

# ITU-T Technology Watch

*Identifying and highlighting emerging technologies and their likely impact on future standardization*



## Decreasing Driver Distraction

ITU-T Technology Watch Report

August 2010

Texting, making calls, and other interaction with in-vehicle information and communication systems while driving is a serious source of driver distraction and increases the risk of traffic accidents. Technology-caused driver distraction is a global problem and has its stake in the more than 1.2 million people dying in road crashes each year. This ITU-T Technology Watch Report provides an overview of technology-caused driver distraction and surveys standards, guidelines and initiatives aiming at making the use of in-vehicle information and communication systems less distracting.

- Intelligent Transportation Systems
- ICT and Climate Change
- Remote Collaboration
- ICT and Food Security
- Mobile Applications
- Biometrics
- Driver Distraction
- ICT and Water
- Submarine Cables and Climate Monitoring
  
- eHealth
- Smart Clothing
- Games

# **Standards and Games**

## *Discussion*

- The evolution of gaming
- Terminals and platforms
- Gaming as showcase for new applications, technologies, standards
- Gaming as a business

# Standards and Games

*The evolution of gaming*

- NPD Group, Aug. 2010:
  - 20% of U.S. population age 6+ reports having played a game on a social network
  - 35% users are new to gaming
  - 47% male, 53% female
- Bloomberg, Oct. 2010:
  - “Zynga Tops Electronic Arts as Social Games Spread”
  - largest maker of games on Facebook, with more than 210m monthly active users

# **Standards and Games**

*Terminals and platforms*

- PC, console, handheld, mobile phone / tablet, set-top box
- Social networks as a platform (Facebook, etc.)

# **Standards and Games**

*Gaming as showcase for new applications, technologies, standards*

- 3D
- Cloud computing, streaming, gaming-on-demand
- HTML5
- Motion-sensing and controls
- AI

# **Standards and Games**

*Gaming as a business*

- Free-to-play
- In-game advertising
- Gold farming

# Technology Watch

*Your input and feedback  
is very welcome!*

<http://www.itu.int/ITU-T/techwatch>  
<http://www.scribd.com/ITUtechwatch>  
[martin.adolph@itu.int](mailto:martin.adolph@itu.int)

