

Media over broadband, peering into the future...



Colin Walker, 2008-28-05

There's an interesting (albeit brief) [article](#) over on [gigaom.com](#) that talks about the competitive broadband market in London and how this has led to a few things. First of all, it's led to solid service for the users in that area. This is because if you aren't the only act in town, you'd better have your ducks in a row or users will get frustrated and just jump ship. Secondly, it's led to broad and deep adoption of broadband as a media delivery mechanism. This is interesting to see, and very well may be a glimpse of what's to come.

If you're in an area that gets spotty connectivity or even solid connectivity with slower speeds, then you're going to be far less prone to move your media consumption over to the Internet, regardless of your geek-titude. Even the geekiest of us will get fed up with slow streams and bad quality due to latency and low bandwidth. This competitive nature, however, and the strong networks that it has bred put Londoners out in front of some of the rest of us as far as adoption of these delivery mechanisms, and the numbers are pretty interesting.

To quote the article:

In London:

- * 40 percent of people watch TV or video content online.
- * 20 percent make VoIP calls.
- * 32 percent are using their mobile phones to access the Internet.
- * 19 percent listen to audio content on their mobiles.

That's pretty awesome. It makes me wonder if that's how things here in the States will end up eventually. More than that it makes me wonder about how current media outlets and delivery companies will react and try to compete. Will they up their game and provide cool new features and incentives? Will they choose another course of action? Will it matter? It's all very interesting stuff to me, and I'll be watching to see how it all pans out. Now the question - how will I be watching?

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