Skype - A Pluralistic Software Application?

Huey Tan,

Director of Government and Regulatory Affairs, Skype

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What is Skype?

Skype's Vision
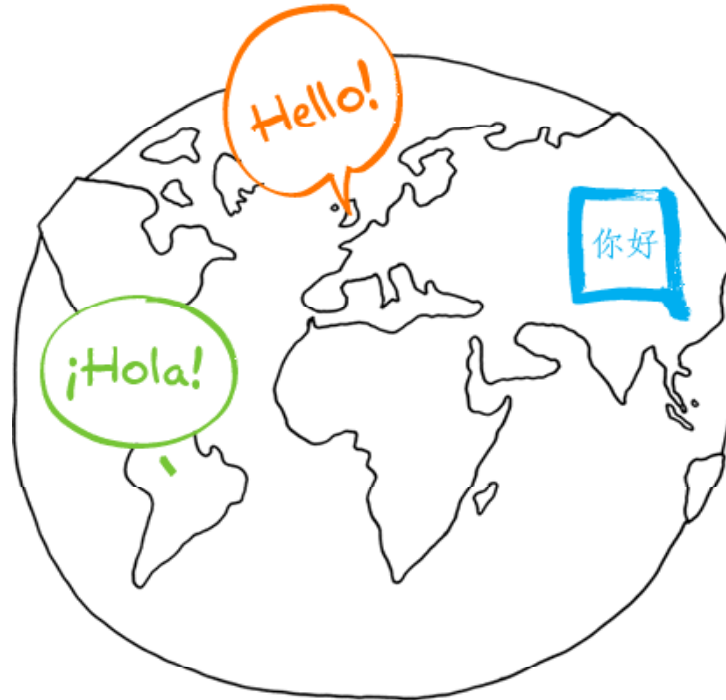
Enabling the world's conversations

Voice

One-to-One

Many-to-Many

When you're not there

On all platforms

Hello!

¡Hola!

你好

Data

Video

IM

SMS

Self Expression

Good for Business

Skype product lifecycle

Skype – more than just a voice call

- Skype launched

- Skype Out launched

- Skype In
- Central Buddy List
- Import contact wizard
- Voicemail to anyone
- Call Forwarding
- Ring-tones, avatars
- Web & E-mail Toolbars

- Skype Extras
- Click to call with SO from any website
- Public chats
- Enterprise compatibility
- Skype Video
- Web Presence
- Mood messages
- Contacts: Import, Tags, Quick Filtering
- Redesigned UI
- PayPal Auto Top-up
- 14 local currencies
- Bank transfers in 50 countries
- Online & offline payment methods
- Administer multiple accounts
- 10-Way Conference Calls
- Pocket PC Client
- Wi-Fi phones
- Various Bluetooth, cordless, USB devices
- SMS messages
- Shared Groups
- Skypecasts

- Video
- Skype Pro
- Skype To Go
- 3 Skype Phone
- New SI countries Skype for Business
- My Space IM client with Skype
- Business control panel
- Send Money
- Skype Certified Products
- Philips Dual Phone
- Video mood message
- Multi-device presence
- Call quality feedback in Skype client
- Skype Developers Program (SDP)
- Cal transfer (with Skype for Mac)
- Echo cancelling
- Blackberry Skype
- Nokia N800 Skype#
- Extended video snapshot capture
- Sharing video content
- Enhanced call transfer
- Commercial contacts
- Auto redial
- Skype Office Toolbar
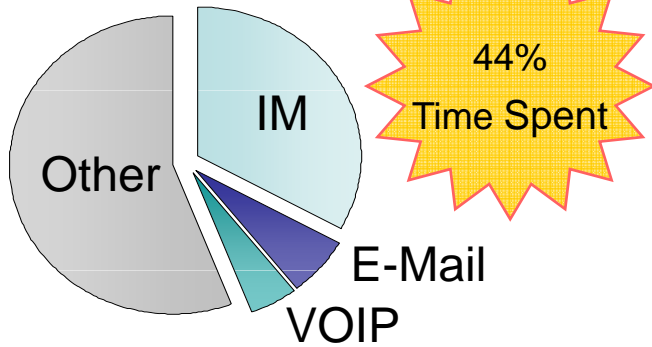- Skype Approved Integrator Program
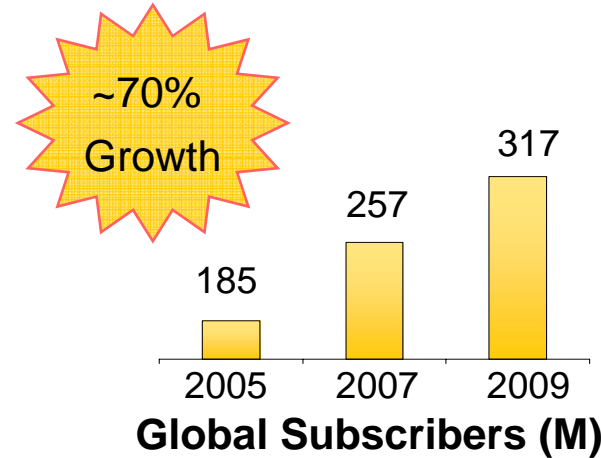
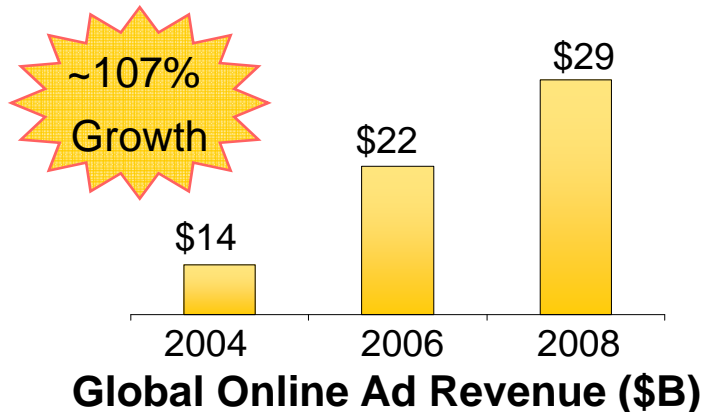**2003**   **2004**   **2005**   **2006**   **2007**

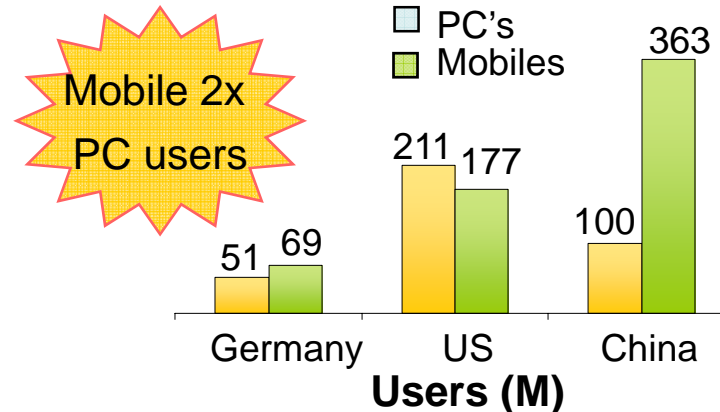# Enabling and benefiting from trends

Time Spent on Communications

IM

Other

E-Mail

VOIP

44% Time Spent

Broadband Penetration

~70% Growth

185 — 2005
257 — 2007
317 — 2009

Global Subscribers (M)

Advertising & Pay Per Lead

~107% Growth

$14 — 2004
$22 — 2006
$29 — 2008

Global Online Ad Revenue ($B)

Mobile Handsets

□ PC's
□ Mobiles

Mobile 2x PC users

Germany: 51 / 69
US: 211 / 177
China: 100 / 363

Users (M)

Slide 5

Sourced from IDC, Morgan Stanley, Interactive Advertising Bureau, FBR
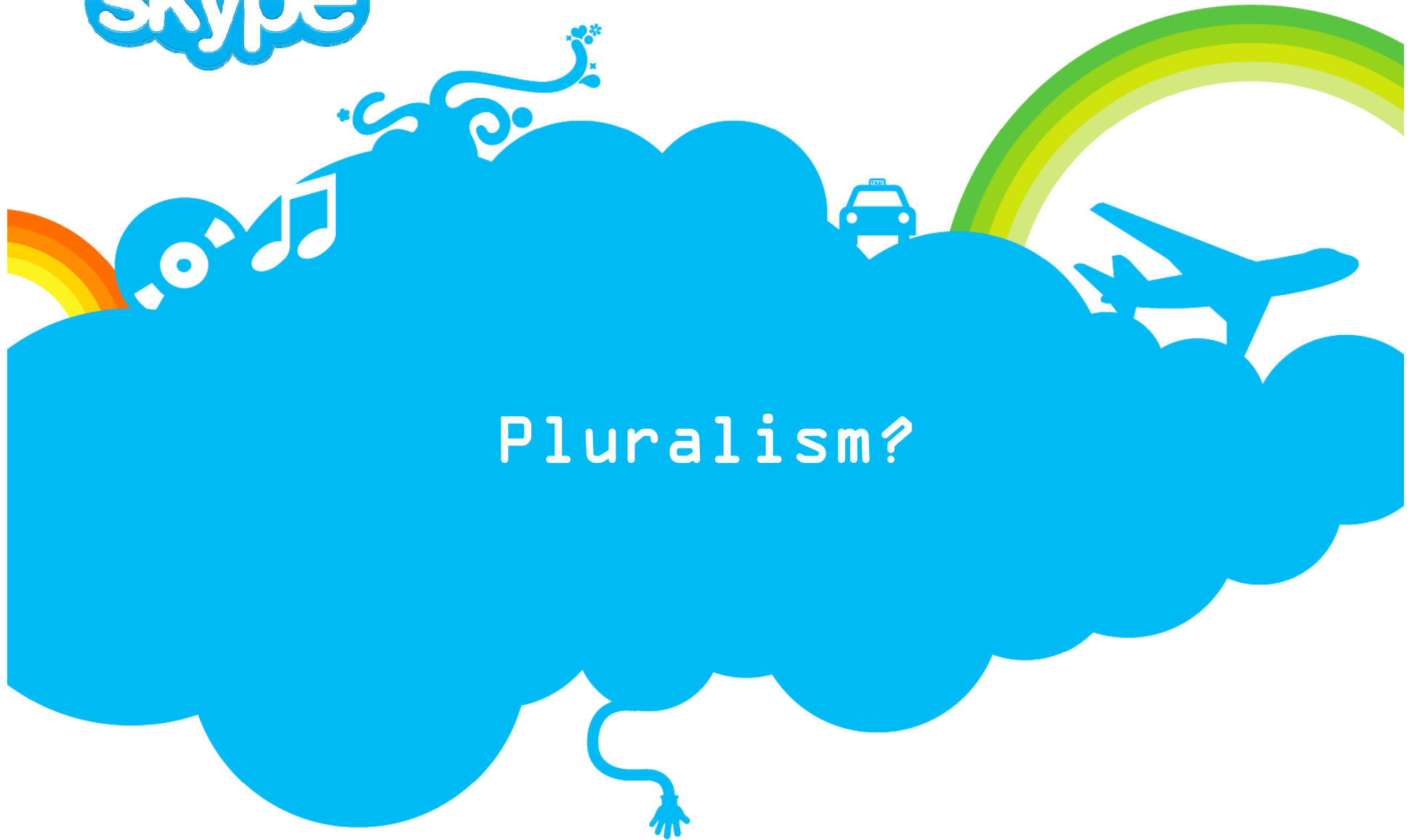
Pluralism?

Pluralism?

Affordability, Simplicity, Choice, Innovation and Free Expression

- *Breaking down barriers with affordable and simple to use communication choices for consumers and businesses*

- *Greater choice by integrating voice, video and data for the information society citizen in the EU*

- *Software Innovation made possible by the neutral architecture of the Internet for any company to offer applications, content or services*

- *Free expression enabled through unlimited voice, video, file transfer, instant messaging, etc*

Why are we here today?

Policy Considerations?

Pro-Consumer, Pro-Innovation, User Empowerment and Openness

- *Maintain a pro-consumer and pro-innovation policy so that consumers and businesses can continue to enjoy unrestricted and functional access to the Internet.*

- *Consumers should be free to use the bandwidth they pay for, in the way that they choose.*

- *Prevent blocking, degrading or discriminatory practices as these are anti-competitive and goes against innovation and consumers.*

- *Ensure that the Internet remains open from the point of view of service providers and consumers.*
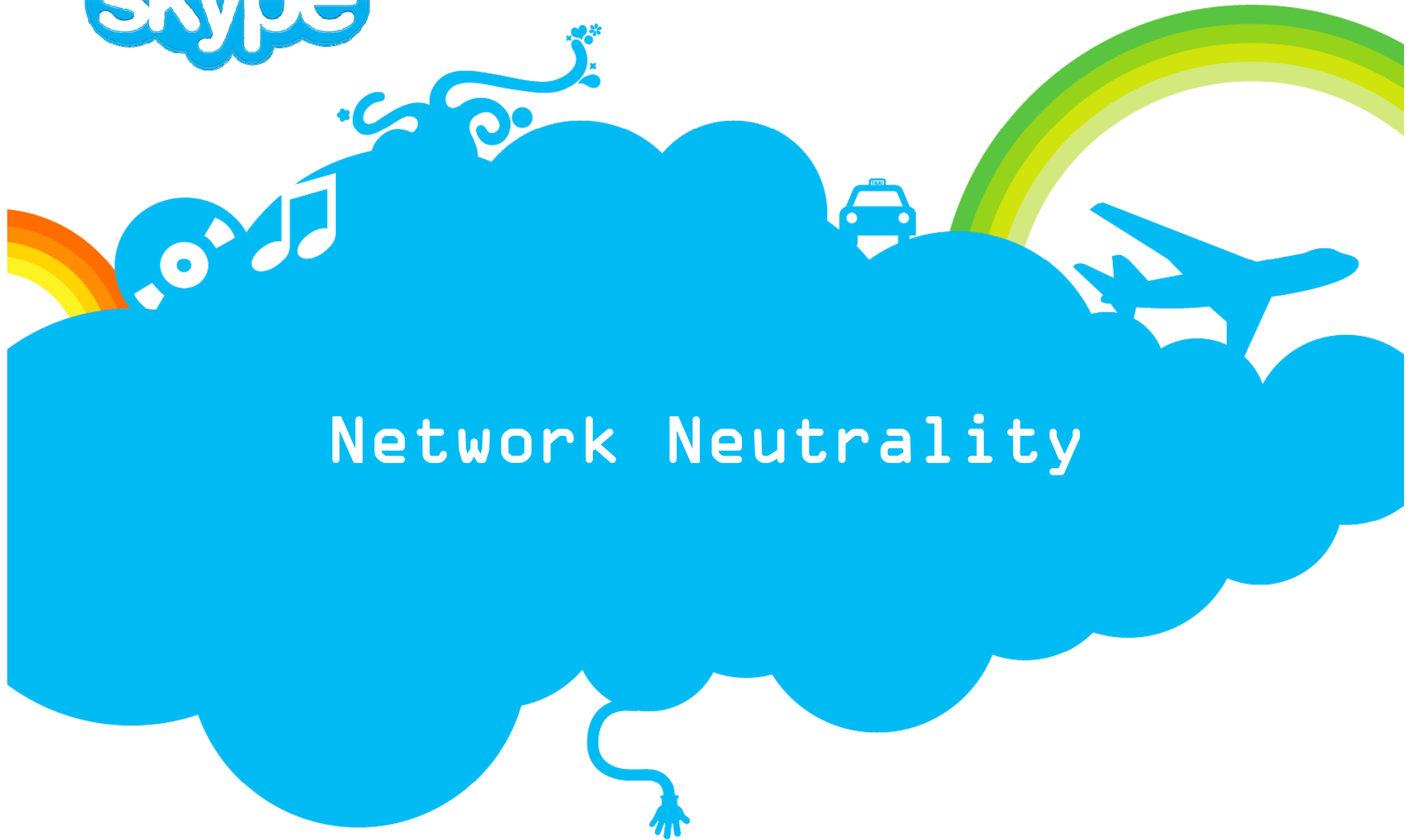
Network Neutrality

Skype and Network Neutrality

Independence, Winners/Losers and Flexibility

- *Network independent nature of Skype means network neutrality is fundamental to its future success*

- *The free market made the choice for a new consumer product such as Skype to grow exponentially and become successful.*

- *Preserving flexibility to allow for product differentiation and accountability for unreasonable service or product discrimination*

Conclusion
Make the World a Smaller Place