

## Position Paper mr.net Group on 2<sup>nd</sup> W3C-Workshops objectives

**Who** The mr.net Group GmbH & Co.KG is a leading expert for communication and billing solutions. As outsourcing partner we enable German cable network operators and housing associations to offer their customers triple play solutions without investing in technology or knowledge resources. Our value chain reaches hereby from operating the telecommunication network over developing customized applications up to billing & debt collection.

**Why** As we already supply communication services to cable companies and deliver internet & telecommunication over the cable network, the logical next step is to merge the world of IP- and TV-Signals. We are currently developing a set-top box allowing us to enrich TV-broadcasting content with internet applications. The business possibilities of these new markets are endless – starting with simple VoD-services over shared TV-experiences (i.e. social applications) up to cloud computing and the convergence of all media sources (TV, computers, car entertainment & mobile phones etc. - since eventually all screens connected to the cloud can access the same data & application pool). We as mr.net Group want to offer our customers the edge of technology and act as turbo between the global market trends & our mostly regionally focused customers. Our focus is to offer these technologies as bundles to our clients. We hereby act as a transmitter combining the expertise of second tier technology & content suppliers to customized packages and use our server parks & connection points to operate these with the scale efficiencies of an outsourcer.

**What** We look forward to participating in the workshop to explore and define next steps which are appropriate for merging visions of web-enriched television and nomadic interface experiences. In consequence we want to use the workshop to discuss standardization & business trends and to find partners specialized in online content & applications. As we are very successfully offering billing solutions to our clients, we also would like to discuss technical possibilities of online (micro) payment and their consequences for the convergence of TV and IP.