7 Kommentare

München, 10.03.2017

**Lorem Ipsum dolor sit**

Thank You!

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WE SHAPE THE FUTURE

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