Pricing of Peer-to-Peer Application

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Nowadays Peer-to-Peer application

- Peer-to-Peer is not a new one, exist in USENET and FidoNet.

- Peer-to-Peer Application is a hot topic now. Because of Napster.

- Peer-to-Peer is still restricted in Fixed Internet. There are very little mobile application, only some games connection are available.

Catalog of Peer-to-Peer

- File sharing, it is the most popular, because it doesn't require a server with high bandwidth and large disk, it utilized the upload bandwidth and disk space of users. but it's not fit for mobile.

- Instant messaging, it is also popular and it is possible for utilized on mobile Internet

- Game, it is also popular and fit for Mobile Internet.

- Decentralized computing, still in study

Example

- ## File sharing:
    - Aimster, KaZaA, iMesh, Audiogalaxy Satellite eDonkey2000, eMule(client), NeoModus, Gnutella(serverless), Acquisition,BearShare, Gnucleus, GTK-Gnutella, LimeWire, Mactella, Morpheus, Phex, Qtella, Shareaza, XoLoX WinMX

- ## Instant Messaging:
    - MSN Messenger, AOL Instant Messenger, Yahoo Messenger, ICQ, File sharing applications also contain the instant massaging.

- ## Game: (Quake, ...too much.)

Charging of nowadays Peer-to-Peer application

- The file sharing is still free of charge(or only a small amount of monthly fee).
  - Afraid of being as the Napster, The application software vender don't willing to responsible for the content of file sharing, $\rightarrow$ serverless.
  - serverless is a fashion, $\rightarrow$ hard to charge service and copyright fee.
  - Some application only charging a small amount of monthly or free only get money from advertisement.

- Game is free or charging by monthly, depend on the content.

- Instant Messaging is free.

Pricing of future Mobile Instant Messaging.

- Assume a Mobile Instant messaging application
  - enhanced: if the callee is log off, Instant massaging will send a SMS to asked the user to login.
- Instant messaging could dialog with lower price than pure SMS.
  - Pricing the establishment of a dialog, which send 11 messages (average per dialog)
- Microsoft has already try introduce the MSN messenger into the PDA phone, but it still need to be enhanced.

Future challenges

- Price the mobile caution
  - Mobile is much more Real-time. Example the ice-hockey ticket.
- game
- …

- any questions?