

Internet e novas mídias

Maior2015 - aula 4

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igor@macaubas.com

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Agenda

- ▶ Over the top
- ▶ Xbox One
- ▶ Redes sociais
- ▶ Arquitetura de sistemas web

Trabalho final - orientações gerais

- ▶ Grupos de até **4** pessoas
- ▶ Escolher entre:
 - ▶ Trabalho escrito **OU**
 - ▶ Trabalho de programação
- ▶ **Não precisa entregar os dois.** Escolher somente um.
- ▶ **Prazo de entrega:** 10/06/2015 as 23:59, por email, para igor@macaubas.com

Trabalho escrito

- ▶ Realizar uma análise de uma plataforma ou serviço OTT (escolha uma ou mais).
- ▶ Os seguintes temas devem ser abordados:
 - ▶ Posicionamento e estratégia de mercado
 - ▶ Plataforma tecnológica adotada
 - ▶ Desafios e ameaças futuras

produto/ estratégia

Público Alvo

Modelo de Negócios

Conteúdo

Meio de Consumo

Ameaças

Oportunidades

técnicos

Plataforma (Adobe, MS, HTML5)

Codec (H264, VP8, VP6)

Bitrate(s)

Arquitetura de Distribuição
(CDN, P2P, Unicast)

Modo de distribuição
(Streaming, Prog.
Download)

Trabalho escrito

- ▶ Formato textual (não serão aceitos trabalhos no formato de slides)
- ▶ Seguir template de formatação - [baixe aqui](#)
- ▶ **Mínimo** 10 páginas
- ▶ Formato de entrega: **PDF**
 - ▶ **(enviar word == não entregou)**
- ▶ Professor disponível para dúvidas e orientações por email (igor@macaubas.com)

Trabalho de programação

▸ **UFRJ Tube**

- Criar um site de vídeos com as seguintes características
 - Página para upload do vídeo (mp4, h264, acc)
 - Home page: listagem dos vídeos cadastrados
 - Página para assistir o vídeo
 - Para o player, considerar usar algum player de vídeos gratuito / open-source:
 - Clappr (www.clappr.io)
 - JW Player (www.jwplayer.com)
 - video.js (www.videojs.com)

Trabalho de programação

- ▶ Vídeo enviado deve ser transcodificado para e pelo menos 2 versões de menor definição (480p e 360p)
- ▶ Ponto extra: entrega do vídeo por HLS/streaming
- ▶ Deve ser entregue: software funcionando (instalado na Amazon ou Heroku)
- ▶ Código fonte em .zip ou .tar.gz
- ▶ Documentação básica (README) explicando as decisões e como o projeto foi feito

Atenção ao plágio!



Google Search

I'm Feeling Lucky

Google.com.br offered in: [português \(Brasil\)](#)

(Também sei usar o Google!)

Over the top

flickr



You Tube™



CRACKLE™
VIDEO MATTERS

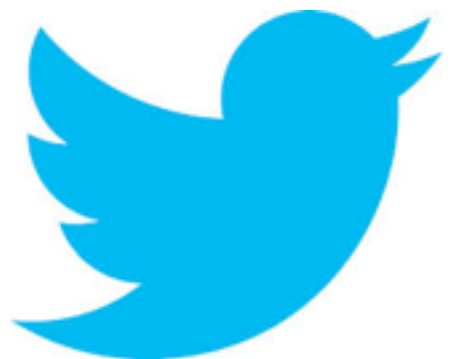
facebook.



amazon
instant video

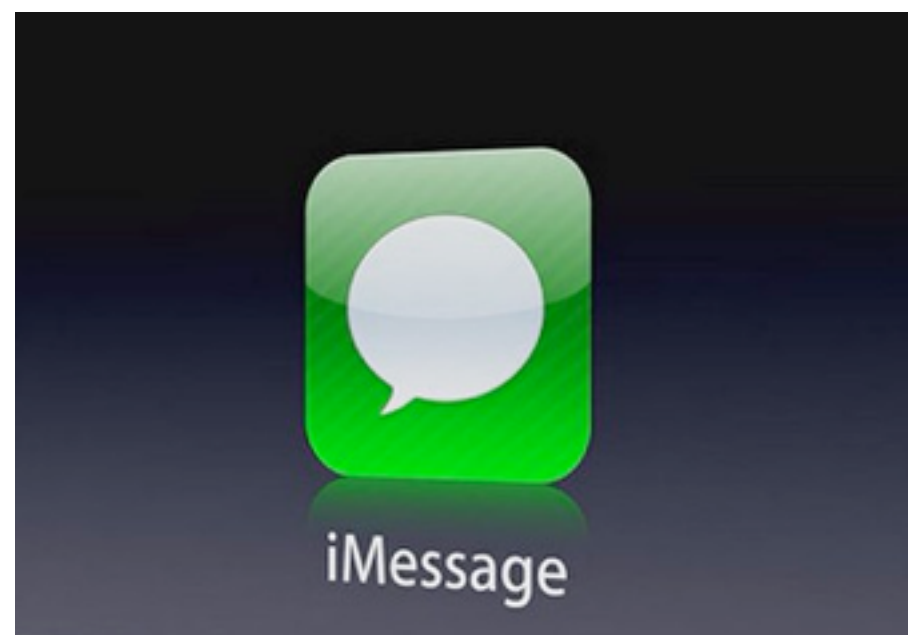
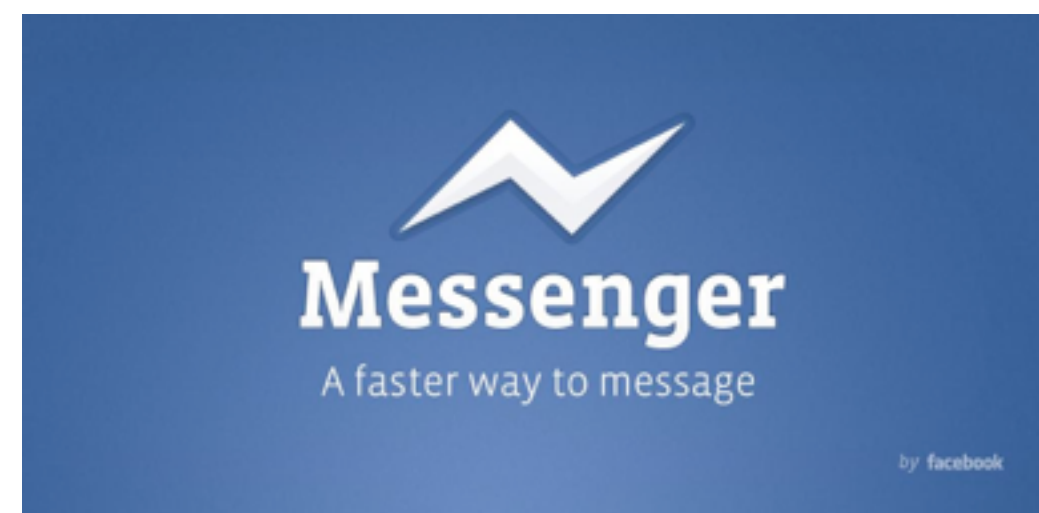


NETFLIX



vudu™

hulu

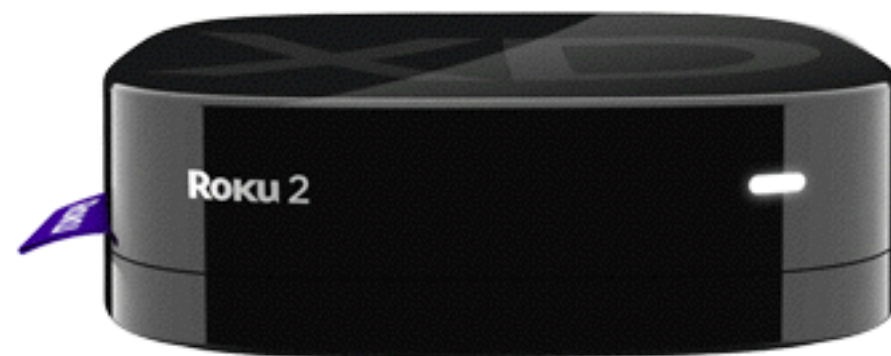






ROKU 2 **XD**

STREAMING PLAYER



Xbox One



Os fatos

- ▶ Novo Kinect
- ▶ Novo controle
- ▶ Usa blu-ray
- ▶ Jogos antigos não são compatíveis
- ▶ Não precisa de uma conexão always-on
- ▶ Polêmica ao divulgar que iria bloquear jogos usados ou empréstimos
- ▶ DVR built-in gravando o gameplay (Twitch.tv)
- ▶ 8GB de RAM, processador octa-core

Novo kinect

- ▶ Vendido em conjunto
- ▶ Câmera 1080p, para Video-chat (Skype integrado) e maior amplitude de visão
- ▶ 90cm de distância mínima
- ▶ Console **funciona** sem kinect
- ▶ Sensor infrared capaz de captar batimentos cardiacos
- ▶ Funciona em ambientes muito escuros (quase zero-lux)
- ▶ Microfone de alta performance com noise-reduction

Social Networks

Social Networks

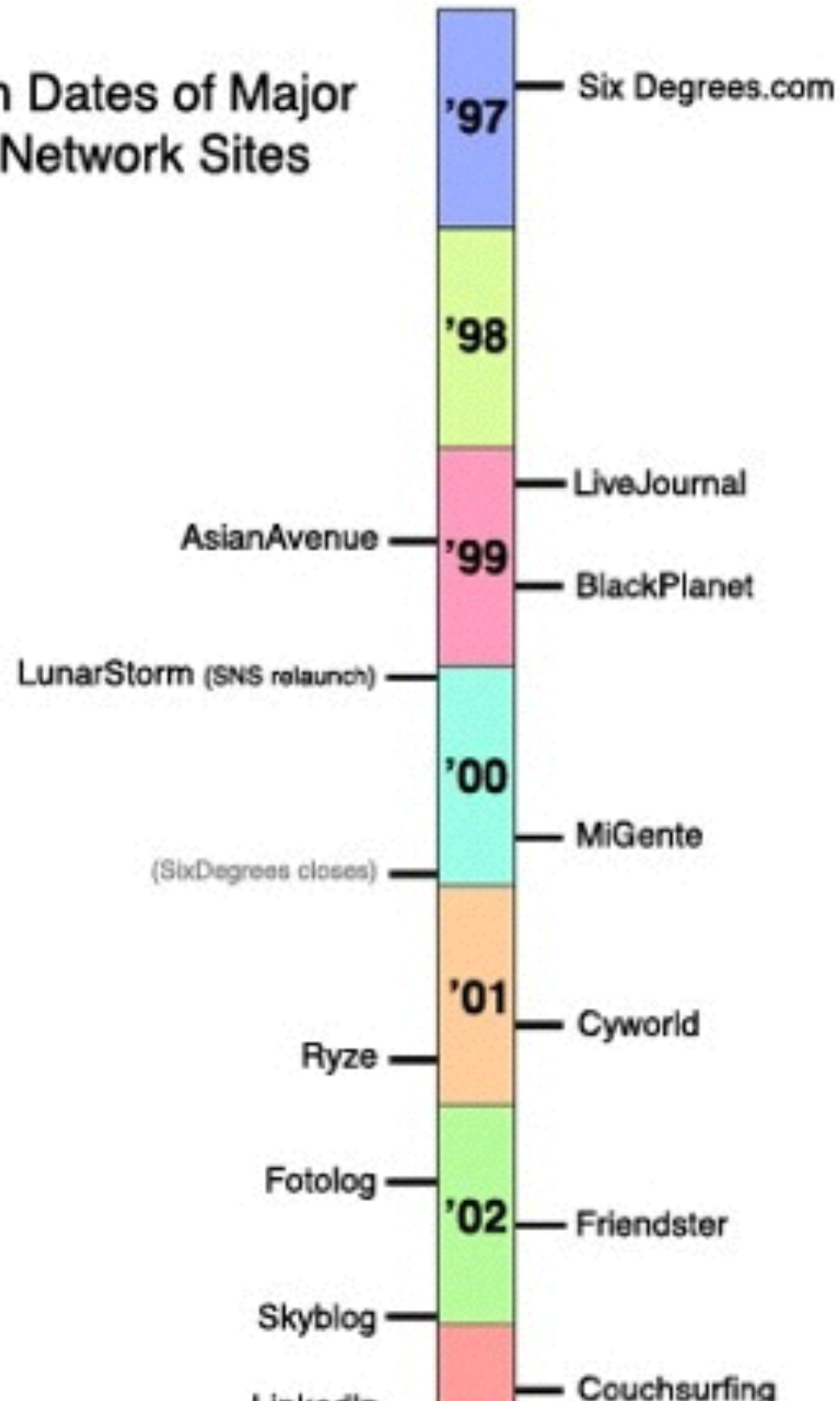
Conceito tão antigo quanto as redes de computadores:

- 1978: BBS (Bulletin Board System)
- 1980: Usenet
- 1985: The WELL
- 1986: Listserv / CompuServe
- 1994: theGlobe.com
- 1998-até hoje: Redes de IRC



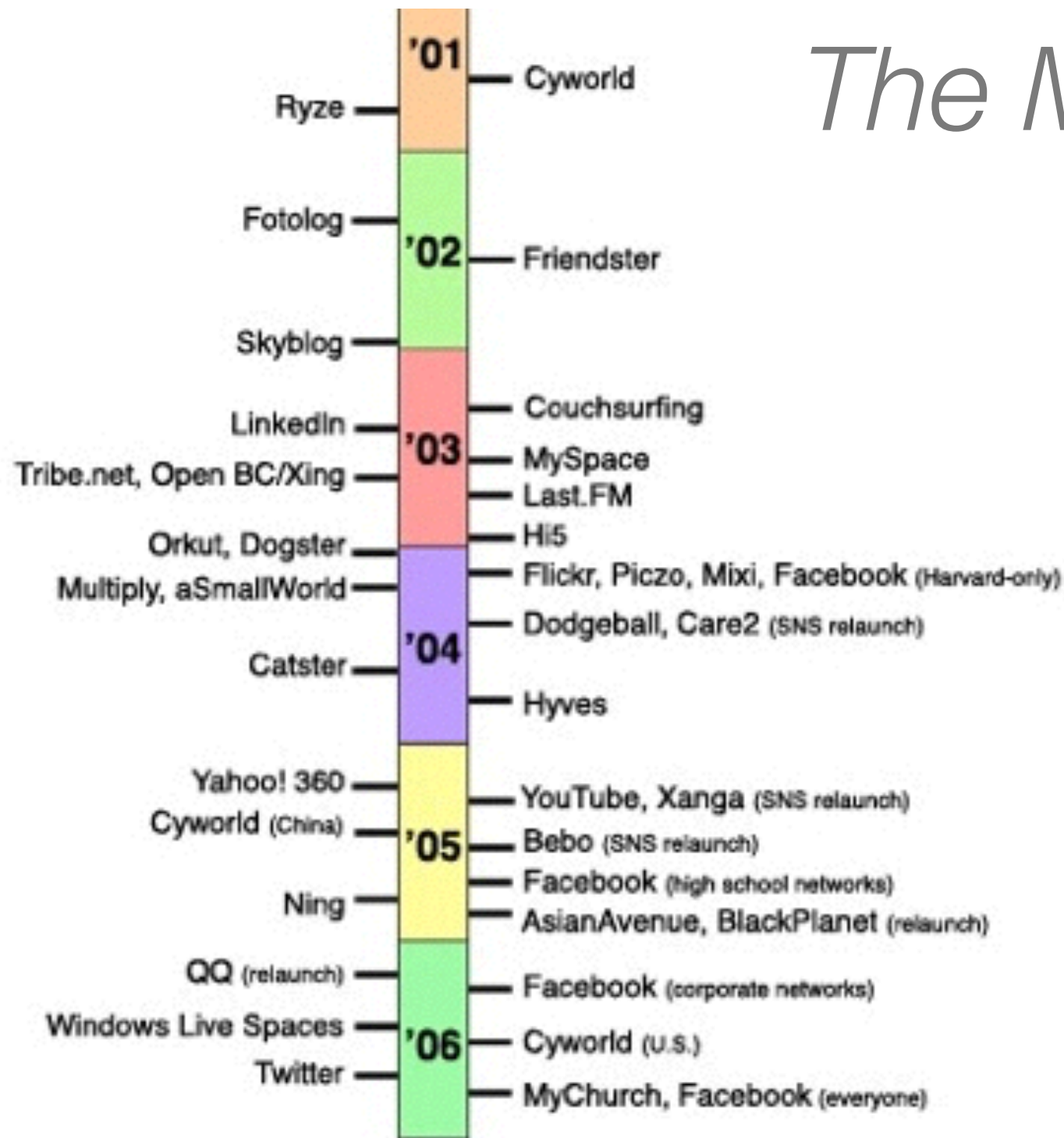
Social Networks

Launch Dates of Major Social Network Sites



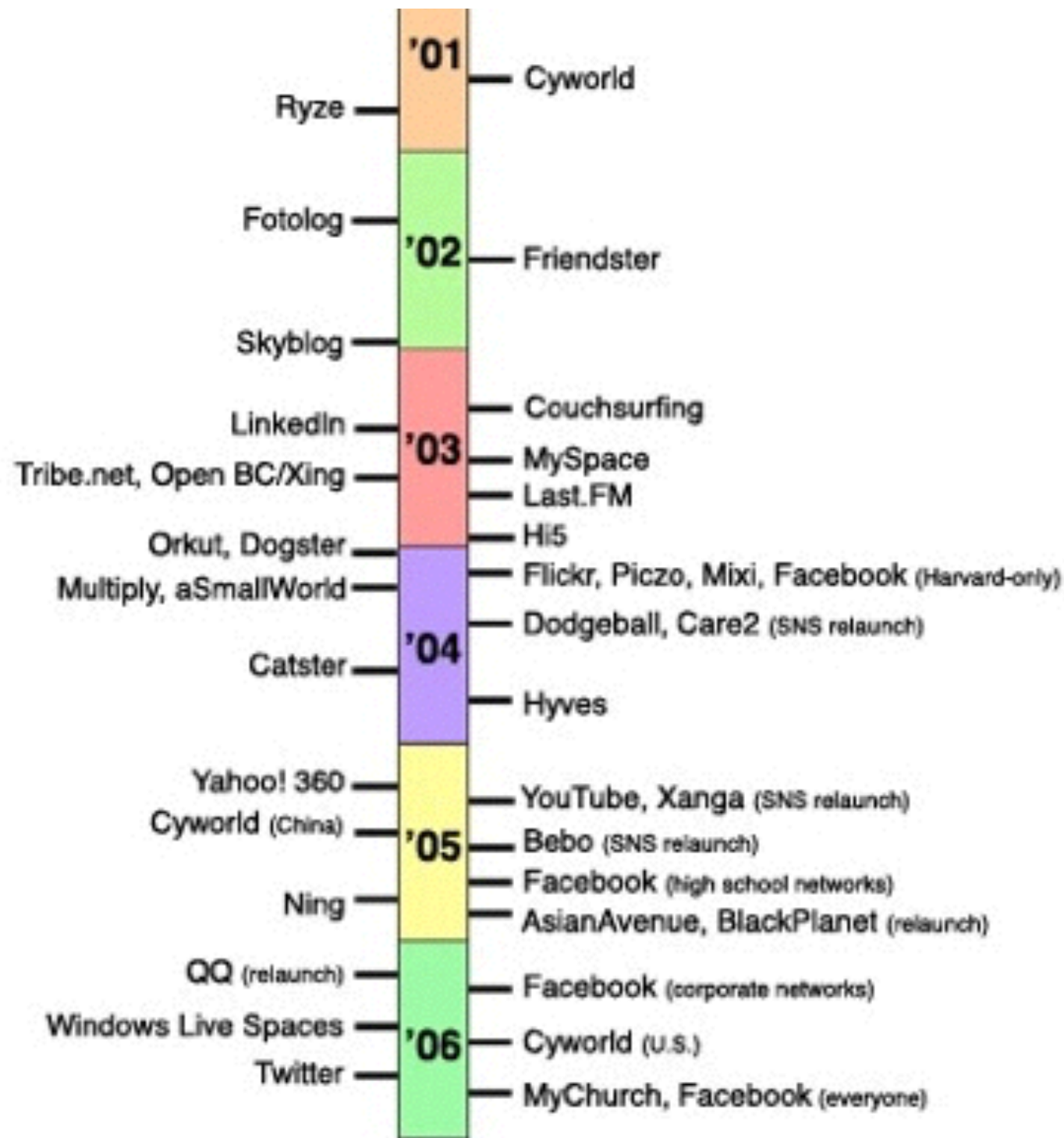
Social Networks

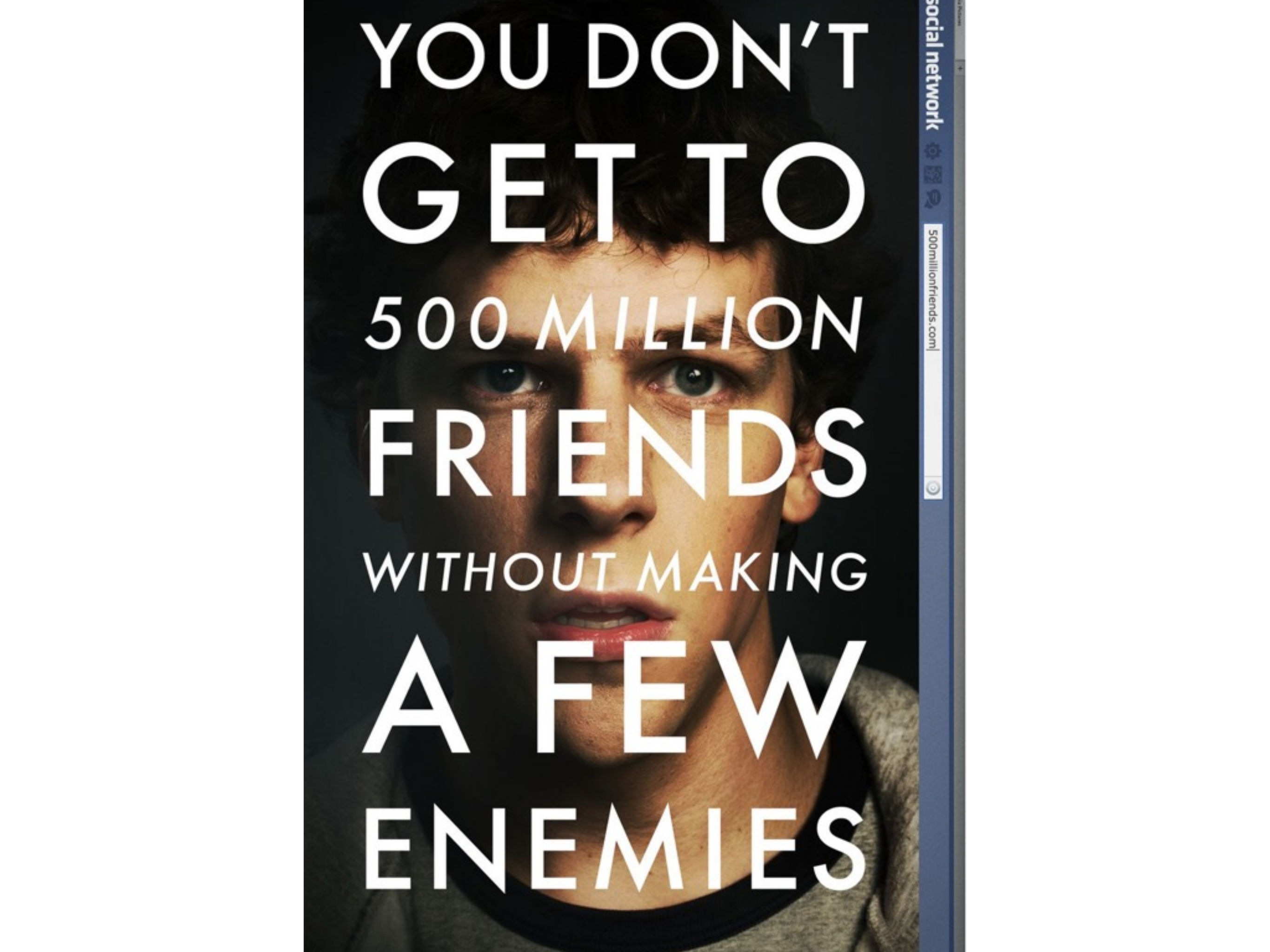
The Modern Networks



Social Networks

The Boom





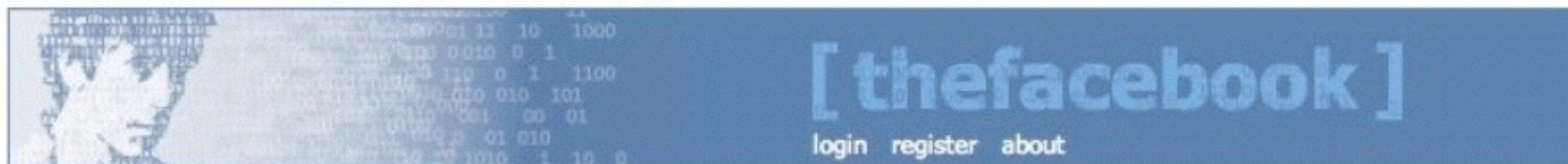
YOU DON'T
GET TO
500 MILLION
FRIENDS
WITHOUT MAKING
A FEW
ENEMIES

social network



500millionfriends.com





Email:

Password:

[register](#)

[login](#)

Welcome to Thefacebook!

[Welcome to Thefacebook]

Thefacebook is an online directory that connects people through social networks at colleges.

We have opened up Thefacebook for popular consumption at **Harvard University**.

You can use Thefacebook to:

- Search for people at your school
- Find out who are in your classes
- Look up your friends' friends
- See a visualization of your social network

To get started, click below to register. If you have already registered, you can log in.

[Register](#)

[Login](#)

[home](#) [search](#) [global](#) [social net](#) [invite](#) [faq](#) [logout](#)

Scranton

- My Profile [edit]
- My Groups
- My Friends
- My Messages
- My Away Message
- My Mobile Info
- My Account
- My Privacy

A photograph of three men in suits and ties, smiling and posing together. The man on the right is holding a large bottle of beer.

[My Privacy Preferences](#)

This is you.

is currently logged in from a non-residential location.

Computing Sciences
Mathematics

Drinking, Football, Basketball, Tennis,
saying you'll have that

Other Schools [edit]



facebook

home search browse invite help logout

Q Search

My Profile [edit](#)
My Friends
My Photos
My Notes
My Groups
My Events
My Messages (13)
My Account
My Privacy

Mark Zuckerberg's Profile (This is you)

Harvard



Mark
Zuckerberg

Harvard
Facebook
San Francisco, CA

Sex: Male
Birthday: May 14, 1984
Hometown: Dobbs Ferry, NY
Relationship Status: In a Relationship

▼ Mini-Feed

Displaying 10 stories.

[See All](#)

Today

- Mark commented on Ezra Callahan's note Life Goal #16: Go to the Nut in a Tux. 7:14pm [X](#)
- Mark edited Profile Picture on his profile. 1:47pm [X](#)
- Mark wrote on the wall for the group LOCKDOWN. [X](#)

Yesterday

- Will tagged Mark in two photos. 1:25pm [X](#)



Added to:
finally, new album from will
- 14 Photos

- Mark and Julia are now friends. 2:44pm [X](#)

September 2

- Mark created a group. 10:44pm [X](#)



Free Flow of Information on the Internet
Election 2006 - Campaign Issue

▼ Information

[edit](#)

Contact Info [\[edit \]](#)

Email:

AIM Screenname:

[View More Photos of Me \(182\)](#)

[Read Notes by Me](#)

[Edit My Profile](#)

[Create a Profile Badge](#)

▼ Status [edit](#)

2 updates this week. [See All](#)

Mark is at work.
Updated on Friday

▼ Harvard Friends

147 friends at Harvard. [See All](#)



Carolyn
Abram



Melanie
Deitch



Kasey
Galang

▼ Friends in Other Networks

Networks with the most friends

Harvard (147)

Facebook (96)

San Francisco, CA (82)

Networks you belong to

Harvard (147)

Facebook (96)

San Francisco, CA (82)

facebook

Email:

Password:

☐ Remember me

Login

[Forgot Password?](#)

facebook

Facebook is a **social utility** that **connects you** with the people around you.

Use Facebook to...

-  Keep up with friends and family
-  Share photos and videos
-  Control privacy online
-  Reconnect with old classmates

Find your Friends on Facebook

Search by Name



or [Use the Friend Finder](#) ▶

Sign up for Facebook

It's free and anyone can join.

Full Name:

Your Email:

New Password:

Birthday:

Month: ▼

Day: ▼

Year: ▼

[Why do I need to provide this?](#)

Sign Up

By clicking Sign Up, you are indicating that you have read and agree to the [Terms of Use](#) and [Privacy Policy](#).

Facebook © 2008

English



[About](#) [Find Friends](#) [Advertisers](#) [Developers](#) [Terms](#) [Privacy](#) [Help](#)

Welcome Ben, you have  3 friend requests and  2 other requests.

News Feed

[All Friends](#)[Family](#)[Facebook](#)[San Francisco](#)

Applications

[Photos](#)[Links](#)[Video](#)[More](#)

What's on your mind?

[Share](#)

Add:  Link  Photos  Video  Causes 



Blake Ross  Tom Whitnah: loving the geo info in the cnn feed

4:30pm - See Wall-to-Wall



Makinde Adeagbo Back in 05 I visited London for the first time.



TODAY

[See More](#) [UCLA Reunion](#) 3:00pm [Screening of I Love You, Man](#) 6:45pm [Rob Goodlatte's Birthday](#) - [Send a gift](#)

HIGHLIGHTS

Go Big or Go Home

by Julie Zhuo





Mark Zuckerberg

Has worked at Facebook Studied Computer Science at Harvard University Lives in Palo Alto, California From Dobbs Ferry, New York Born on May 14, 1984



Education and Work

Employers



Facebook

Feb 2004 to present - Palo Alto, California

• [FBX Profile](#)

College



Harvard University

Computer Science - Psychology

- CS182. Intelligent Machines with Andrew Bosworth
- CS121. Introduction to Computational Theory with James Wang and Kang-Xing Jin

High School



Ardley High School



Phillips Exeter Academy
Class of 2002

Philosophy

Favorite
Quotes

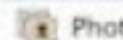
"All children are artists. The problem is how to remain an artist once he grows up."



Wall



Info



Photos (826)



Questions

Family



Karen Zuckerberg
Mother



Edward Zuckerberg
Father



Randi Zuckerberg
Sister



Donna Zuckerberg
Sister



Arielle Zuckerberg
Sister

Send Message

Poke

You and Mark



3 Mutual Friends

Sponsored

Create an Ad

Police Auctions
[gsaauctions.gov](#)



Like a slick deal? Now you can get up to 90% retail with police seized auctions. Get in on the action.

SF Bucket List
[partners.livingsocial.com](#)



Things to do in San Francisco before you die. One huge coupon emailed daily.

Stay close to your team



Check the score and see highlights from the big game with AT&T High Speed Internet for only \$14.95/mo.

Craft Beer Attorney



Need legal assistance with your California craft beer?

[Suggest to Friends](#)

THE FAME MONSTER including
"Alejandro" & "Telephone" feat.
Beyoncé available now!

Follow Gaga on Twitter
<http://twitter.com/LadyGaga>

[Information](#)Lady Gaga [Like](#)[Wall](#)[Info](#)[Events](#)[The Remix](#)[Music](#)[Store](#)[»](#)

Lady Gaga Lady Gaga is up for 5 awards at the 2010 MTV European Music Awards! Fans can vote for Gaga in the Best Song, Best Live Act, Best Pop & Best Female categories – click below to vote now!



MTV EMA 2010 :: 07.11.2010 :: Madrid :: Vote

[bit.ly](#)

The official MTV EMA website with the latest information about the 2010 MTV EMAs taking place in Madrid on 7th November 2010.

[19 hours ago](#) · [Share](#) · [Flag](#)

[49,157 people like this.](#)

[View all 4,268 comments](#)



Lady Gaga ONE needs your help to ensure no child is born with HIV by 2015



ONE | No child born with HIV by 2015

www.one.org

ONE's latest video highlights something remarkable: We now know how to stop the HIV virus from passing from a mother to her child -- and we can prevent any baby from being born with HIV.

[Tuesday at 7:57pm](#) · [Share](#) · [Flag](#)

[41,390 people like this.](#)

[View all 3,033 comments](#)



Mark Tonkelowitz

🏢 Engineering Manager at Facebook
🎓 Studied Computer Science at Harvard
🏠 Lives in Mountain View, California

+1 Add as Friend

48 mutual friends



Vivian Wang is at Pizzeria Delfina with Fravic Fernando.



Chris Struhar is now friends with Mark Tonkelowitz.



Tom Occhino commented on Ken Deeter's photo: "Where was this taken? I think I've been..."



Jerry Su "Jazz music and delicious food? Count me in."

Today in SF - \$25 for \$50 of Food
www.yelp.com



Adam Hupp I've been playing around with timelapse photography using my Canon t2i and a time...



Daniel Weaver likes Nancy Pelosi



Ken Deeter's birthday is today



Dinner in SF at 8:00pm



Jasper Hauser poked you





Mark Zuckerberg

✓ Friends ✓ Subscribed

Message Call

- 📍 Lives in Palo Alto, California
- 💍 In a relationship with Priscilla Chan
- 🗣️ Knows English, Mandarin Chinese
- 🏠 From Hoboken, New York

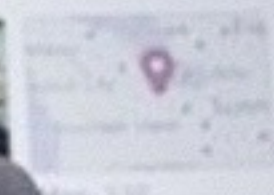
About



Friends 103



Photos



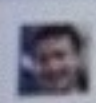
Map 1:10



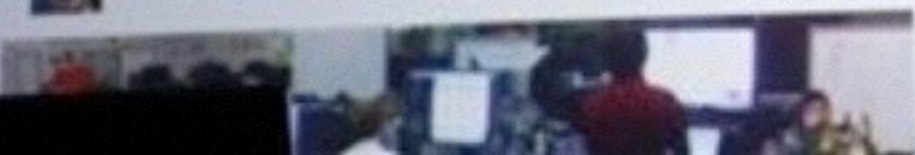
Likes

Status Photo Place

What's on your mind?



Mark Zuckerberg
Wednesday near Palo Alto



Roasted Ramp And Bacon Omelette With A...
Roasted Breakfast PIZZA.
Roasted Shaved Asparagus PIZZA.
Roasted Roasted Curry Chicken Thighs W...
See more activity...

- More
- September
 - August
 - July
 - 2009
 - 2008
 - 2007
 - 2006
 - 2005
 - 2004
 - 2003



Apps & Games

SOCIAL PICKS

TOP APPS



Draw Something



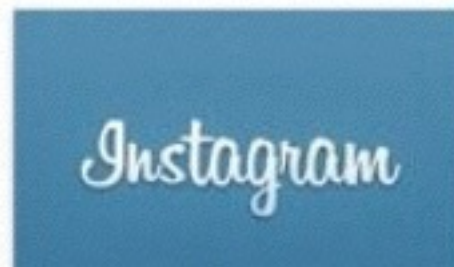
Janelle Merritt, Meghan Michels and 85 others play this.



Pinterest



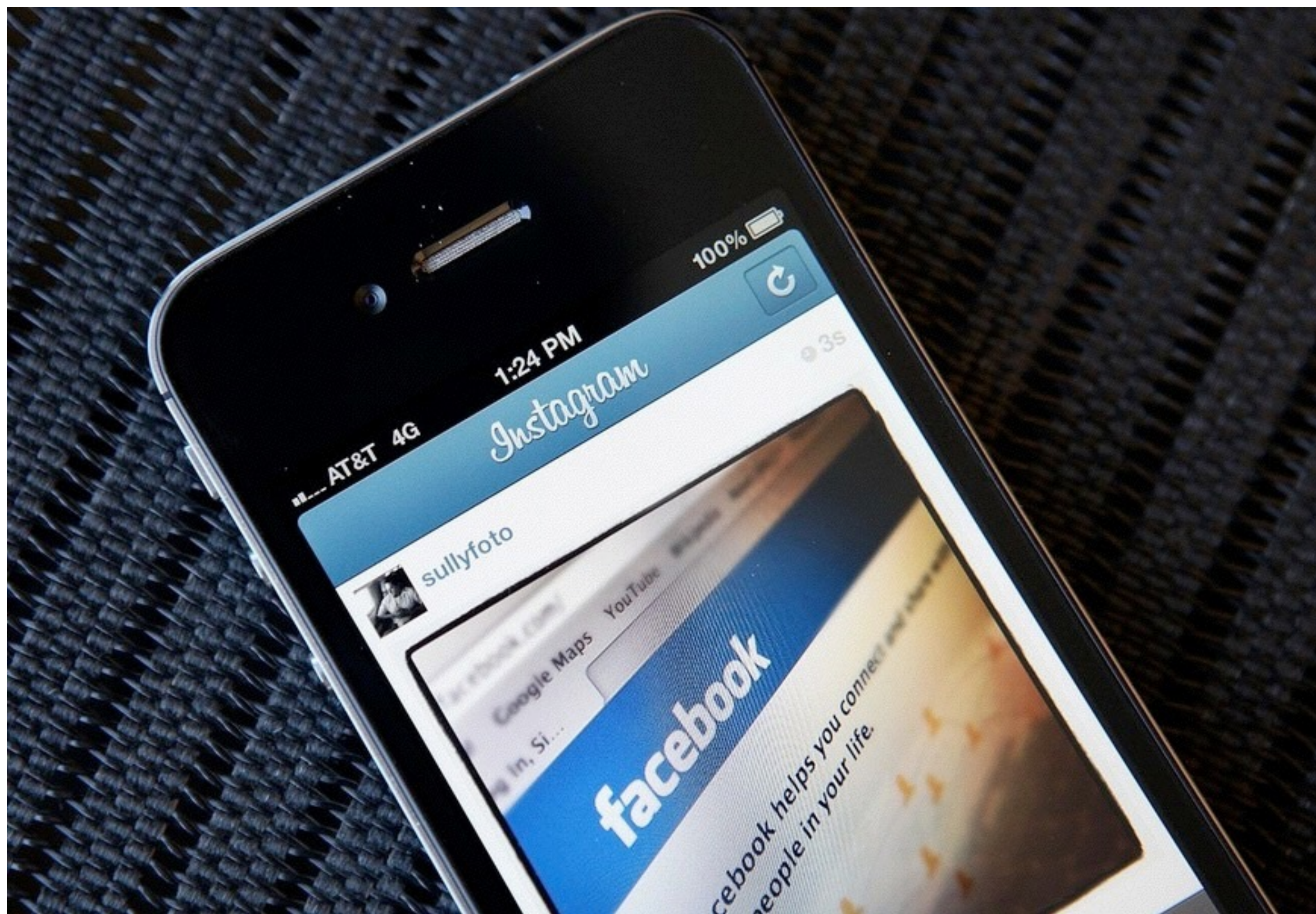
Meredith Chin, Annie Ta and 219 others use this.



Instagram



Annie Ta, Stephanie Pettinati and 92 others use this.



[Learn More](#)



Photos of my friends taken in Paris, France



Social Networks



- 3 grandes investimentos (\$500mil, \$12.7MM e \$27.5MM)
- Prejuízo de \$3.63MM em 2005
- Ofertas de compra em 2006 (\$750MM, \$2Billion)
- Aberto para o público em 2006
- 2007, Microsoft compra 1.6% do Facebook por \$240MM
- 2009, Cash Flow Positivo - lucro de 229mi
- 2010-2011, Franca expansão, lucro de 606mi e 1bi
- 18/mai/2012: IPO

Facebook IPO



- 18 de maio de 2012
- Um dos maiores IPOs da história de TI, e o maior de uma empresa de internet
- Market cap de 104bi, hoje 149bi
- 38 dolares por share
- IPO levantou 16bi
- Valor atual: US\$ 58.53 (em 14/abril)
- Após IPO, +1 ano até recuperar o valor (Ago/2013)

Significant price moves					
Trading days after IPO	Date	Share price at market close	Market capitalization	Daily change	Net change from offering price
Offering price	May 18, 2012	\$38.00 ^[42]	~\$90B ^[48]	N/A	N/A
First day	May 18	\$38.23 ^[42]	~\$90B ^[48]	▲ 0.6%	▲ 0.6%
1	May 21	\$34.03 ^[42]		▼ 11%	▼ 10%
2	May 22	\$31.00 ^[42]		▼ 8.9%	▼ 18%
6	May 29	\$28.84 ^[42]	\$69.17B ^[48]	▼ 9.6%	▼ 24%
8	May 31	\$29.60 ^[42]		▲ 5%	▼ 22%
9	June 1	\$27.72 ^[42]		▼ 6.4%	▼ 27%
19	June 15	\$30.01 ^[42]		▲ 6.1%	▼ 21%
68	August 20	\$20.01 ^[42]		▲ 5.04%	▼ 47%

A Sad Woman Lost Her Entire Life Savings in the Facebook IPO and Now Wants Her Money Back



A lot of average joes put on their faux-finance cap during the Facebook IPO and hoped it would get them rich. Everyone uses Facebook therefore everyone wants to buy Facebook stock, the logic went. Yeah, it didn't work out that way. I'm sure a lot of people lost money. One poor woman, Uma Swaminathan, lost her entire life savings and kinda wants a re-do.

Facebook, One Year Later: What Really Happened in the Biggest IPO Flop Ever

After Facebook's disastrous debut, the preferred clients of big banks walked away with huge profits. How? Public documents and interviews with dozens of investment bankers and research analysts reveal that the Street caught wind of something the public didn't. The social network and the banks told half the story. Here is the other half.

KHADEEJA SAFDAR | MAY 20 2013, 9:43 AM ET

1.1k

Like

404

Tweet

151

+1

39

Share



Reuters

Facebook reaches one billion users

CNNMoney

By Aaron Smith, Laurie Segall and Stacy Cowley @CNNMoneyTech October 4, 2012: 9:50 AM ET

f Recommend

2.6k

Tweet

589

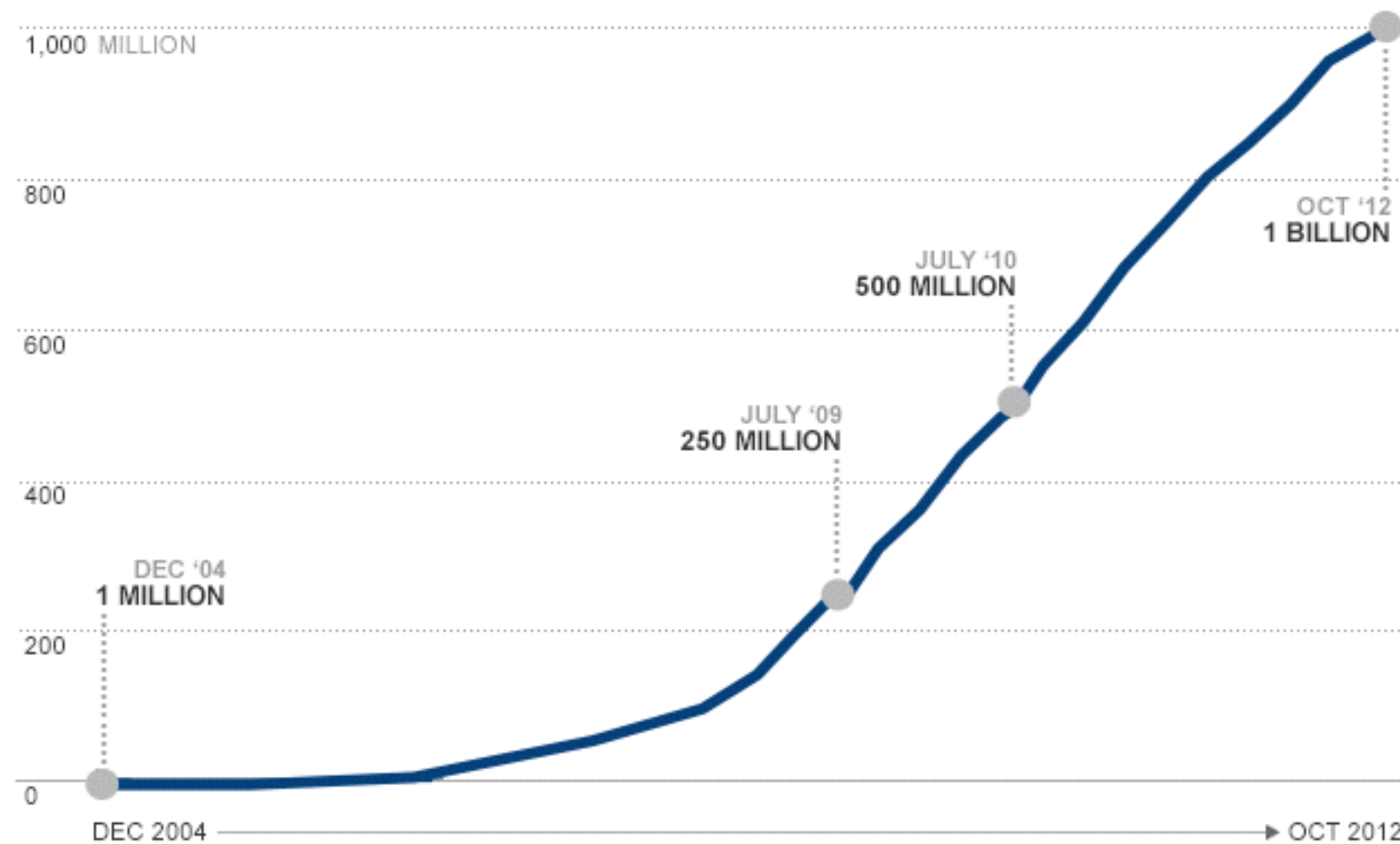
in Share

59

+1

34

Email
Print

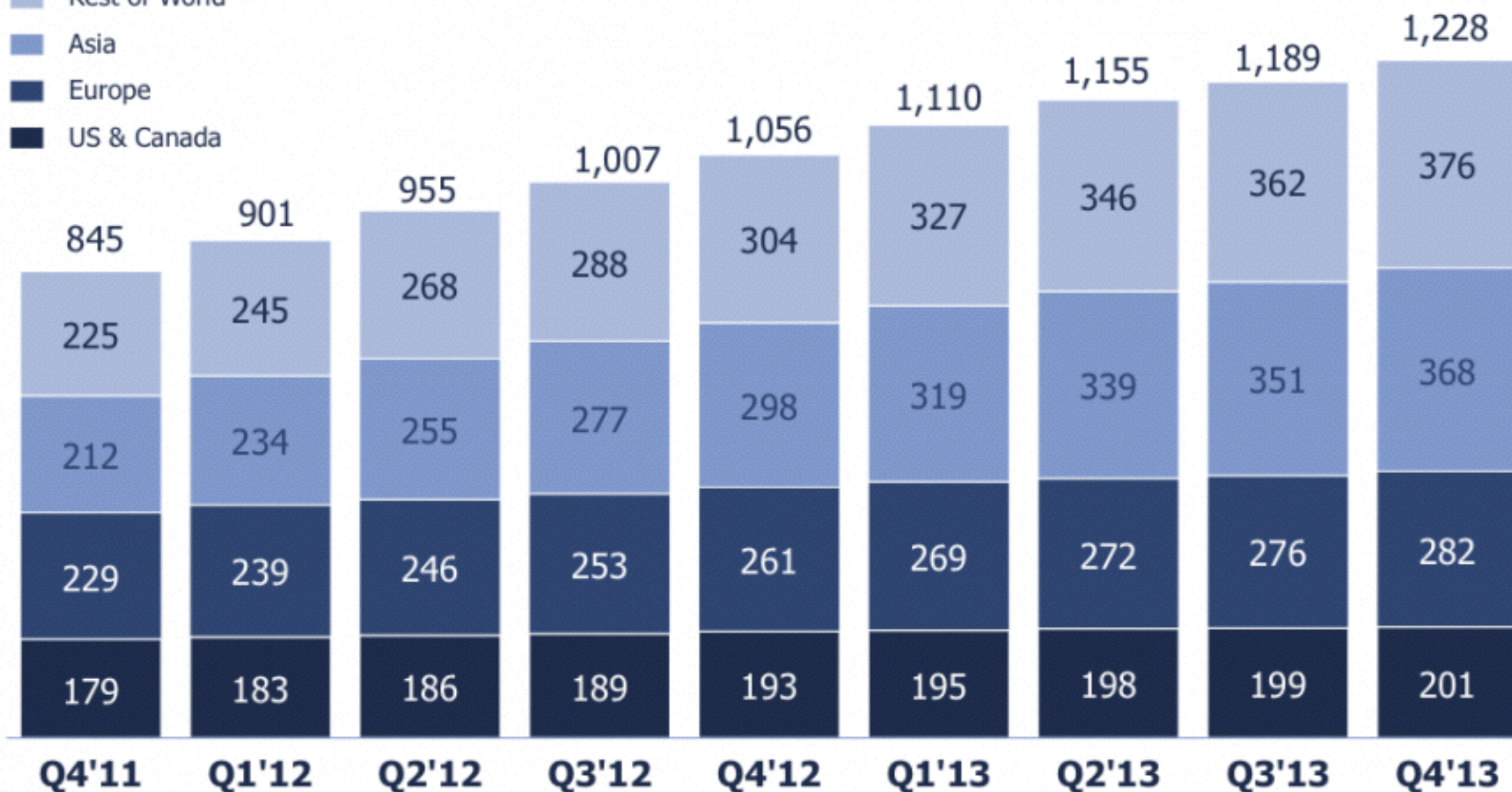


SOURCE: FACEBOOK. DATA REFLECTS "MONTHLY ACTIVE USERS."

Monthly Active Users (MAUs)

In Millions

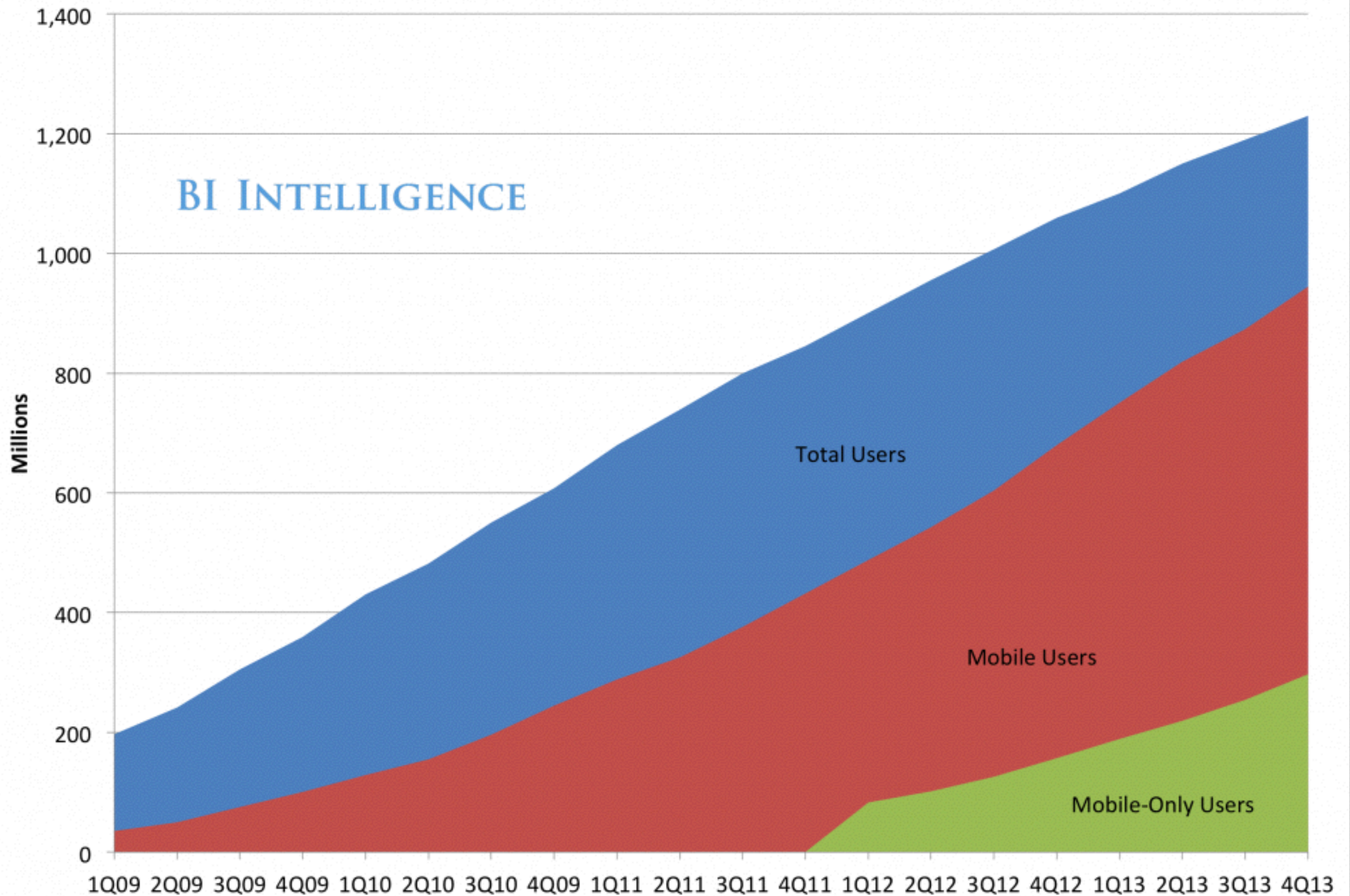
- Rest of World
- Asia
- Europe
- US & Canada



Please see Facebook's most recent quarterly or annual report filed with the SEC for definitions of user activity used to determine the number of our DAUs, mobile DAUs, MAUs, and mobile MAUs. The number of DAUs, mobile DAUs, MAUs, and mobile MAUs do not include Instagram users unless they would otherwise qualify as such users, respectively, based on their other activities on Facebook.

facebook.

Facebook Monthly Active Users



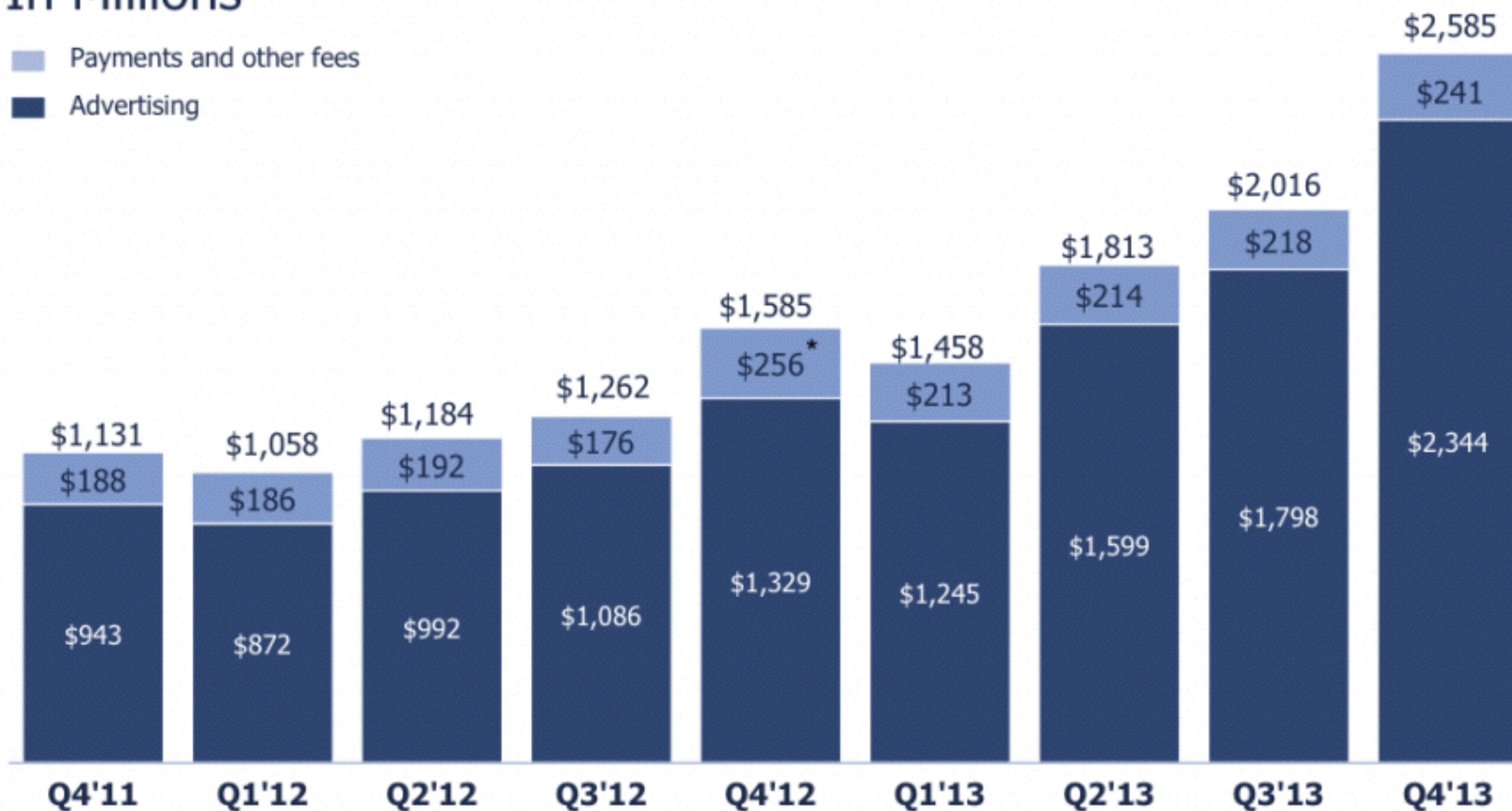
Source: Facebook

<http://www.socialbakers.com/facebook-statistics/>

Revenue

In Millions

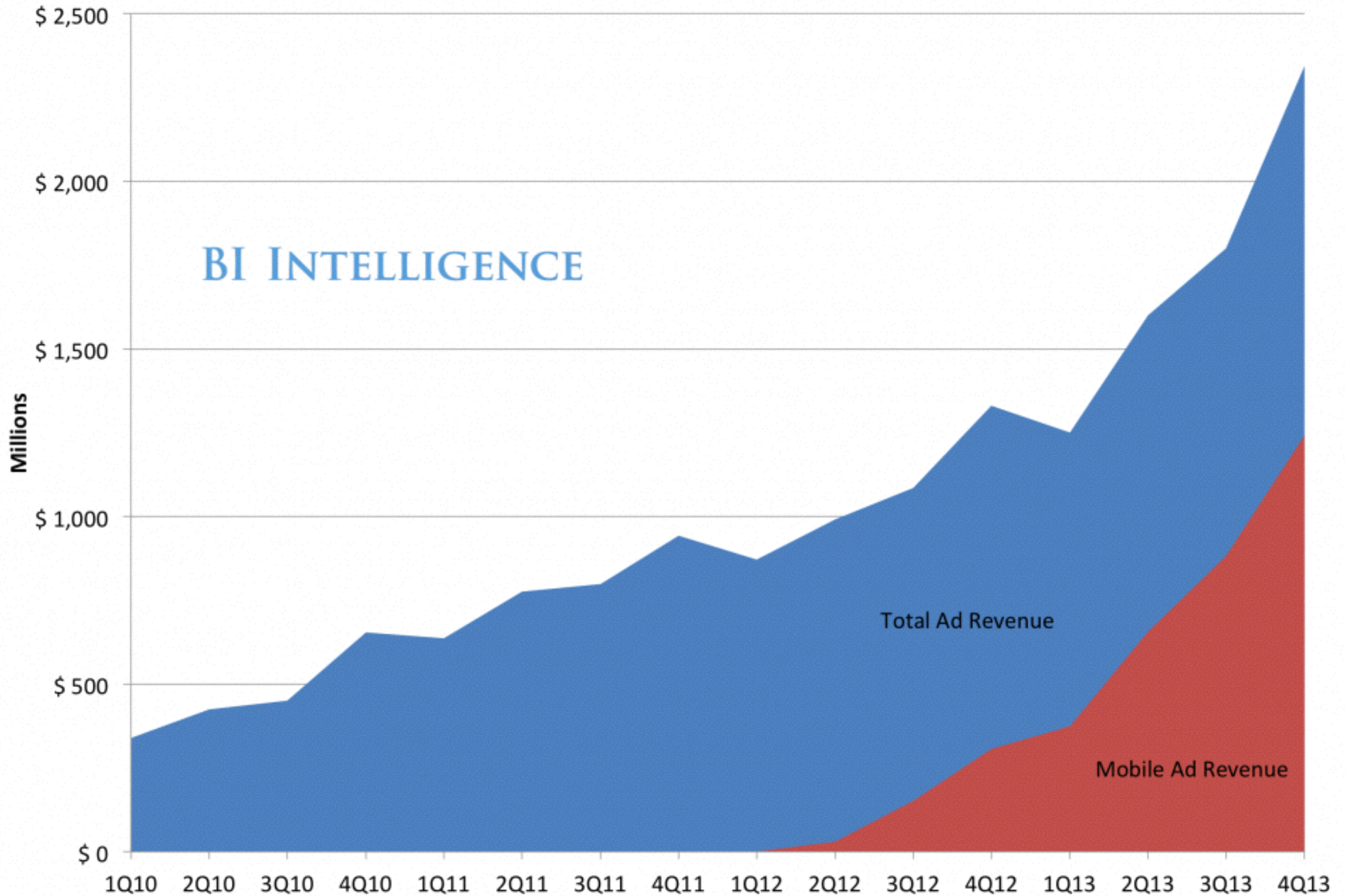
- Payments and other fees
- Advertising



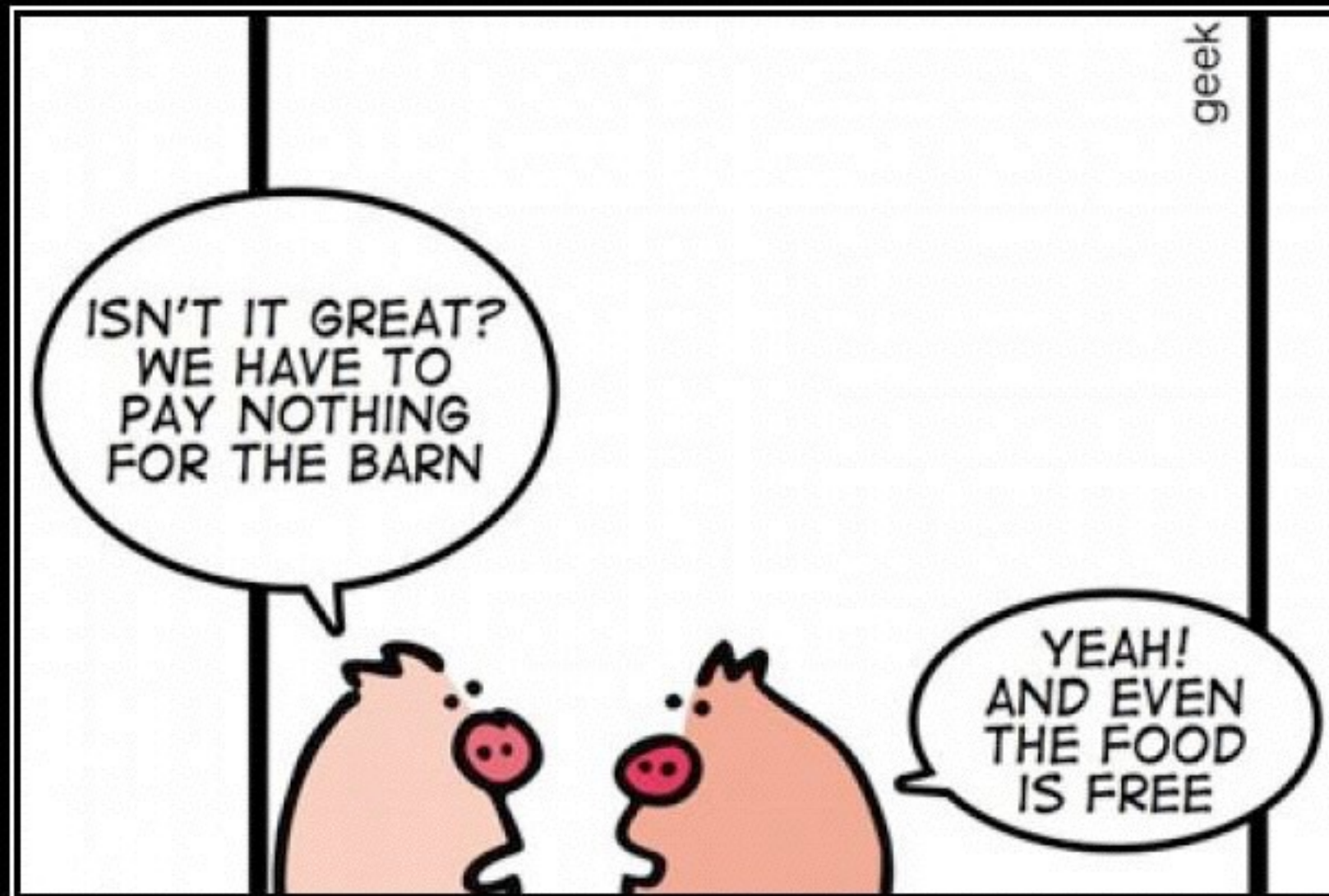
*In the fourth quarter of 2012 we recognized revenue from four months of Payments transactions for accounting reasons detailed on pages 47 and 48 of our Form 10-K filed on February 1, 2013.

facebook.

Facebook Ad Revenues



Source: Facebook



FACEBOOK AND YOU

If you're not paying for it, you're not the customer. You're the product being sold.

funny.picturepie.com

Edição do dia 15/05/2013

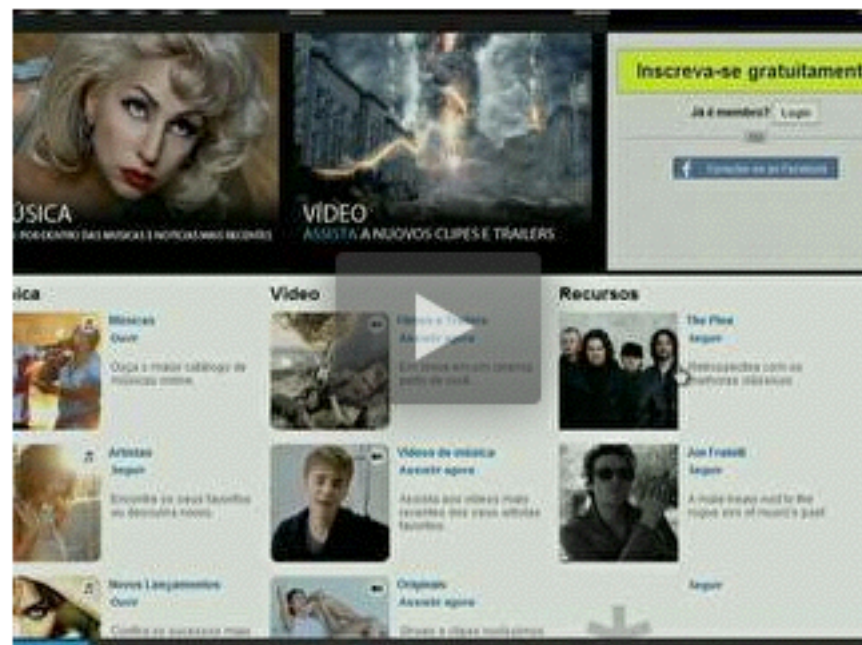
15/05/2013 15h21 - Atualizado em 15/05/2013 15h28

Facebook perde milhões de usuários nos EUA e na Inglaterra em março

Oito milhões de pessoas deixaram de usar a rede social nestes dois países. Aplicativos como WhatsApp têm crescido na preferência dos jovens.

 **Tweetar** 41

 **Recomendar** 109



Tudo o que é sólido se desmancha na internet, poderia dizer o filósofo Karl Marx nos tempos atuais. Na grande rede, gigantes de outrora começam a desaparecer. Apontado como imbatível em 2006, quando chegou a ter mais acessos do que o **Google**, o MySpace pode ser considerado irrelevante nos dias atuais.

Reinando soberano entre as redes sociais no momento, o **Facebook** vem perdendo fôlego. Apenas no mês de março, seis milhões de usuários abandonaram o site

nos **Estados Unidos** e dois milhões na **Inglaterra**. **Canadá**, **França**, **Espanha** e **Japão** também registraram redução.

Igor Macaúbas
igor@macaubas.com