

a special presentation for

CAESARS HOSPITALITY

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University of Nevada, Las Vegas
Harrah Hospitality Research Center
International Gaming Institute

by **Ted Abrams**

June 9, 2011

The Changing Technology Income Stream

*Is There Life After In-room
Movies and WiFi?*

Status Update

- Once strong PBX revenues diminished
- Shrinking premium channel margins
- Demand-driven WiFi expense
- Technology marches on – Moore's Law



Drivers of Change

- **Gaming**
- Social Networking
- **OTT products**

- iPhone phenomenon
- Android platform
- Satellite Integration

Kinect – Fastest Selling Consumer Product..... Ever

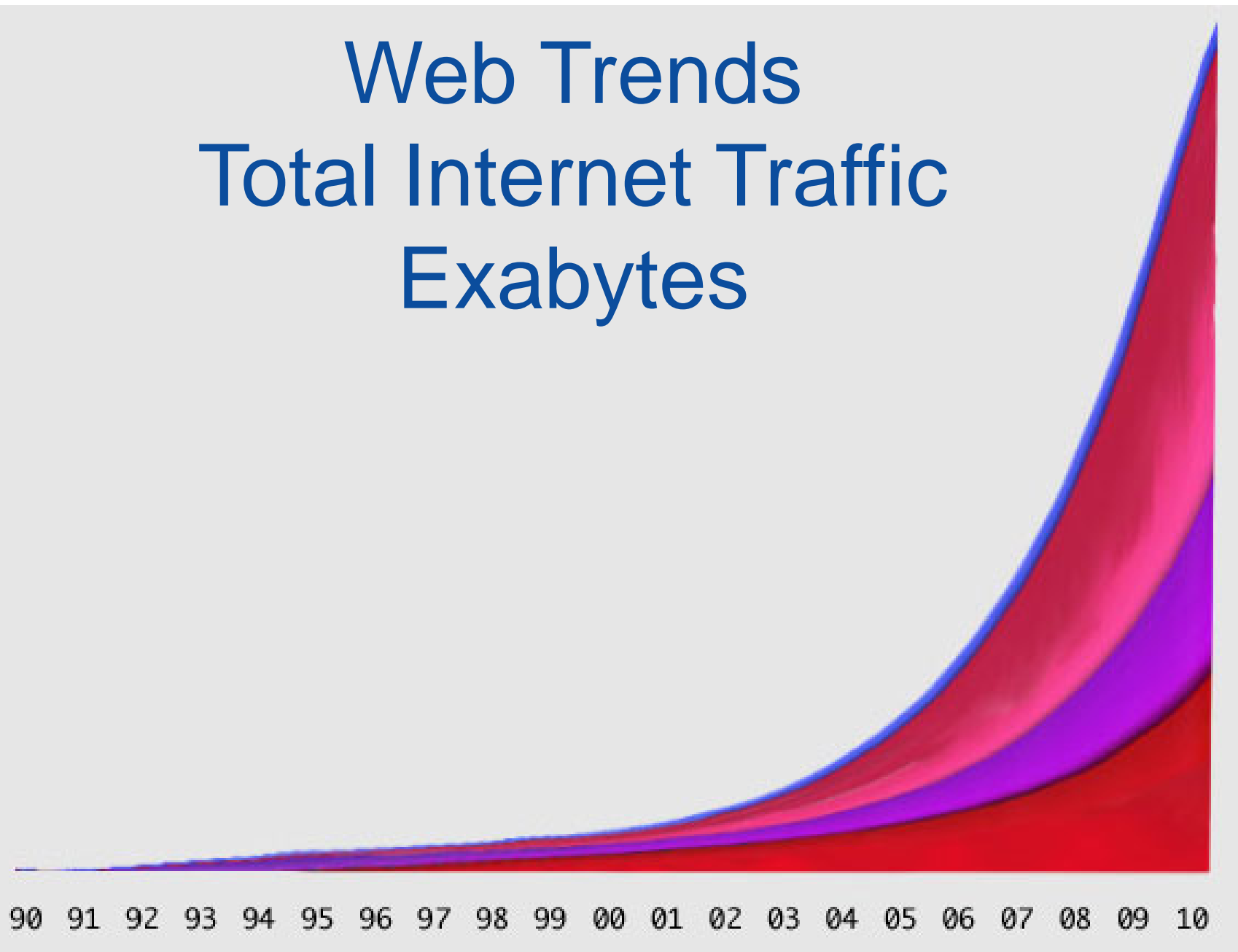
Future Technology Income, *For leaders who*

- Improvise
- Adapt
- Overcome

Know the Trends

Web Trends

Total Internet Traffic Exabytes



“Millenials”

- Broadband is #1 utility requirement
- OTT transport for personalized content
- Screen time: WoW, SL, Kinect
- TV = free Broadcast Digital TV signal

No cable TV subscription

No landline phone

Mobile / Transportable Everything

OTT = “Over The Top” content
NetFlix example

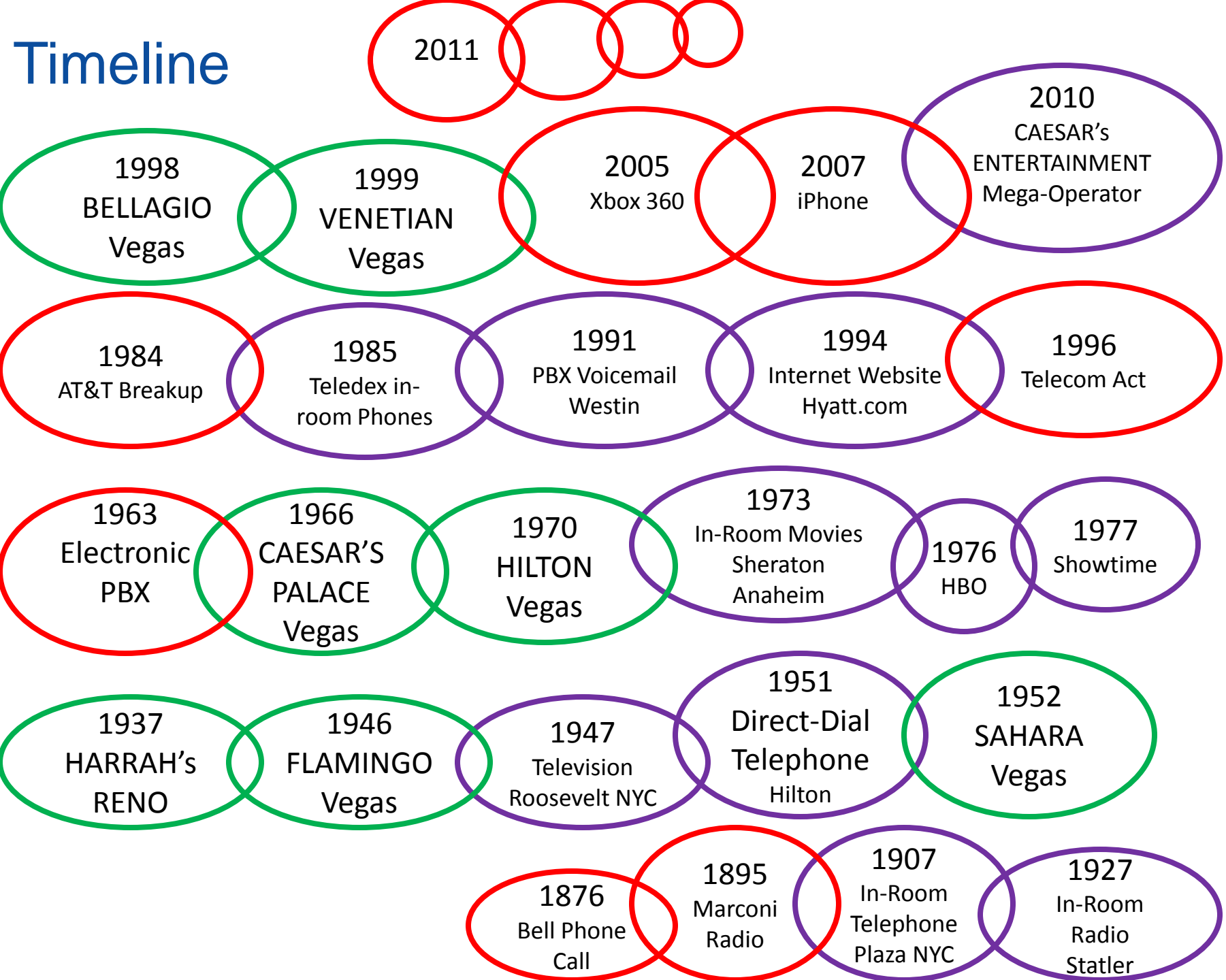
The Crux of OTT Traffic

- Guest pays for OTT subscription / content
- Guest / ADR pays for custom OTT delivery
- Shipper is not paying for OTT transport

Dish Network “TV Everywhere”

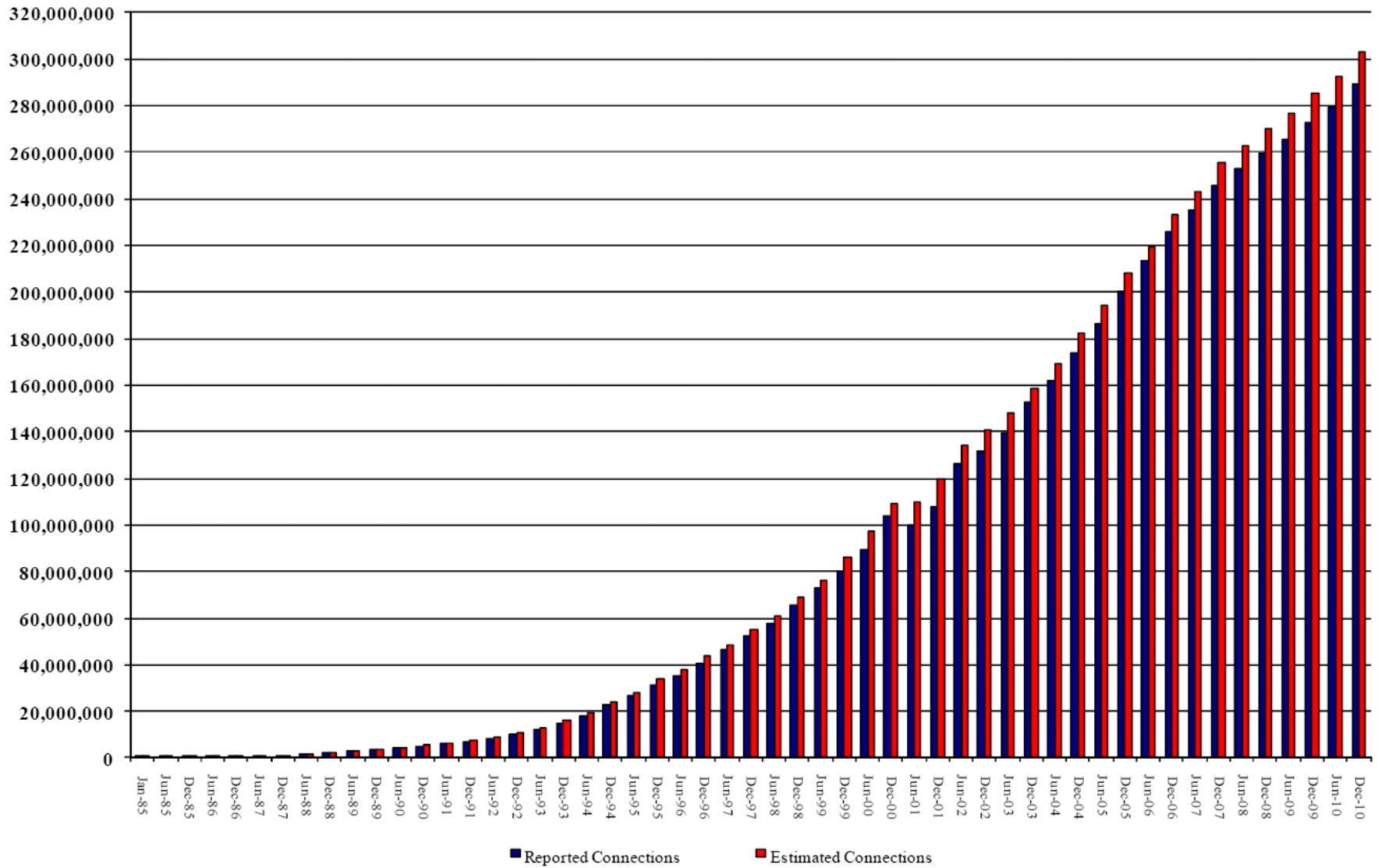
How did we get here ?

Timeline



Future is Wireless

Connections - Mobile





T-Mobile

Google



at&t

Microsoft

amazon.com



icloud



Sprint



verizon wireless



ANDROID

clear

ERICSSON

rackspace

Alcatel-Lucent

htc

ZTE中兴

HUAWEI

OTT example – HBO Go

CAGR – Mobile Traffic

108% CAGR 2009-2014

TB per Month

3,600,000

1,800,000

0

2009

2010

2011

2012

2013

2014

4%

5%

8%

17%

66%

Mobile VoIP

Mobile Gaming

Mobile P2P

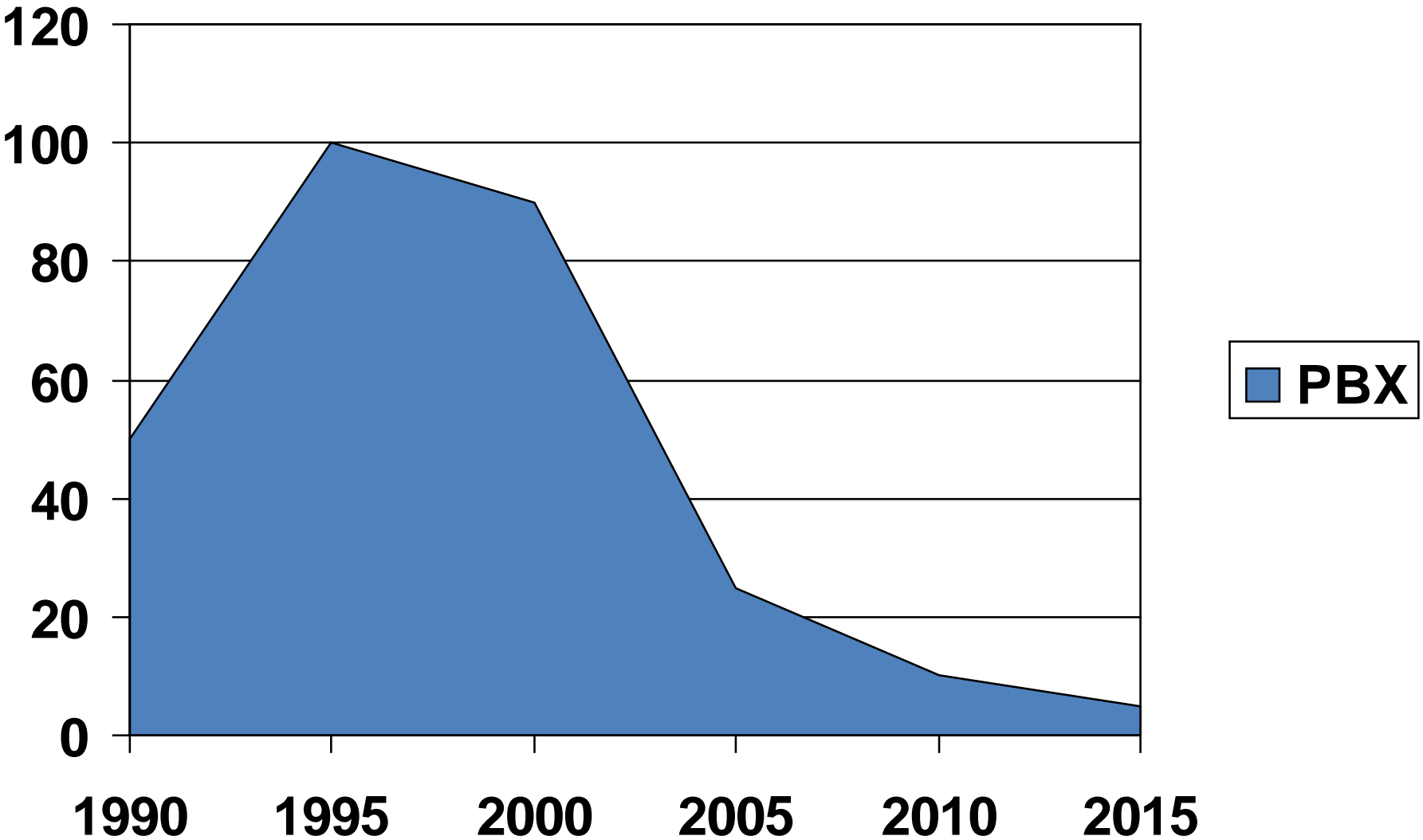
Mobile Web/Data

Mobile Video

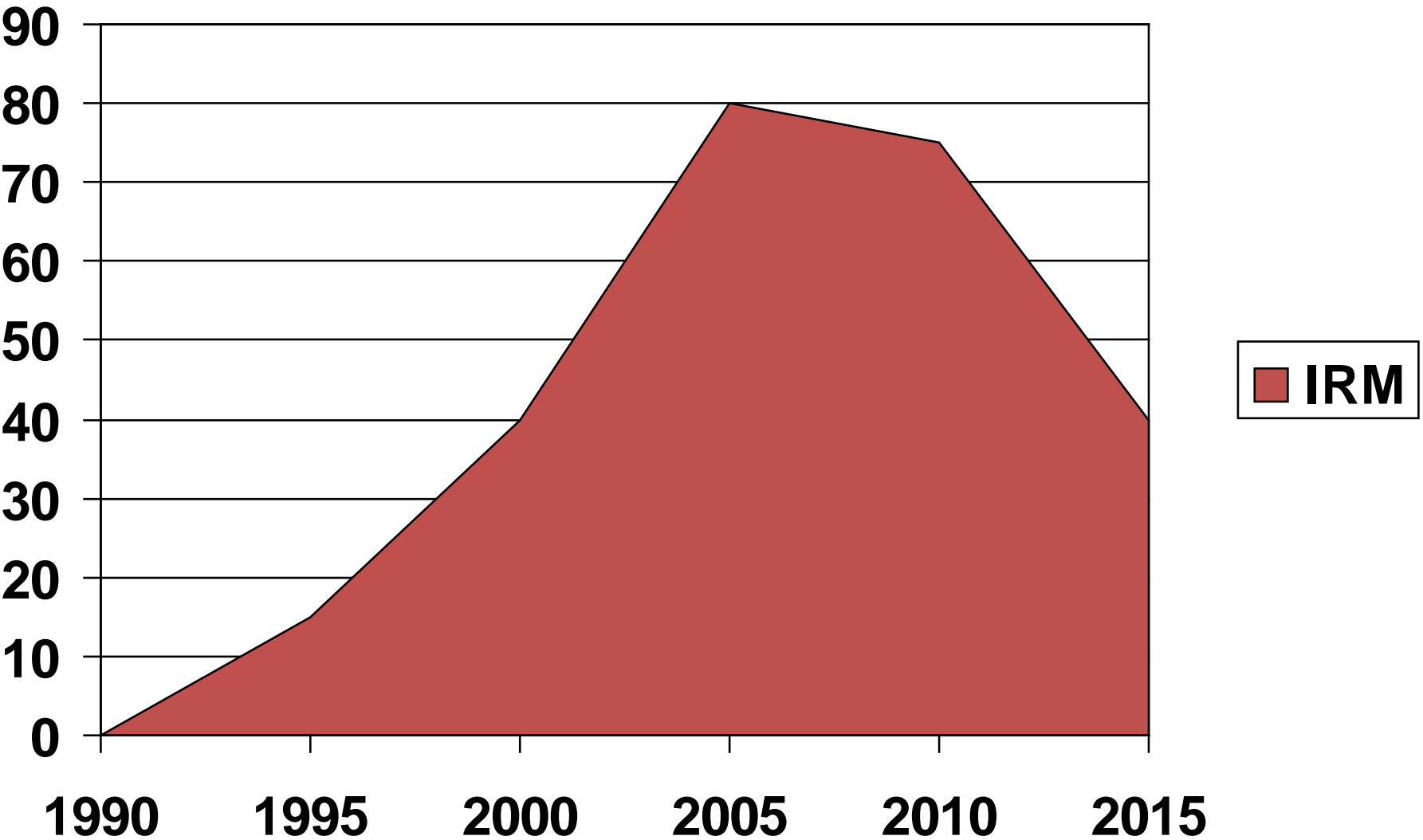
Source: Cisco VNI Mobile, 2010

Income for Hospitality

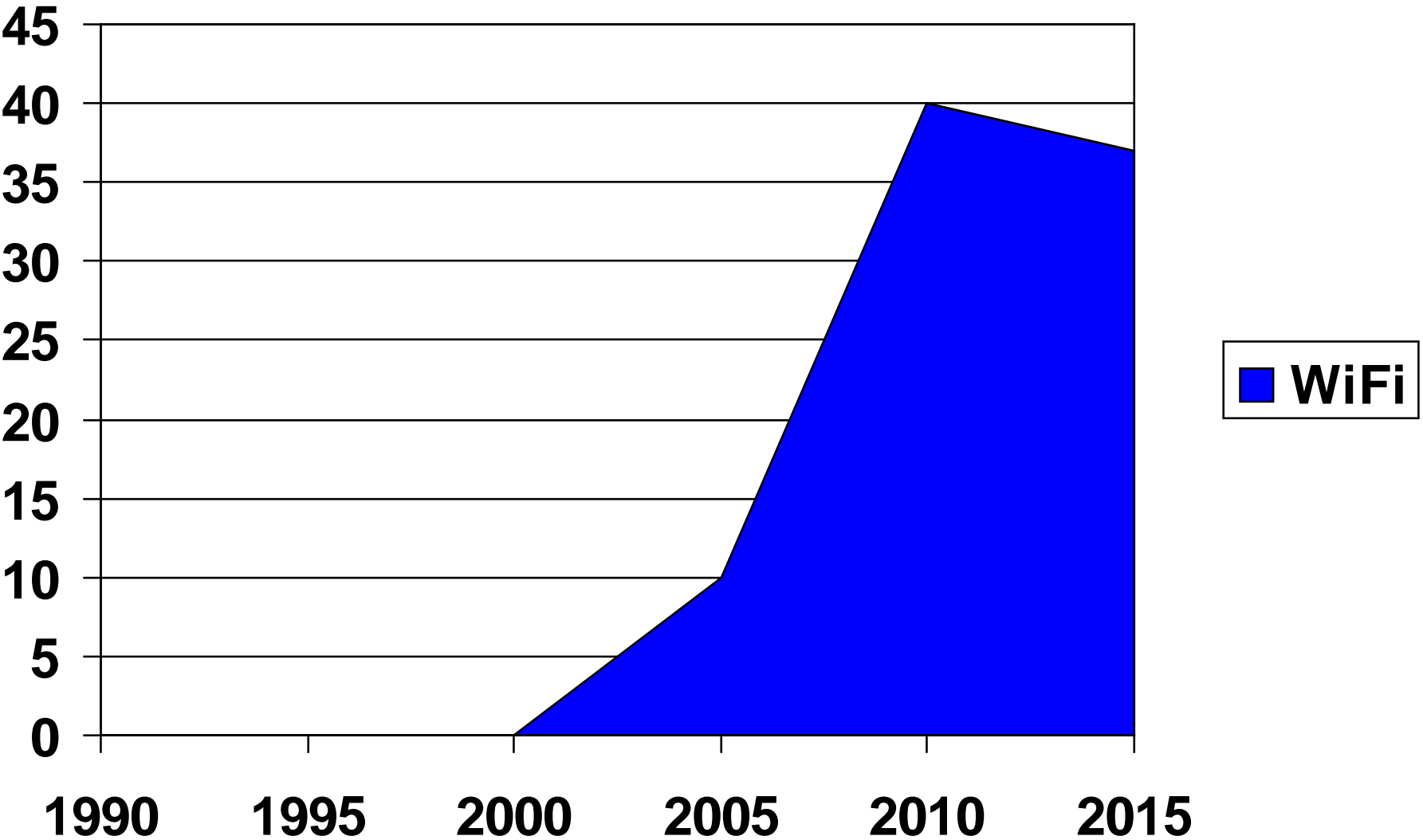
Tech Income Trends



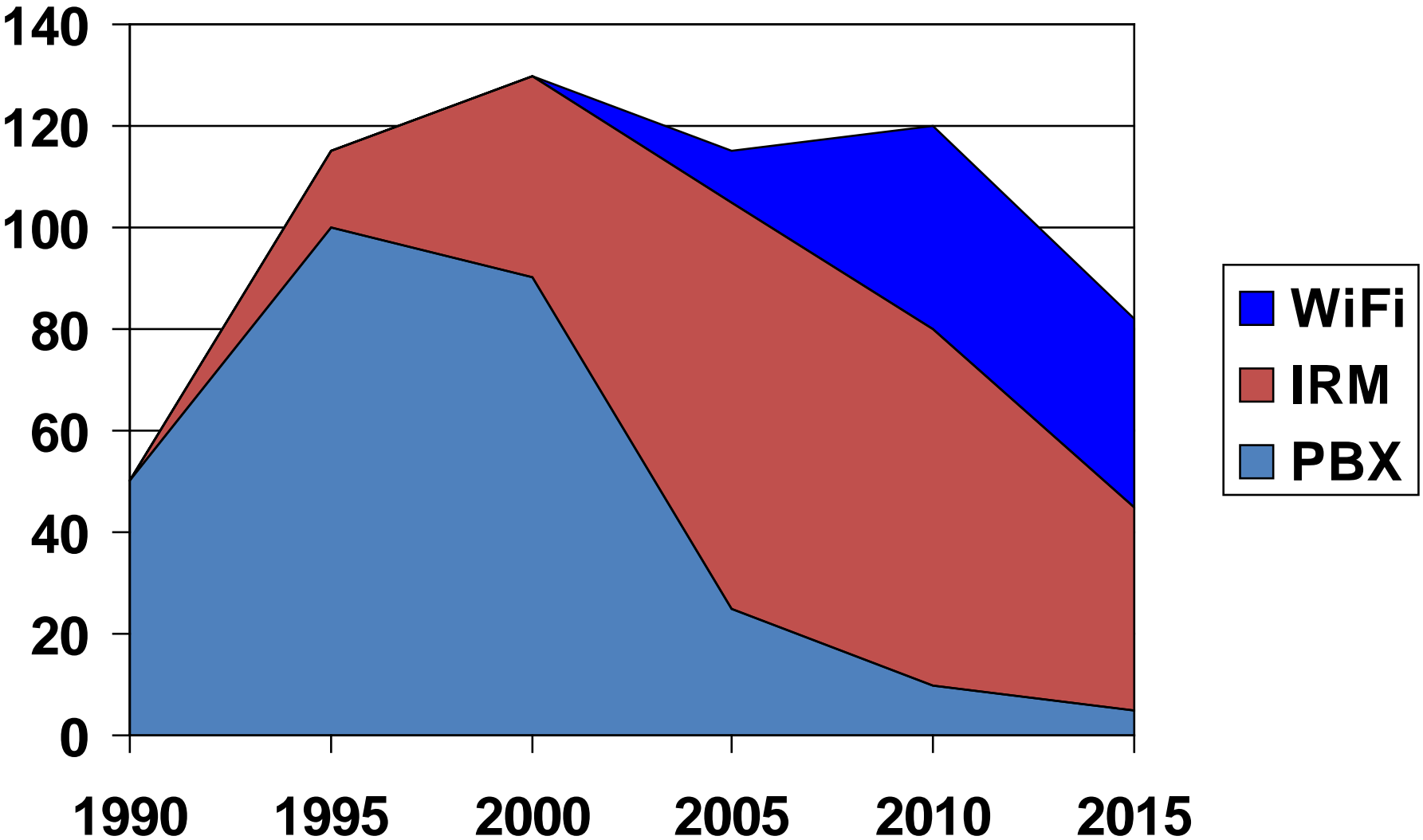
Tech Income Trends



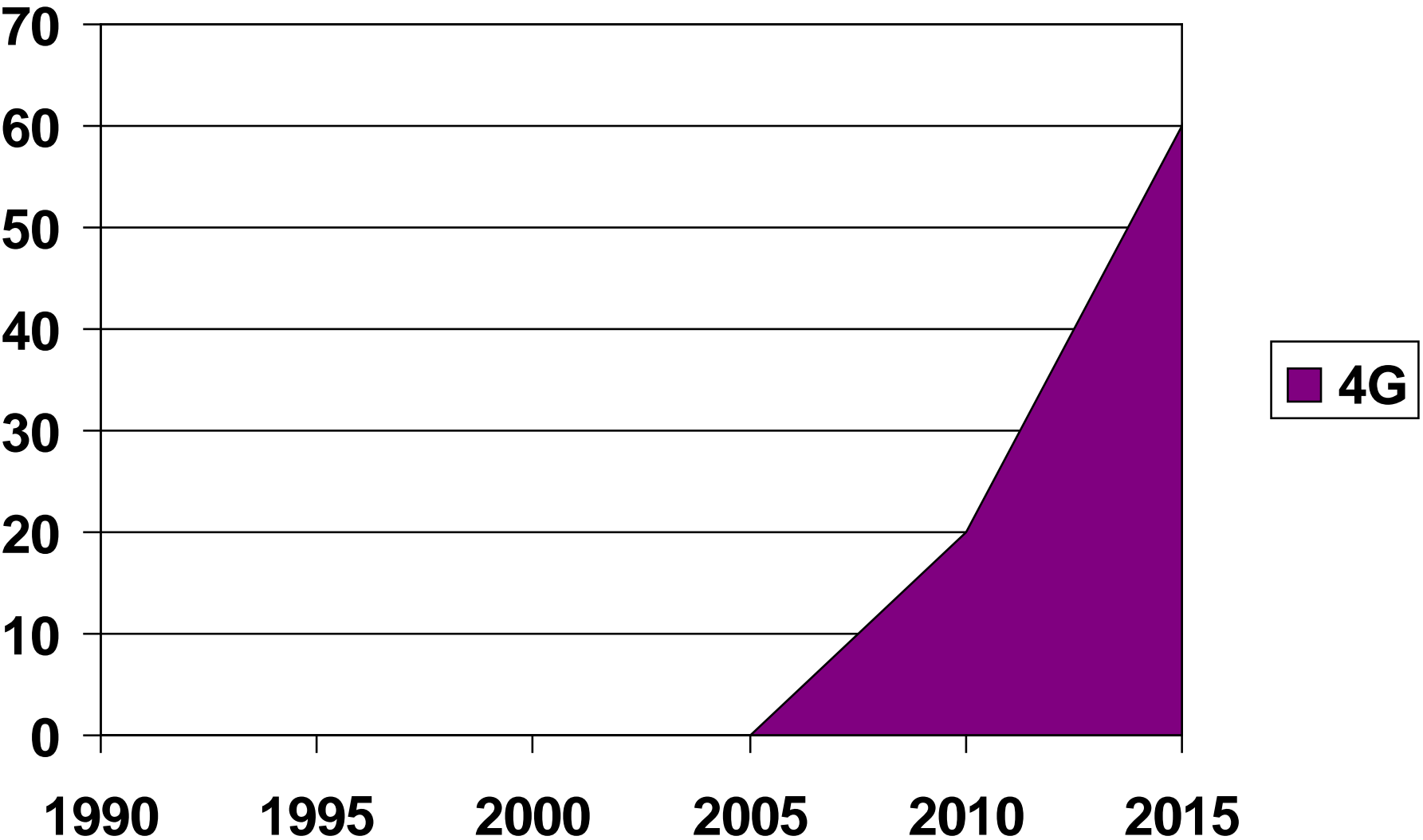
Tech Income Trends



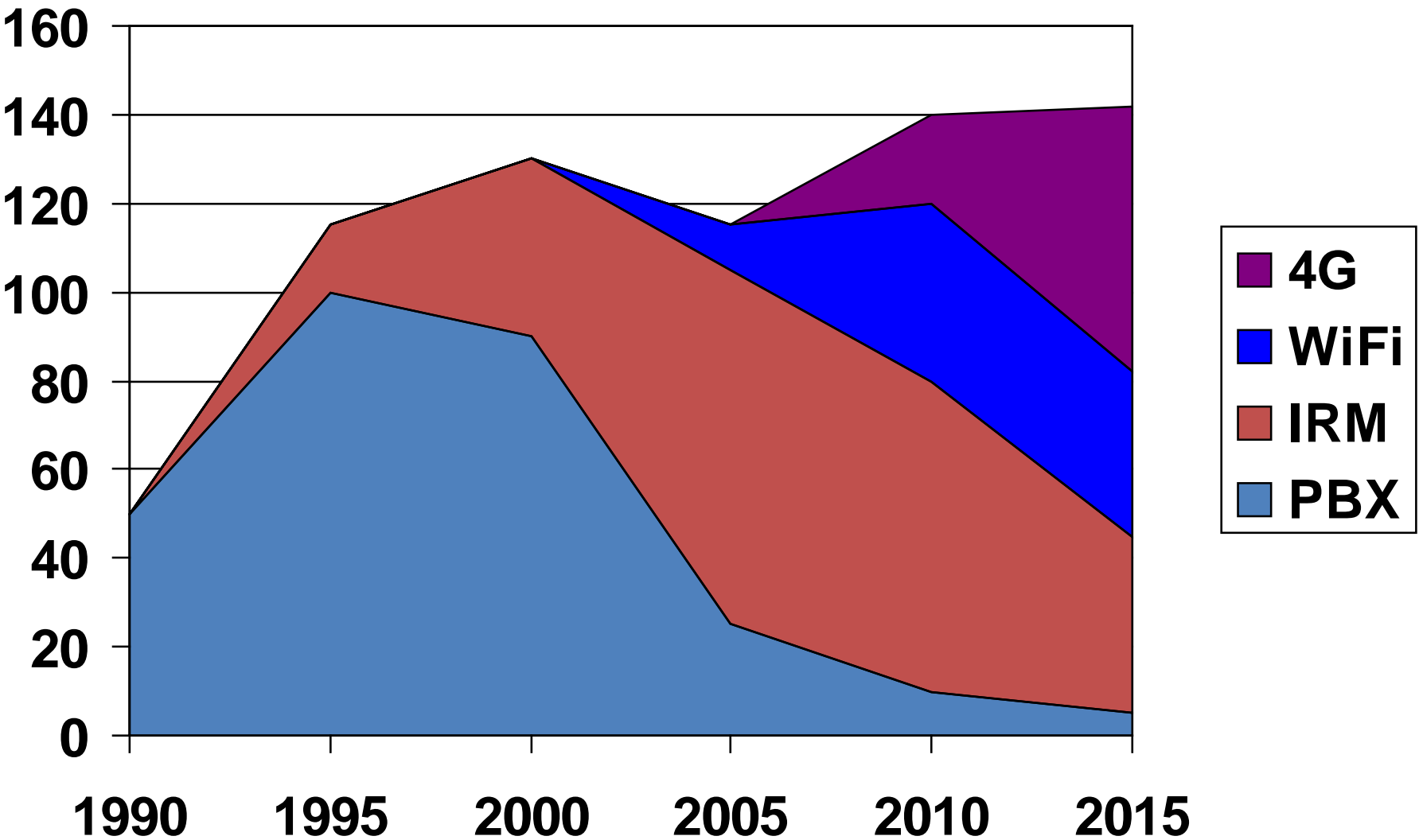
Tech Income Trends



Tech Income Trends

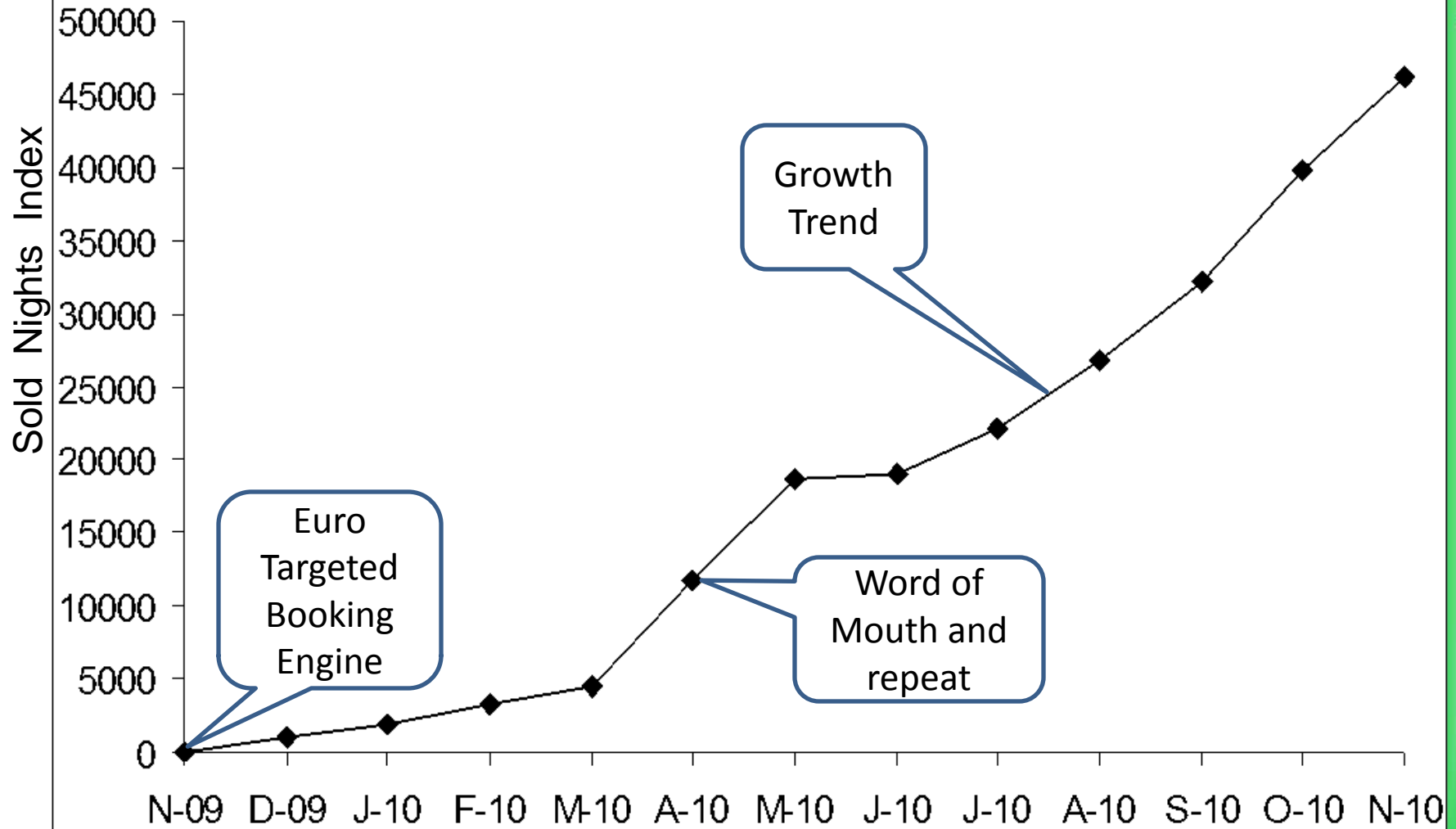


Tech Income Trends

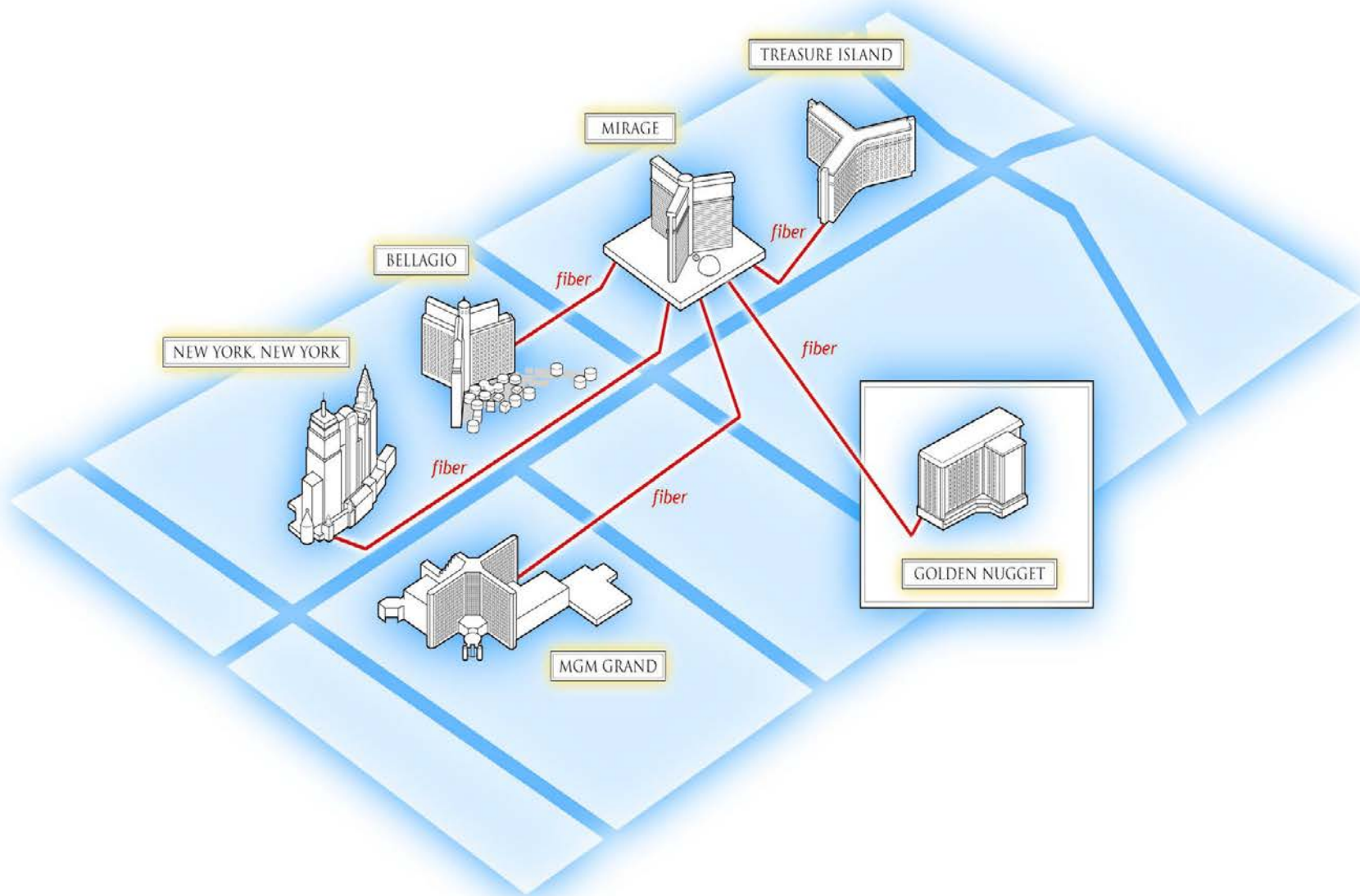


Signal Rich Venue

GSM / UMTS 80% or better



IBW pays the Venue





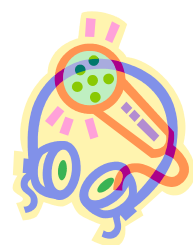
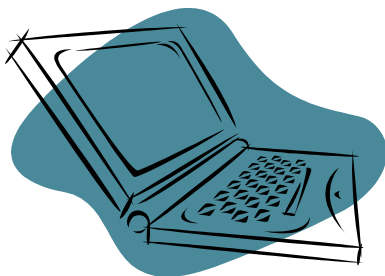
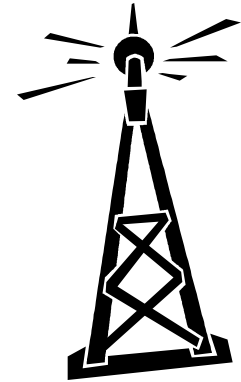
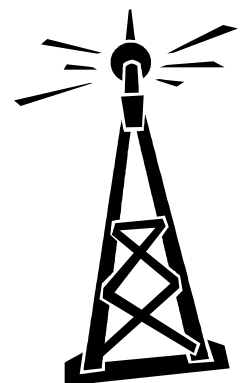
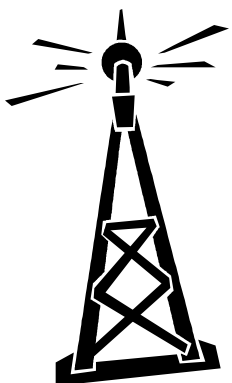
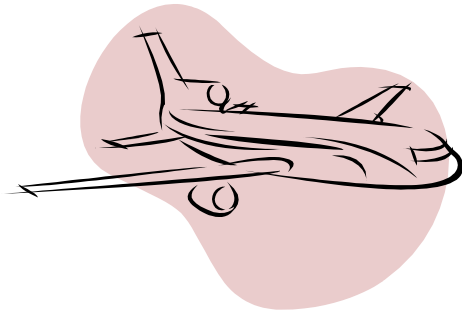
Bottom Line Facts

- OTT offerings erode IRM revenue
- WiFi income sources may be found
- Signal-Rich venues attract income

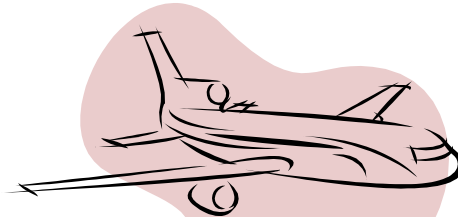
*Informed Decisions supported by
Technology Awareness*

Current Events –
W.H.O. press release
Dianne Sawyer report
Network News

Wireless Energy



Wireless Energy



FAA / Aviation

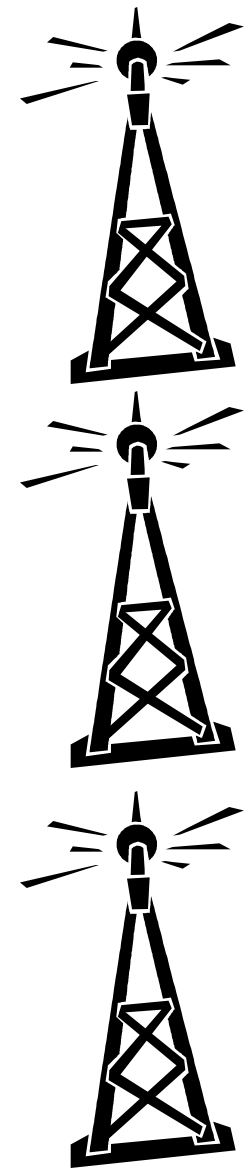


Your Signal is the biggest Source of wireless energy In your personal space



Distant Network

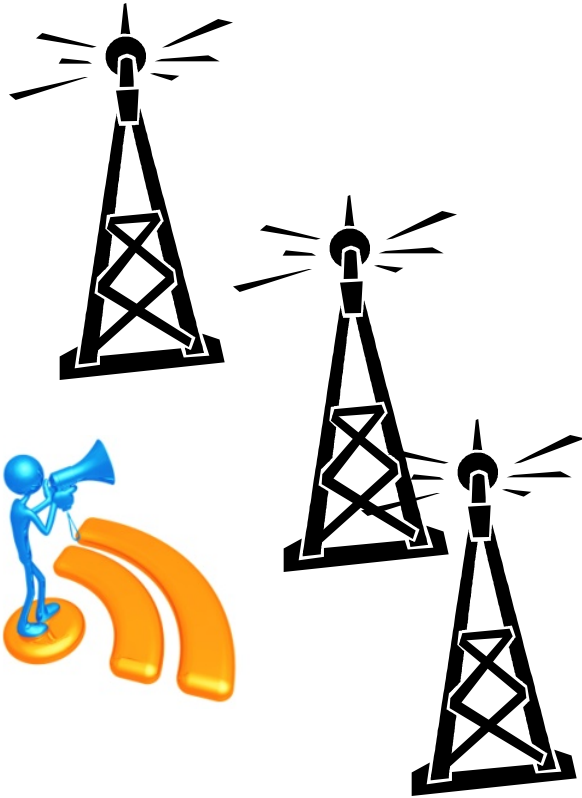
Hot Handset
Short Battery Life
Slow Data
Dropped Calls
Poor quality sound voice
Handset at MAX transmit power



You

Close Network

Cool Handset
Long Battery Life
Fast Data
Clear Sound



Your Signal is “quiet” when you are close to the network

Thank You



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