

Information  
and Communication  
Networks

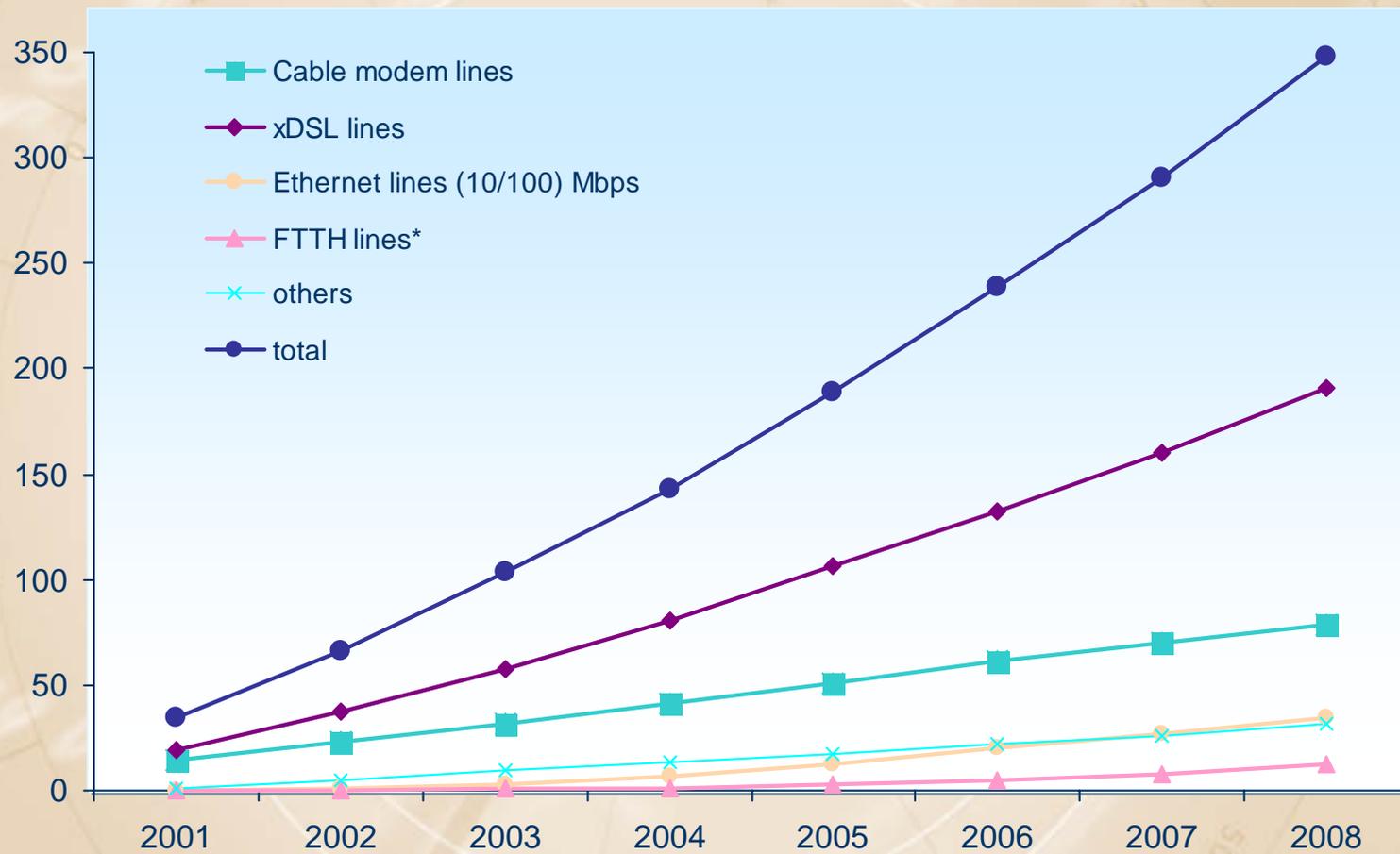


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## **Benefits & Costs of Broadband**

**Joachim Döring**

# xDSL dominates access technology



\*FTTH = Fiber to the Home

## IP broadband services deliver emotion

The pipe  
to emotion

- Videotelephony
- MMS, SMS
- Wireless over Landline
- Personalized services
- Video on demand
- Broadcasting
- Personal video recording
- Internet over TV
- Interactive TV
- Gaming on demand
- Game console connect

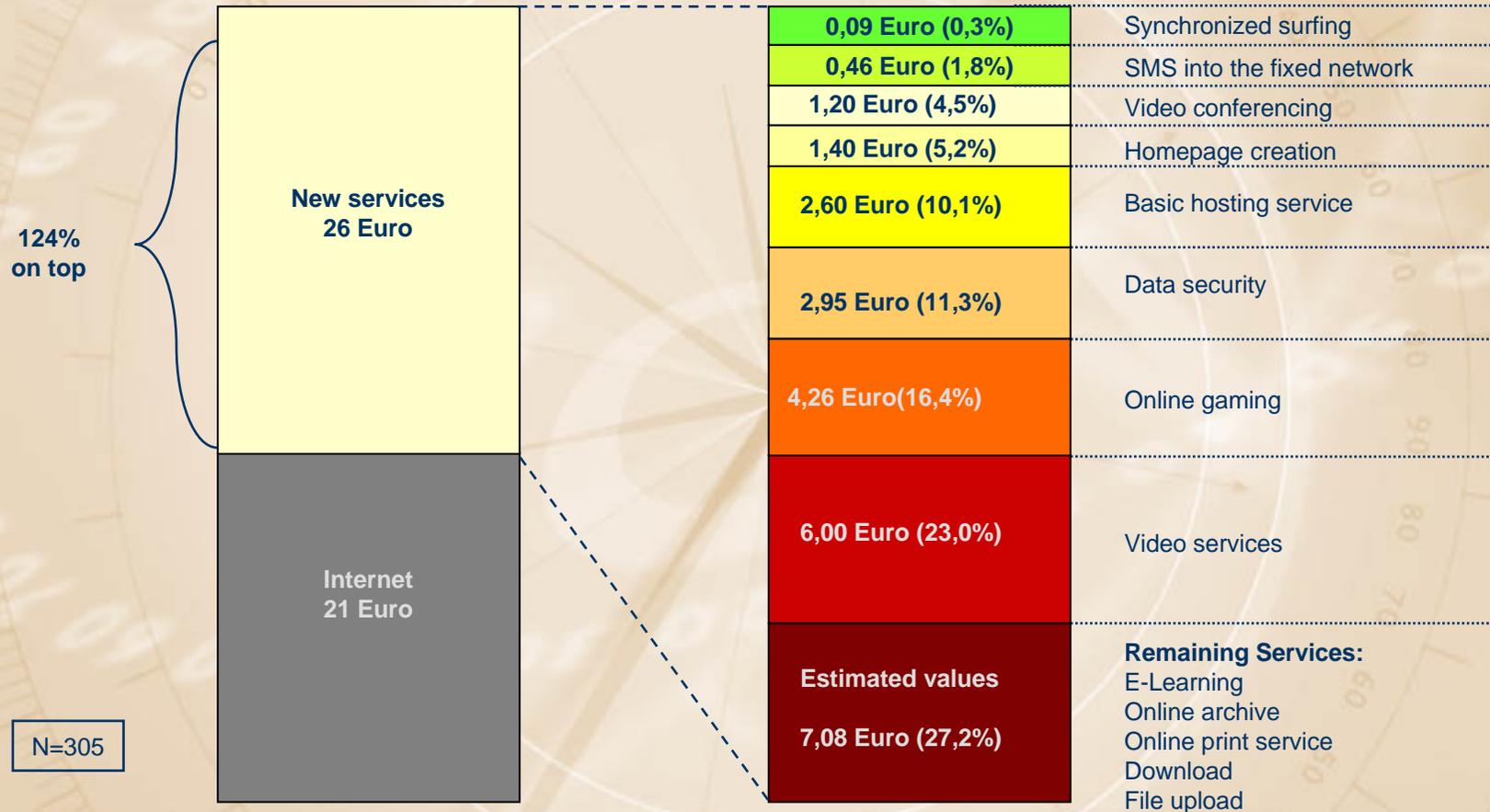


# Market Analysis

## Potential Average Revenue Per User (ARPU)

Residential Total ARPU  
51,20 Euro per month

Residential ARPU New Services  
26 Euro per month



\*Potential ARPU (Average Revenue Per User) derived from the additional willingness-to-pay per service, as indicated by the interviewees

# One service does not fit all residential users or all enterprises

## Residential

### Information Seeker (57%)

- News
- Data archives
- Research

### Communication Seeker (45%)

- E-mail
- Video conferencing
- Chats

### Business Transformation Seeker (29%)

- Home banking
- Online shopping
- Online auctions

### Entertainment Seeker (25%)

- Online games
- Music
- Video services

## Enterprise

### Large enterprise

- IP VPN
- IP Security

### Medium-size enterprise

- Business TV
- Video conferencing

### SME and SOHO

- Home page creation
- Data security

Marketing emotion

Telecom Italia



Nike



Deutsche Telekom

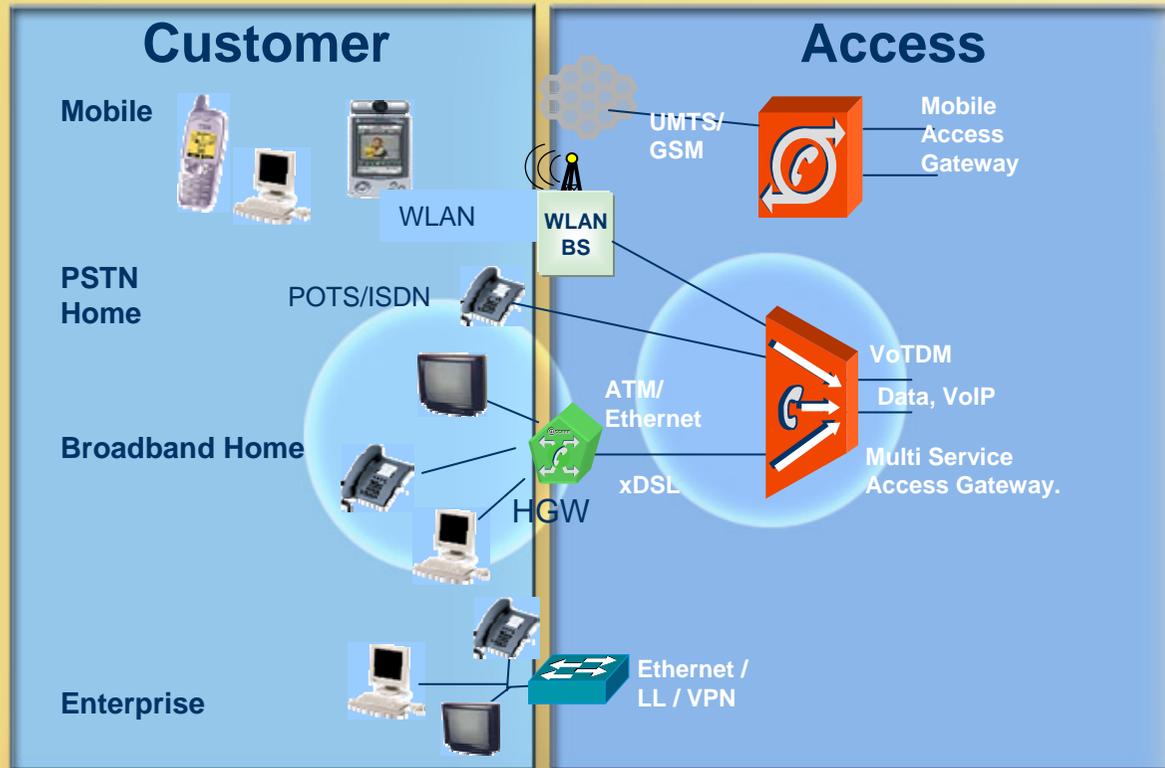


Kodak



# How a multiservice service platform delivers residential services: example video telephony

## Call control



# How a multiservice service platform delivers business services: example LifeWorks

SURPASS

Business Connection

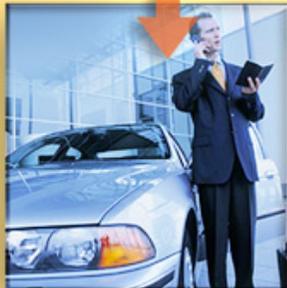
Unified domain

Hosted HiPath

Carrier network

Applications

Corporate network



Mobile worker



Home office



Branch office



Headquarters

Unified communication experience

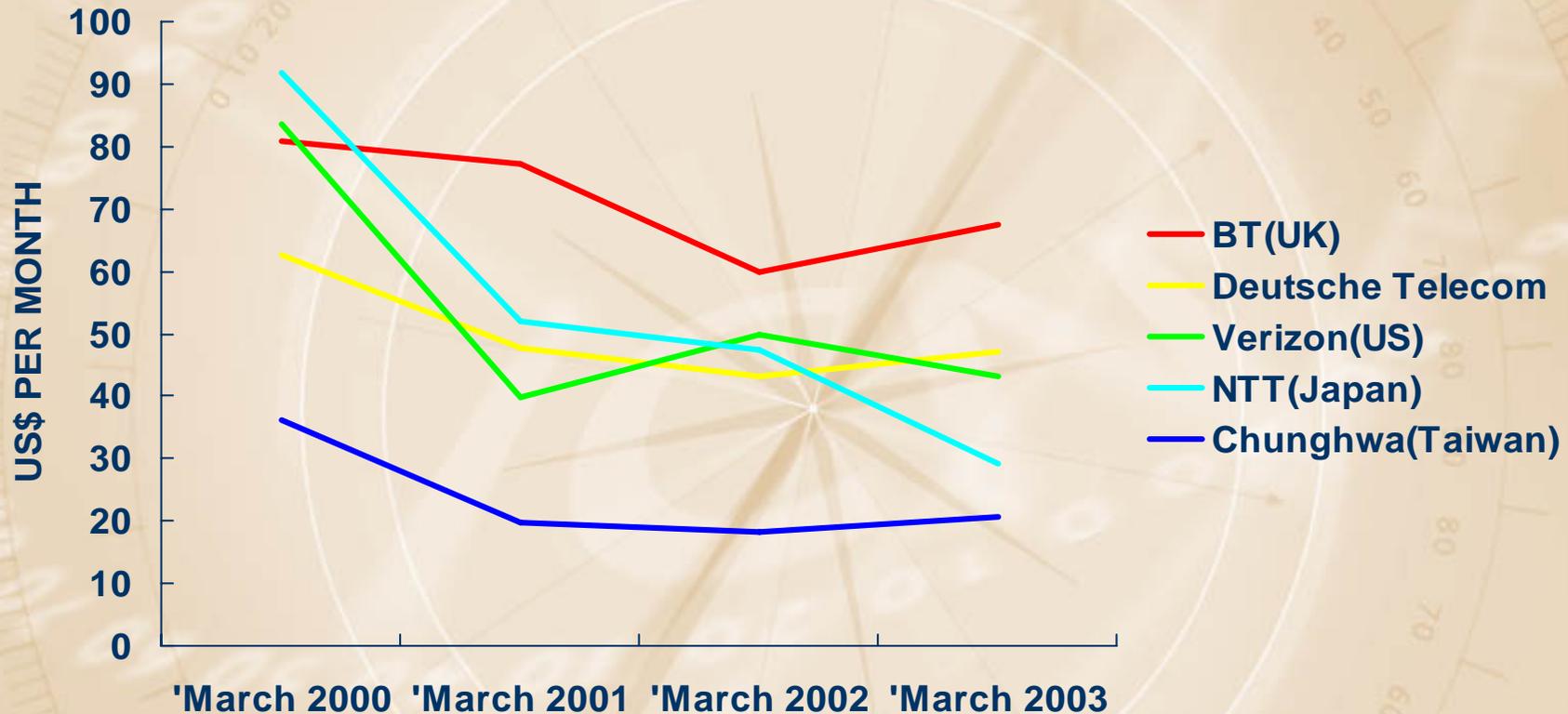
End-to-end carrier grade quality of service and reliability



## Stiff Competition Has Caused Tariff Erosions on DSL Products

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### First Year Amortized Cost for Basic Residential DSL Service

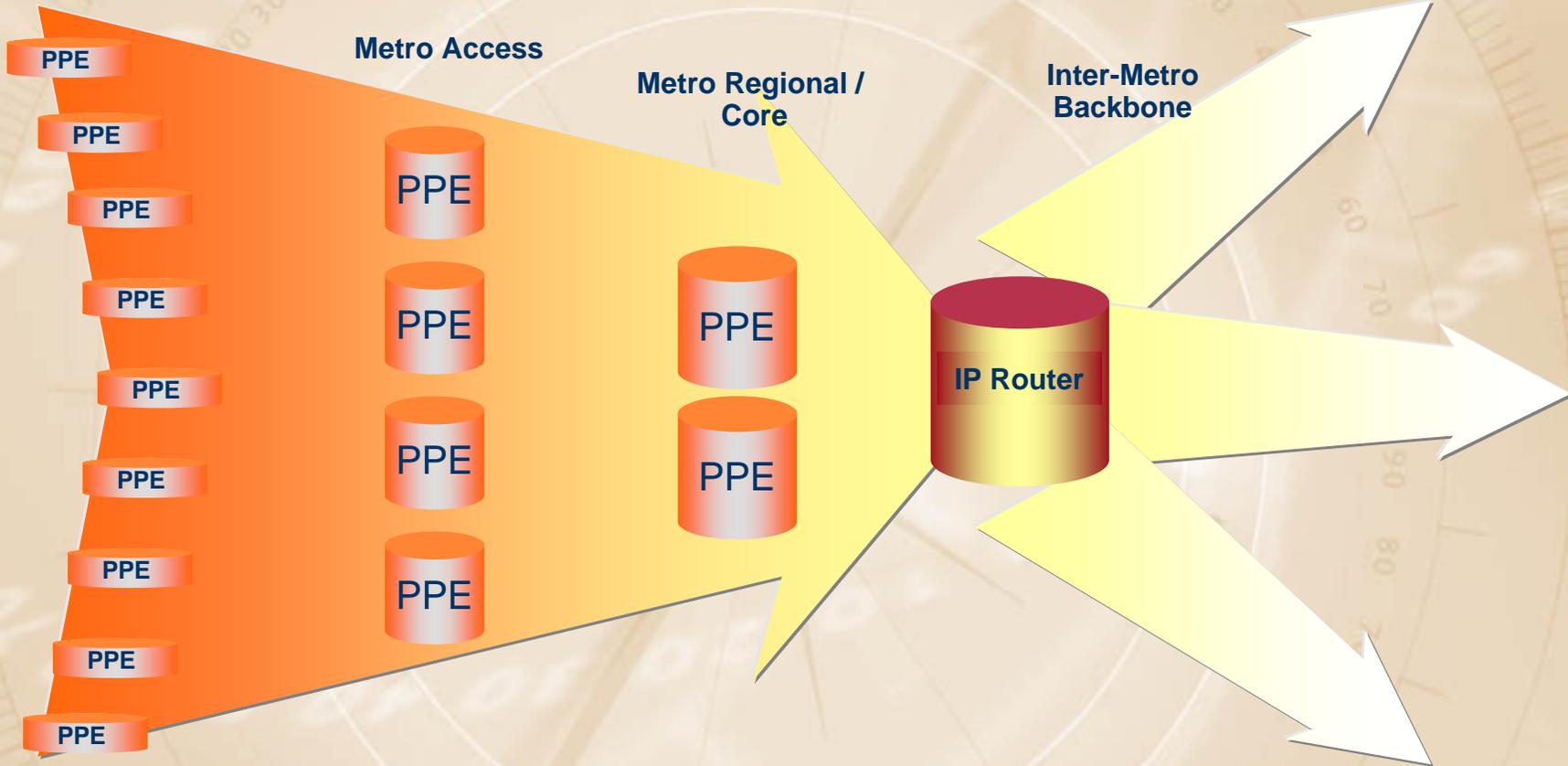


Note: *first year amortized cost* refer to the monthly cost figure in US dollar calculated by DSL monthly rental plus the initial one-off installation and CPE cost averaged over a 12 month period. It is created to facilitate the price comparison by combining both the set-up and running cost of DSL service into one single figure. source: Point-Topic.com 2003

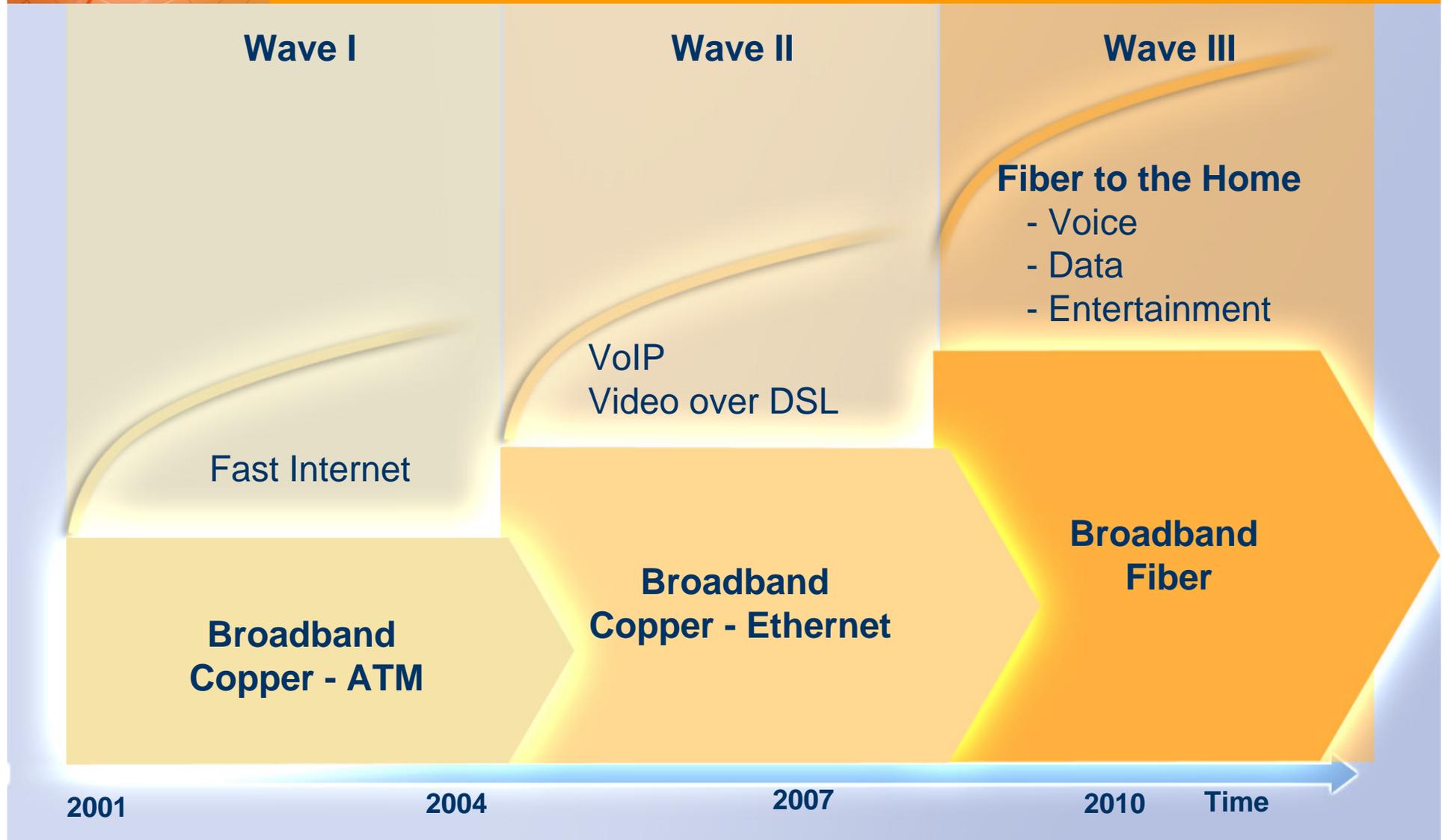
# A network vision: Ethernet/MPLS Metro networks aggregate traffic to an IP/MPLS backbone

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Customer / Street  
Premises / cabinet



**Trends – three waves of access network deployment**





# Alternatives for the broadband future – each access technology has its place

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Platform is key element of investment strategy

Access technologies unlikely to converge into one

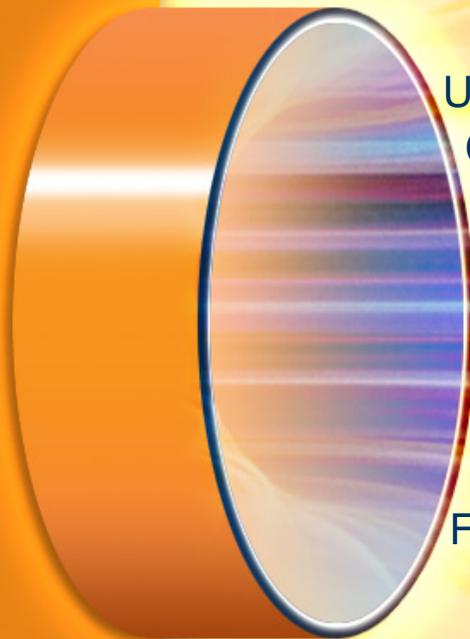
## Service delivery platform

### Residential

Platform capable of delivering a wide variety of services over all access alternatives

### Enterprise

Platform that unifies public and corporate domains



UMTS  
Cable  
WiFi  
Powerline  
xDSL  
GSM  
CDMA  
TDMA  
FTTP / PON

## Residential



## Enterprise

