

# Next Generation Services on Broadband Access



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*April 9, 2004*  
*ICBN '04, Kobe-Japan*

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# Rapid Increase of the Bandwidth for ?



Speed

64/128 Kbps

1.5 / 8 / 12 / 24 / 40 Mbps

- 100 Mbps

Service

ISDN

ADSL

VDSL

FTTH

Applications

- Internet Access

- Small Size VoD

-???

- E-mail / WWW

- Streaming

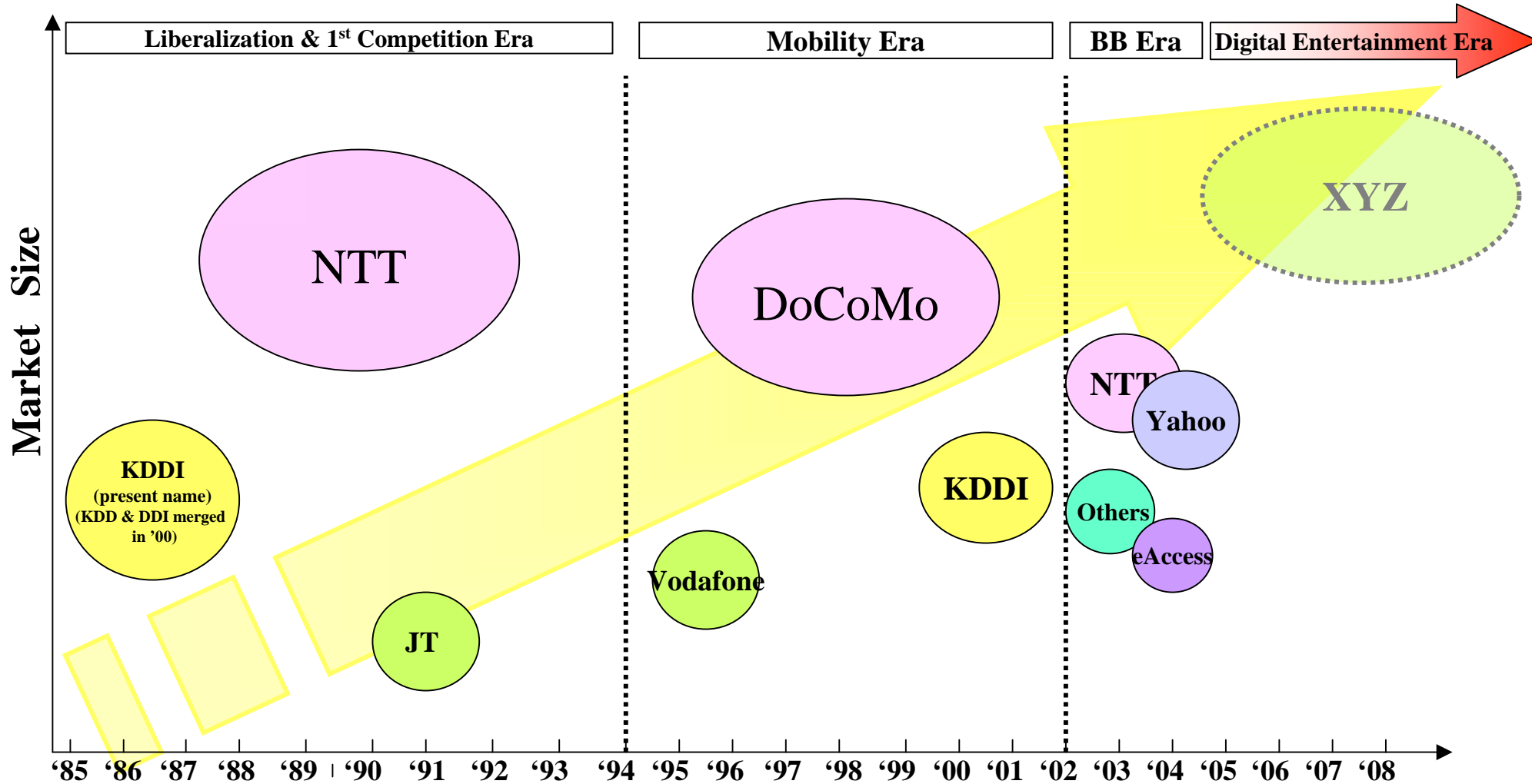
(Free service)

## A Question!

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*How does a service provider build a sustainable competitive advantage and a growing, profitable business in consumer broadband ?*

# Evolution of Japanese Telecom Market



Source: MPHPT reports, Analysts Reports & LTJ Estimate

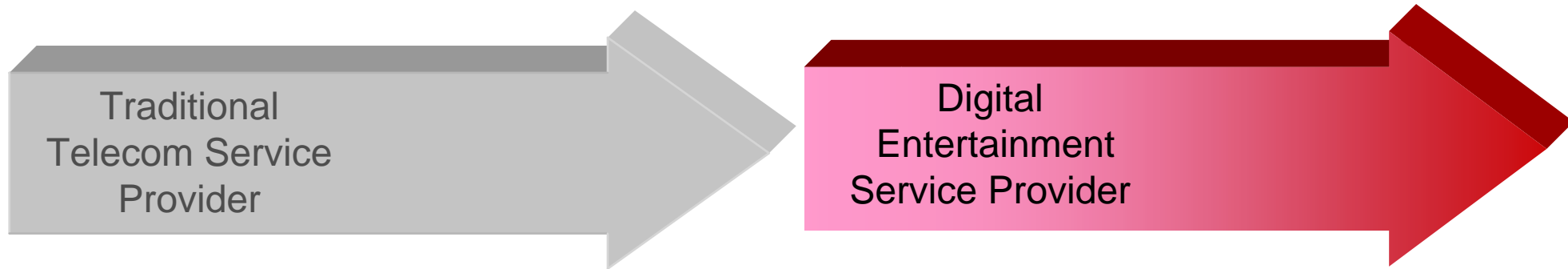
# Digital Entertainment Service Platform (DESP)

▶ Offering the consumer....

- A rich array of video and audio entertainment services bundled at attractive prices
- Easy do-it-yourself self installation
- Bundled service offerings that also include high speed internet access as well as voice telephony services



# Migration to Digital Entertainment Service Provider



- ▶ **Change playing field from internet access to broadband digital entertainment services**
- ▶ **Differentiate business proposition**

**Speed, Execution, Differentiation**

# Broadband Access enables New Revenue Services

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- ▶ **Broadband Access enables the **Digital Entertainment Service** in terms of carrying voice, data and video to the consumer**
- ▶ **Broadband Access makes it possible to think of ‘video’ cheaply.. New services**
- ▶ **Broadband Access supports convergence of voice, data and video services**
  - **New services like Click-to-dial, gaming, etc.**
- ▶ **Broadband Access allows a single multimedia services portal through which the user can ask for any voice, data or video services**
  - **Common way of self provisioning , managing content, billing , etc.**
- ▶ **Packetization of all media also allows efficient and lower cost handling of all media**
  - **Supports all IP-video.. Makes handling of content easier**

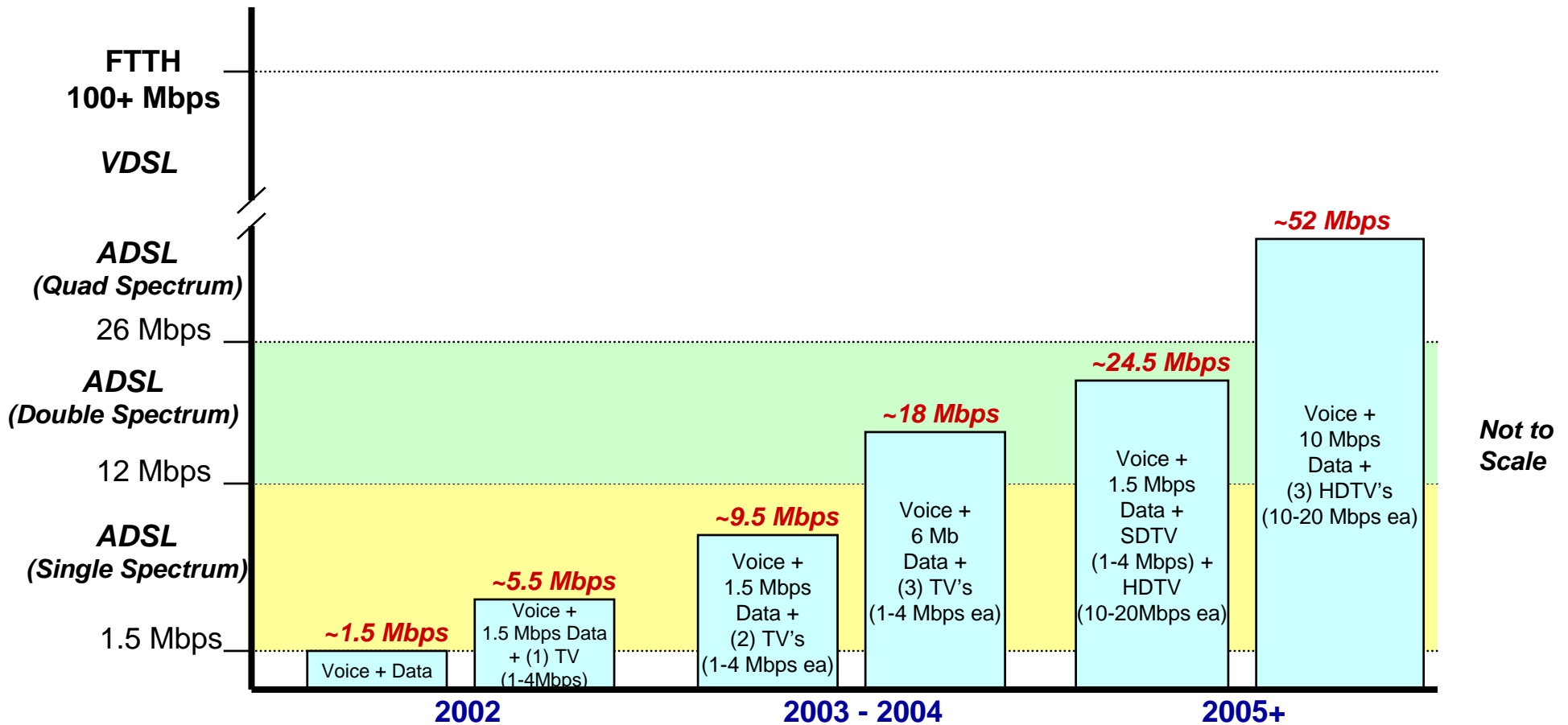
# Anticipated Revenues From Full-Service Bundling

| Service                       | Anticipated Monthly Revenue |              |              |
|-------------------------------|-----------------------------|--------------|--------------|
|                               | Per Service                 | Per Category | Per Customer |
| Basic Broadcast TV            | \$25–\$35                   | \$38–\$85    | \$80–\$150   |
| Premium Subscription Channels | ~\$12                       |              |              |
| Internet to TV                | \$10–\$20                   |              |              |
| Personal Video Recorder       | \$8–\$10                    |              |              |
| Video on Demand               | \$5                         |              |              |
| High Speed Internet Access    | \$25–\$50                   | \$20–\$50    |              |
| Local Telephony               | \$10–\$30                   | \$30–\$60    |              |
| Long Distance Telephony       | \$20–\$30                   |              |              |

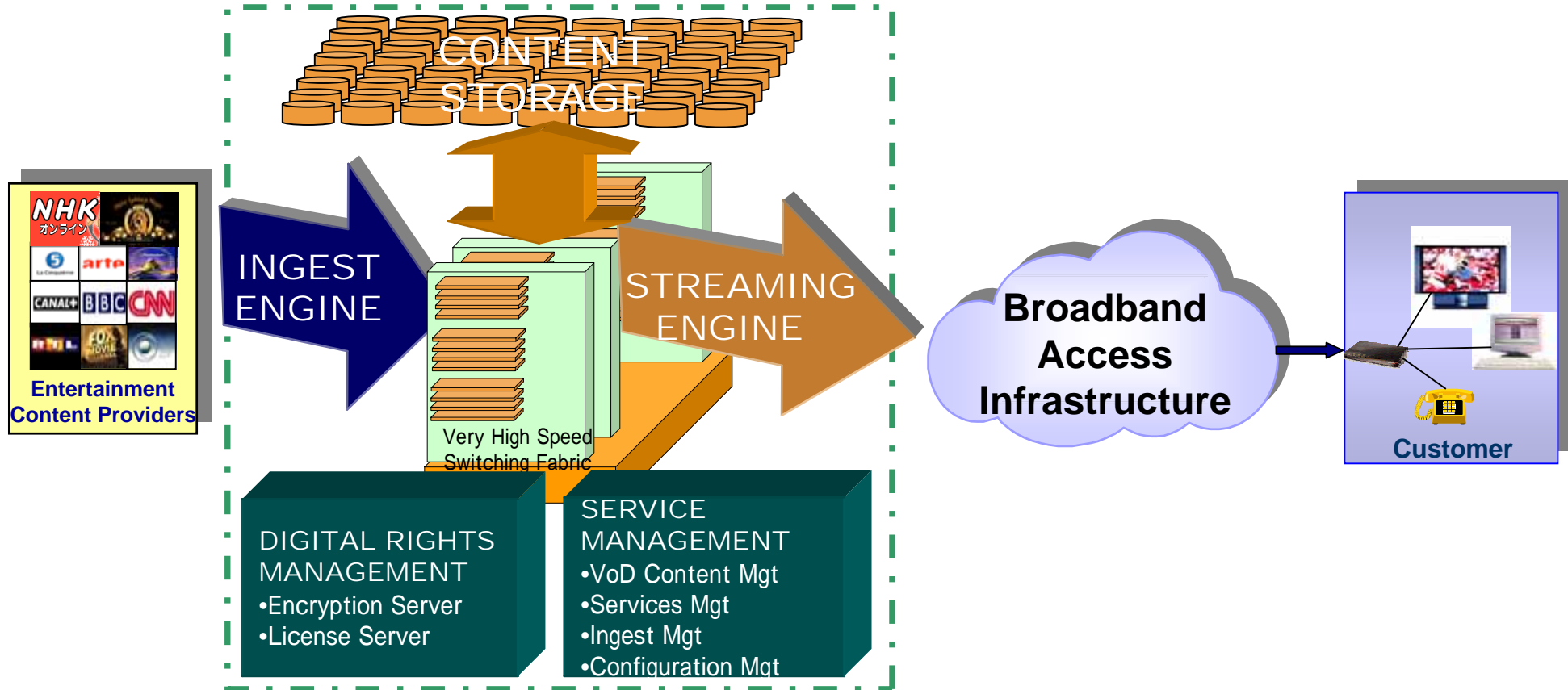
Source: Bell Lab White Paper



# Key Trends in Access: Bandwidth Requirements



# Vision....



# Potential Services

- Digital TV (DTV)
- Pay-Per-View (PPV)
- Video on Demand (VOD)
- Interactive guides
- Caller ID
- Web portal
- Favorites/reminders
- Pause live TV
- Digital music
- Parental controls/settings
- IP-based Emergency Alert System (EAS)
- Network PVR



**Thank You**