



2013/14 Mini Survey

WebRTC State of the Nation Briefing

January 2014

In October/November last year we rolled-out a survey of companies that are active in the WebRTC space and asked for their perspectives on WebRTC and the impact it might have on the wider communications market.

To date just under 50 companies have participated – far from a scientific survey. But the findings provide some interesting perspectives on WebRTC and the directions it's taking.

This post provides a snap-shot of the findings and our commentary.

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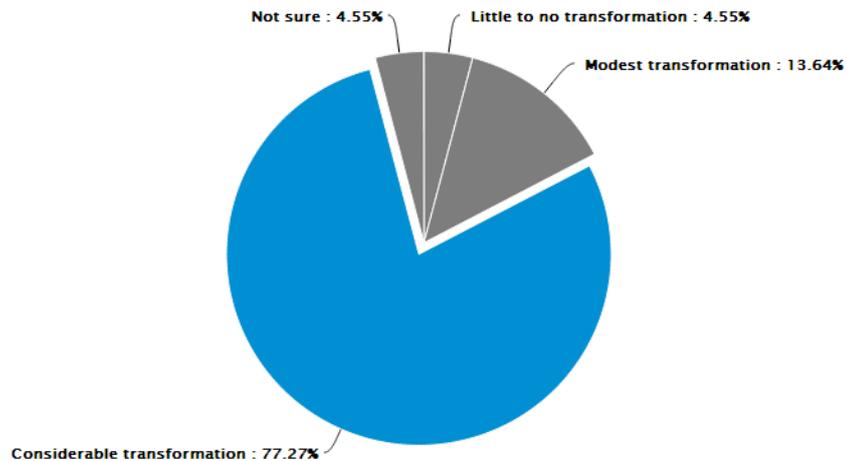
The majority of our respondents were in Northern America or Europe. We had surprisingly little participation from Asian developers. Clusters of activity in Europe are centred in the UK, Norway and France.

We asked respondents to what extent WebRTC will result in transformation of communications markets.

The clear majority of respondents felt that WebRTC is a highly transformative technology that will result in considerable transformation.

However, respondents were not so clearly of the view that WebRTC would have a clear run at the communications market – rather, close to 50% of respondents felt that WebRTC would be one of a few technologies competing for real-time communications (e.g. SIP).

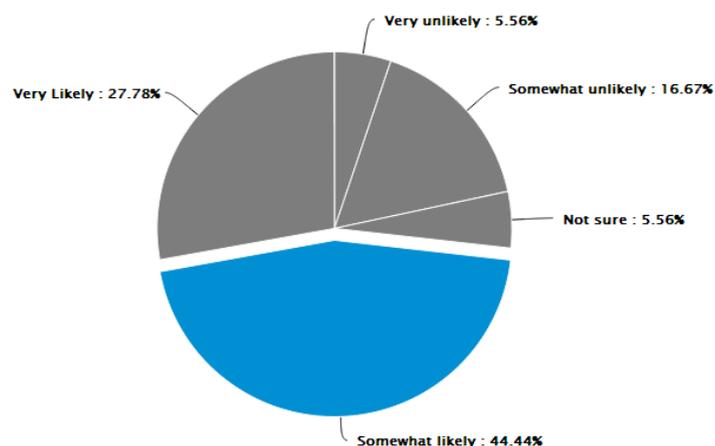
There has been a lot of hype about WebRTC. To what extent do you believe that WebRTC will result in transformation in the communications market?



When asked if WebRTC might make its way into one of the main social networking platforms as a key differentiator there was also some degree of respondent scepticism. However, over 70% felt it somewhat or very likely that a major social networking company would embrace WebRTC in 2014, in order to achieve competitive advantage.

We'll await that development.

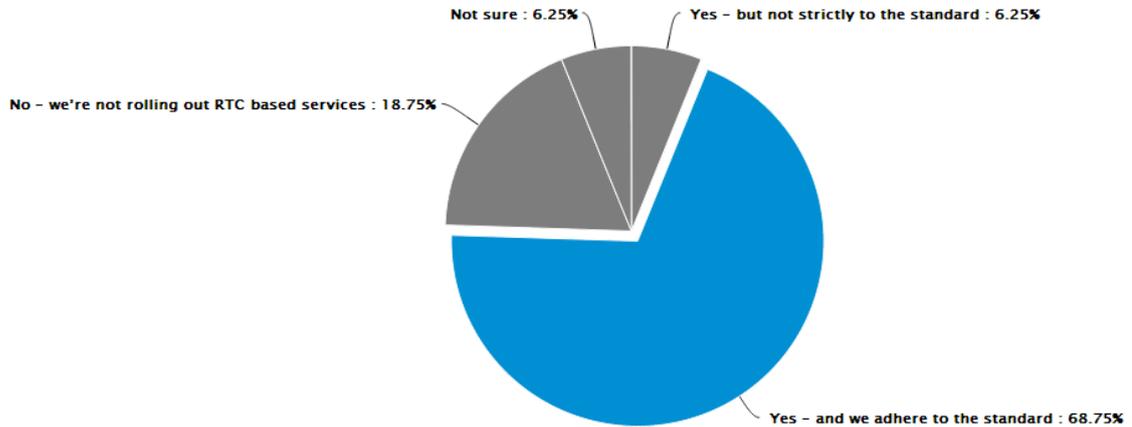
There have been suggestions that in order to make WebRTC mainstream one of the big social networking companies (e.g. Facebook or Twitter) will need to embrace the technology. To what extent do you believe it likely that a major social networking company will embrace WebRTC in the next 12 months to attain competitive advantage?



Approximately two thirds of our respondents were of the view that on mobile platforms WebRTC would be showing itself as a feature of new WebRTC-enabled apps – rather than as a browser feature. To an extent Amazon has been a trail-blazer by embracing WebRTC as a customer support feature in its Kindle Fire. But this phenomenon will catch-on, it would appear, during 2014.

When we asked respondents if they were actively pursuing WebRTC development initiatives based on the standard, we obtained a mixed response. Some were pursuing 'hybrid' developments – but the majority were in the pure-play WebRTC game, implying that start-ups are piling into the market.

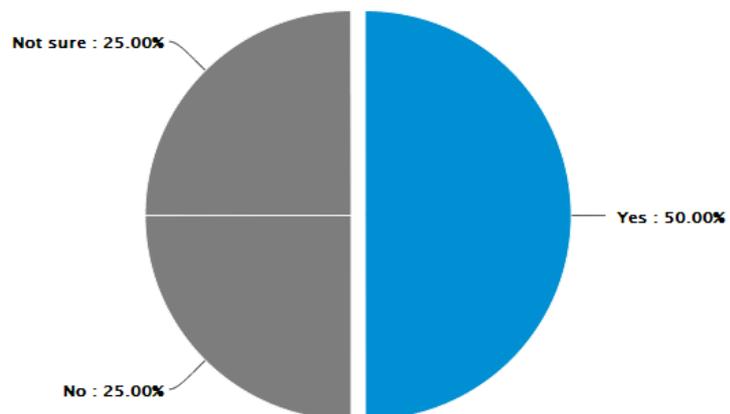
Is your company deploying or rolling out RTC services that conform to the WebRTC standard?



However, a majority of respondents were of the view that the most successful apps based around WebRTC would be hybrid – i.e. taking advantage of the standard rather than being slave to it.

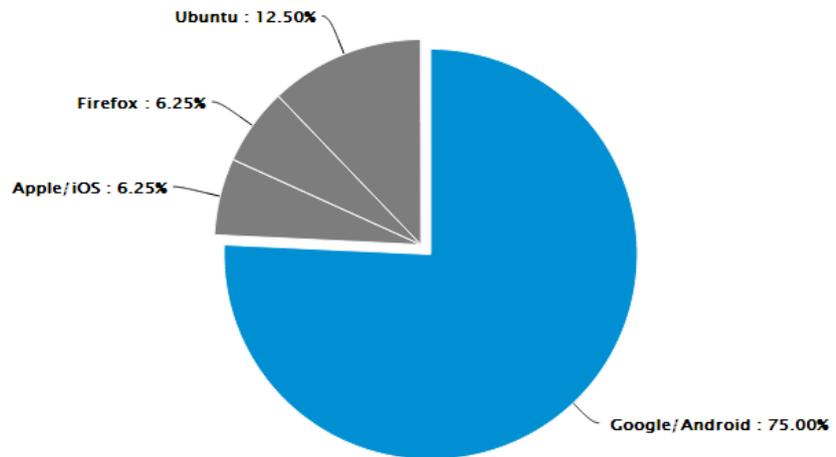
There's was also some divergence re. whether mobile OSs might have WebRTC coded into them over the next 24 months.

Do you believe that WebRTC will be coded into mobile OS in the next 24 months?



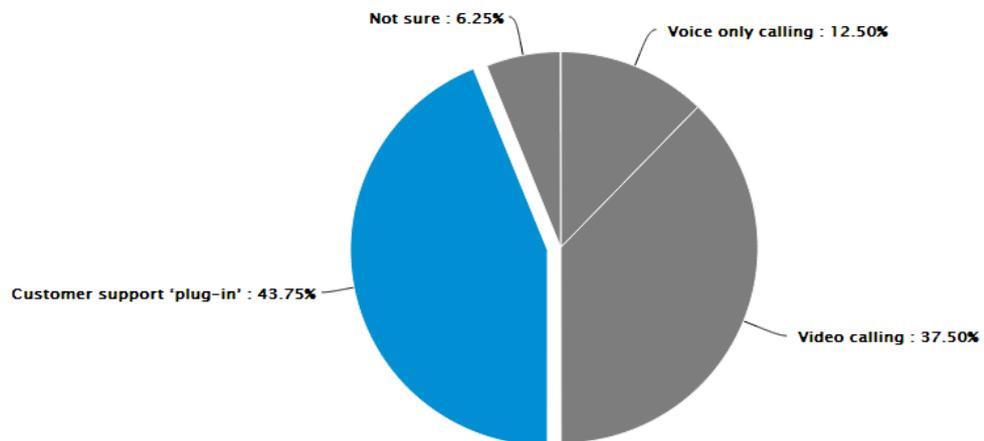
Hardly surprisingly, Google is seen to be the trailblazer in terms of OS owners.

Who is leading the charge into RTC-enabled mobile OS in your view?



As to use-case for WebRTC, we found this interesting...

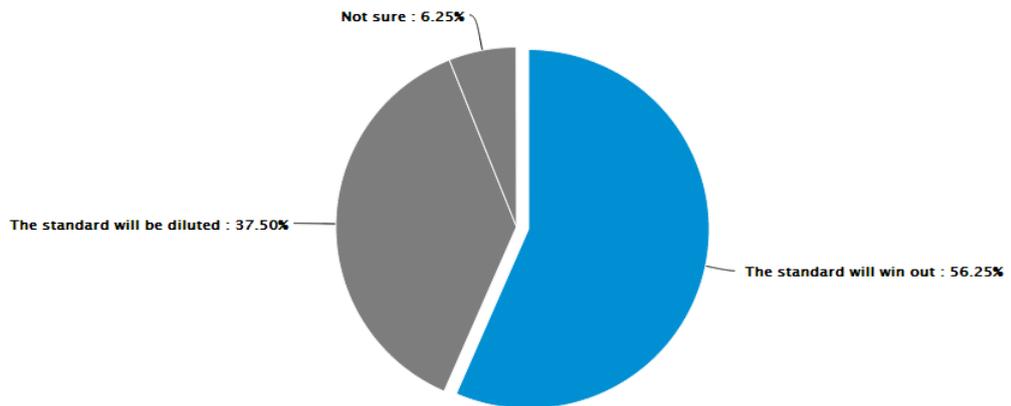
What will the main use-case of Web RTC be by 2015 in your view?



Customer support seems to be the clear and most obvious use-case scenario. However, it's clear that WebRTC will also result in some degree of churn in both voice and video-conferencing markets.

Respondents are also of the view that WebRTC will play a long-game, with the standard staying the course.

Will WebRTC win the war for real-time communications or will the standard be diluted by cherry-picking?



We would love to hear your comments about WebRTC, we'd welcome article ideas for our site and product announcements.

If you use any of the information in this short briefing paper please do credit us and cross-link to our site.

Thanks for your interest.

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