



# Will the Telcos of Today Become the Digital Supermarkets of Tomorrow?

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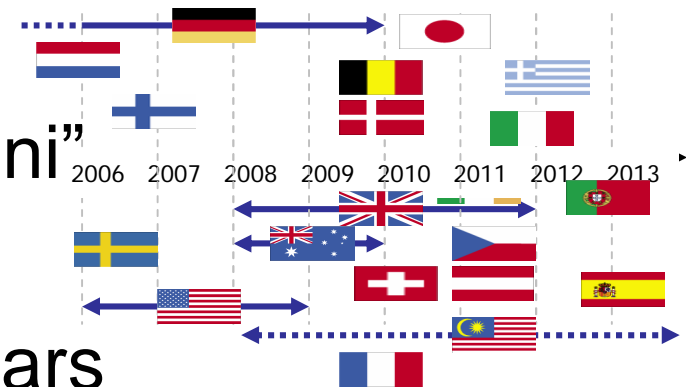
- Introduction
- Change
- Convergence
- Moving Forward
- Digital Operators
- Digital Pros and Cons
- Conclusion



- Once, One Product Meant One Network
  - Telephones, Television, Video
- Operators Now Offering
  - Voice, Video, Data, Mobility
  - Parallel Networks – Costly
- In the Future, Operators:
  - Will deal in digital everything
  - Morph into Lean, Efficient Single Network
- Change



- Old Products Delivered in a New Way
- Mystery New Products
  - Real and Non Real Time, QoS, Bandwidth...
- Customer Expectations
  - Home hubs, Security, “Martini”
- Telecom Operators do TV
  - Analogue to Digital in ~5 Years
  - 30% Men Saw World Cup on a non TV Device
- Convergence





- Fixed – Mobile Convergence
  - Fusion, Device Chooses Technology
- Electronic Equipment
  - Tape, DAC, CD, DVD, Hard Drive, PC≠PC
- Electronic Media Services
  - Triple Play, Quad Play
  - One Bill but Different Technology
- IT
- Moving Forward



- Digitally Clutter Free
  - Home Hub, Cat5e/6, Wireless, FST, TV-Email, VDSL 250M, FTTH/C, AI
- Personalised E-Services
- Digital Operators

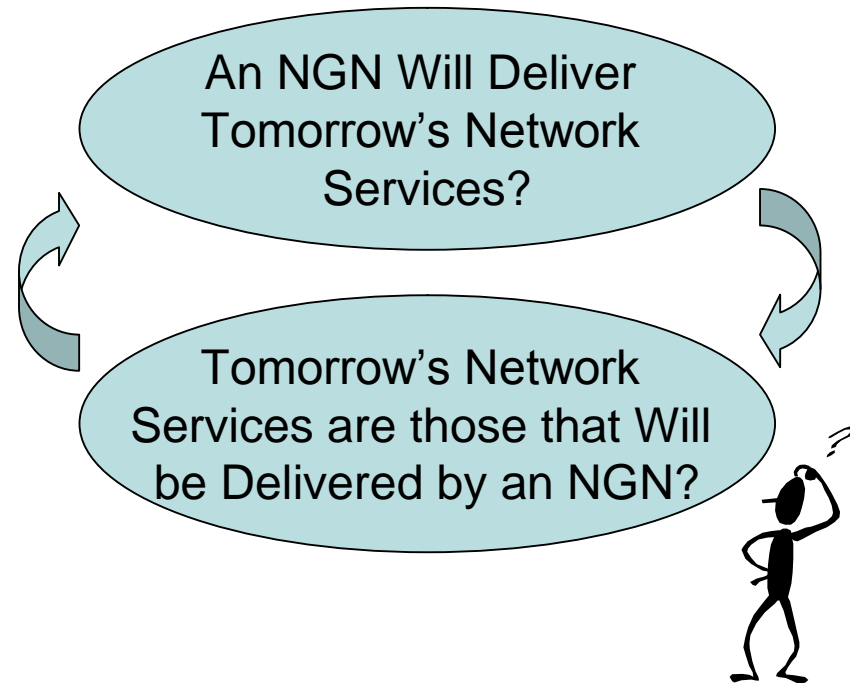




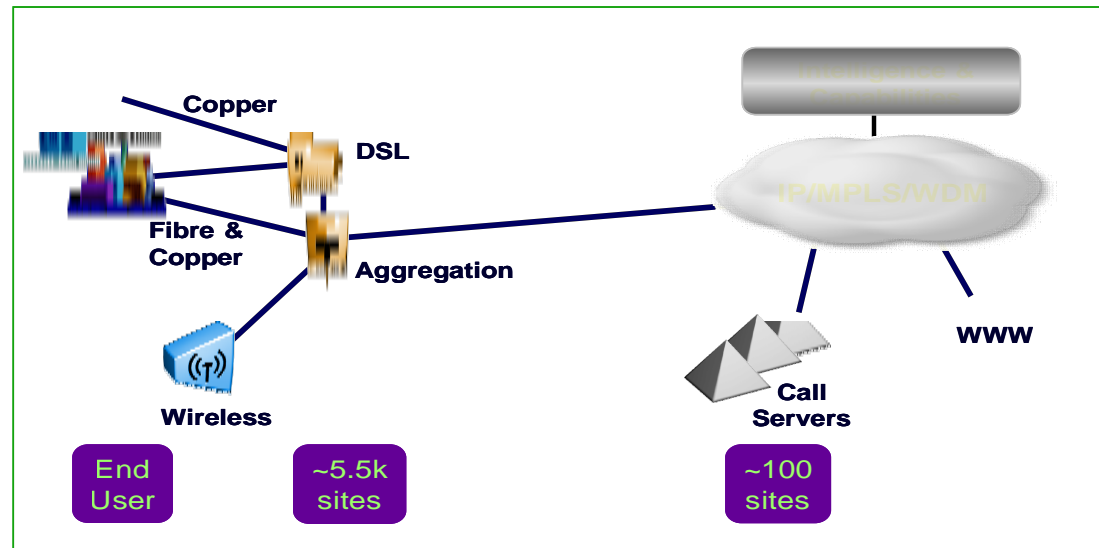
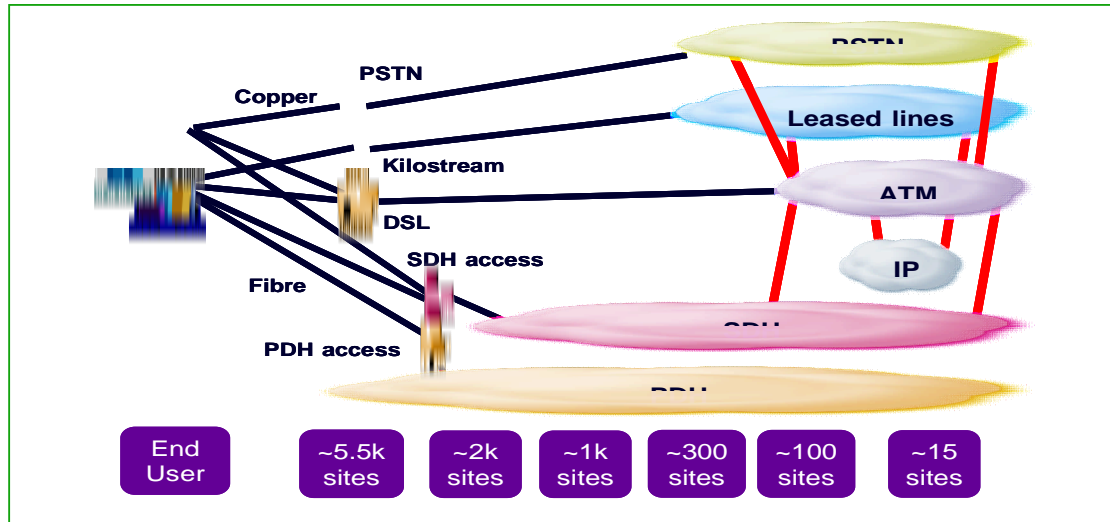
- A Next Generation Network (NGN) is a packet-based network able to provide services including Telecommunication Services and able to make use of multiple broadband, QoS-enabled transport technologies and in which service-related functions are independent from underlying transport-related technologies. It offers unrestricted access by users to different service providers. It supports generalized mobility which will allow consistent and ubiquitous provision of services to users.*



- What is an NGN?
  - Standards, Economies, Quick to Market
- Characteristics
  - Flex: BW, Real-Time
  - Efficient
  - Reliable
  - Future Proof
  - QoS
- Current NGNs











- Time Efficiency
  - Planes, Trains and Automobiles
- Business Needs
  - Time to Market
- Alternative Revenues
  - Partnerships – Products - Supermarket
  - Partnerships – Use NGN
  - ARPU
- It's not cheap



- Change
  - One Network  $\neq$  One Application
  - One Network = Many Applications
- Convergence
- Moving Forward
- Digital Operators
- Digital Pros and Cons

The Socket in the Wall is the Supermarket Shelf of Tomorrow