# Managing Social Communications Identities

## W3C Workshop on the Future of Social Networking

TELEFÓNICA I+D
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Spirit of
**PROGRESS**

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# Introduction

Traditional Telco services approach led to "conversational experiences"
- *Voice*
- *Text*
- *Video*

Telco Operators can offer their services through Online Social Networks  to provide *Social Communications*.

# Social Communications

There is a win-win situation

Online Social Networks improve their communication experience with direct, personal and ubiquitous communication services provided by Telco operators

Operator's services are leveraged by using the Social Networks resources:


SOCIAL GRAPH


USER EXPERIENCE


FEEDBACK CHANNELS

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# Social Identities

*Social Identities are* •*Real name* *on* •*Alias*
*different OSN*

Network usage patterns are an image of real life's relationship.

Users can acquire different personalities in different groups:

    Different identifiers (alias, nicknames).

    Different privacy issues.

# Communication Identities

*Communication Identities are used to contact with other users via phone call, text message, etc...*

It is the phone number in the traditional operator.

It will be the URI in the Next Generation Networks.

Its key points are:

- User can be reached whenever is available.
- User can be reached wherever could be.
- User usually have only one single communication identity.
- Privacy is mandatory by law.

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# Linking social and communication identities

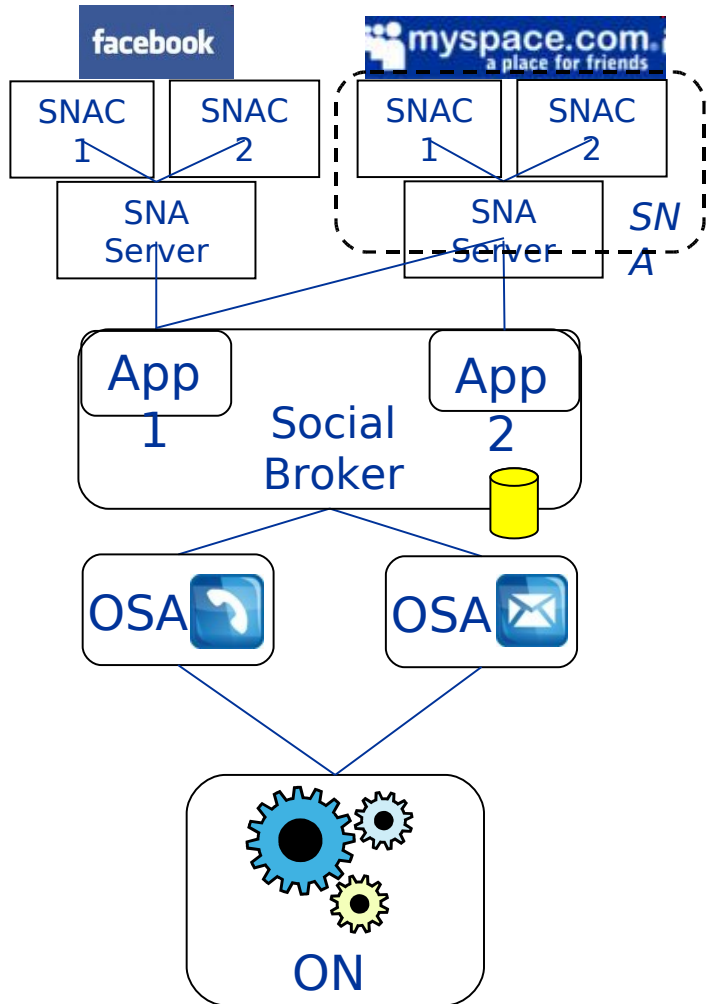*Two options may be considered to offer social communications services*

- Explicit communication identities*: The target user's communication identity is known.*

- Implicit communication identities*: Only the target user's social identity is required to be known. There is a private link between social identity and communication identity.*

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# Social Broker Overview

*It is a gateway element between the Online Social Networks and the Operators Network.*

# Social Broker Overview



facebook

myspace.com.
a place for friends

SNAC 1 | SNAC 2

SNAC 1 | SNAC 2

SNA Server

SNA Server

*SNA*

App 1

Social Broker

App 2

OSA

OSA

ON

**Social Network Adaptor:**
Interface between the Social Broker and the different Social Network

**Social Broker:**
Where identities are managed

**Operator Services Adaptor:**
Interface between the Social Broker and the Operator Network

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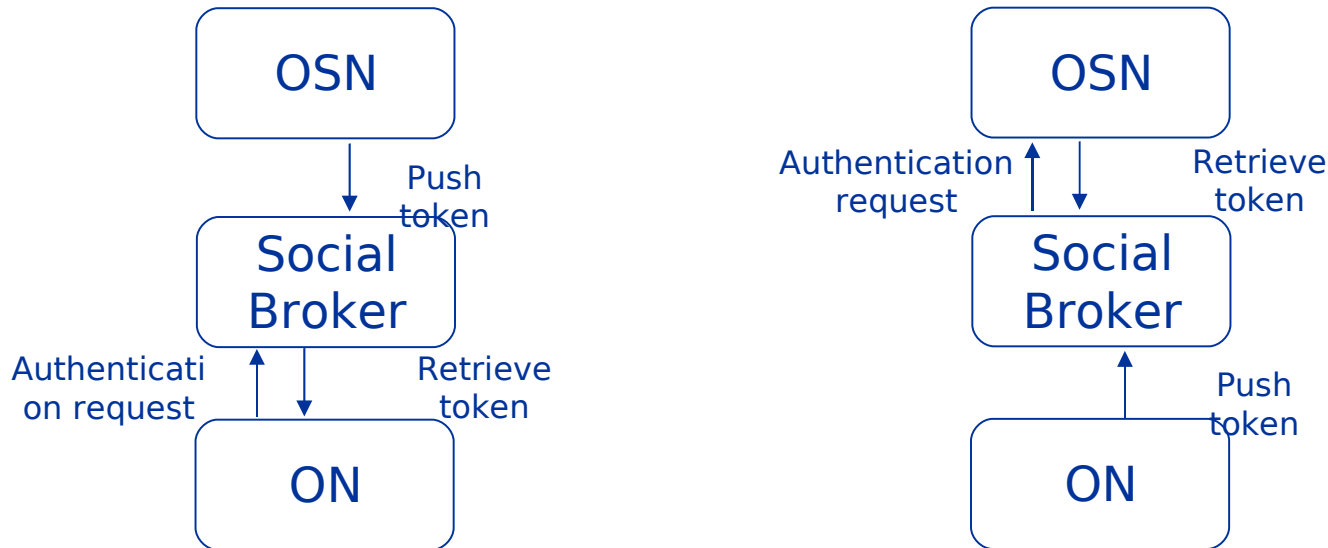
Social Broker:
*Stores both the social and communication identity.*
*Identities are not shared with other* Two alternatives for identity association:
*entities.*

# Movistar Contacta

**facebook**

*application
to **call** and **text**
your friends through
the **mobile phone** in
an*

**easy and private way**

Currently under public beta registration with limited uses PRIVATE

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# Movistar Contacta Use Case (I)

**1**

*Jorge is browsing his Facebook news and goes to Óscar's profile just to check its new photos and comments. He wants to ask Óscar about the place shown in a photograph and decides to call him*

**2**

*Jorge locates Movistar Contacta application box in Óscar's profile and clicks the call button.*

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# Movistar Contacta Use Case (II)

**3** *Jorge then receives a call from a special 223225 number on his mobile phone.*

RING

**4** *Once Jorge answers, Óscar will receive a call from the same special number (223225) on his mobile phone*

RING

**5** *When Óscar picks the call, Jorge and him will be able to talk as in a regular voice call*

# Conclusions

- Online Social Networks can enrich telecommunication operators services.

- Different user identities are used by OSN and ON: New privacy issues arise.

- New network elements emerge in this new architecture: Service Broker

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