












## 2<sup>nd</sup> Annual BROADBAND CONNECT SUMMIT 2008

London 30th June 2008

*Enabling Broadband for Mobile and IPTV*

### INDUSTRY PARTNERS:

### MEDIA PARTNERS:

### OVERVIEW

2007 has been a challenging year for the industry. 2008 will be a more demanding business environment as competition grows fiercer and it will be a turning point for many. It is predicted that the European broadband market alone will be worth 3bn euros (£2bn) in the next five years and it is suggested that the introduction of HSPA+ - a further evolution of 3G which will see download speeds increase to 28.8Mbps – will further diminish the need for alternative high-speed mobile broadband technologies such as WiMAX or will it?

Mobile Broadband and IPTV are the two most expanding growth sectors and the most talked about subject areas in the industry to date.

The business case for Mobile broadband networks is indeed very strong. A lot of Operators especially in Europe are beginning to deploy initial rollouts of HSPA technologies whilst the adoption of the Mobile WiMAX with its unique applications and services remain very strong.

IPTV on the other hand is fast evolving with the emerging resonance of what the marketers called the “Bundle Jungle”. The commercial bundling of IPTV, VoIP and Internet access, referred to as Triple Play service (adding Mobility then called Quadruple Play) is now being delivered not only to consumers but also to corporate LANs.

Although huge growths are predicted, IPTV households are expected to increase worldwide from seven million to 48 million between now and 2019 – a 60% annual growth rate over 5 years. Scalability challenges are key in meeting demands for a smoother quality of service.

The Debate therefore is a continuing one. The next generation networks calls for the gathering of industry Thought leaders and Business leaders to address some critical issues which will impact the future of communication.



*“The internet is dead and boring. Broadband isn’t just a last-mile access infrastructure game; it’s about moving bytes upon bytes as efficiently as possible through a multi-tier infrastructure...”*

*-Mark Cuban, Dallas Mavericks*

### **BROADBAND CONNECT SUMMIT 2008**

The Broadband Connect Summit is designed specifically for high-level executives and informed industry leaders from Telecom and Mobile Operators, Service Providers and Global enterprises

Broadband Connect Summit is one of the premier events in the Broadband technology sector bringing together industry leaders and stakeholders examining and discussing key issues that face the industry today.

It is not a conventional conference or tradeshow but utilises a unique format that ensures opportunity to digest, dissect and discuss critical issues and presentations in small focus groups.

It is structured, interactive and inclusive which is conducive to a healthy discussion and ultimately, more effective in providing a much broader perspective from all of the participants.

This format also facilitates networking, benchmarking and interaction which are vital parts in achieving the agenda that all of the participants genuinely value.

The Summit and the key topics are carefully structured and researched. It provides opportunities to:

- Share experiences
- Augment the Thought Leadership Content
- Feature Presentations and Demonstrations
- Explore Network Markets and Opportunities

## INDUSTRY PARTNERS



The Broadband Services Forum is an international industry resource that provides a forum for dialogue and development, along with the tools and information to address the fundamental business and technology issues vital to the growth and health of the broadband industry. The Broadband Services Forum fosters collaboration across the broadband value chain including content, service and technology providers

For further info: [www.broadbandservicesforum.org](http://www.broadbandservicesforum.org)



The Wi-Fi Alliance is a global, non-profit industry association of more than 300 member companies devoted to promoting the growth of wireless Local Area Networks (WLANs). Since the introduction of the Wi-Fi Alliance's certification program in March 2000, more than 3,000 products have been designated as Wi-Fi CERTIFIED™, encouraging the expanded use of Wi-Fi products and services across the consumer and enterprise markets.

For Further Info: [www.wi-fi.org](http://www.wi-fi.org)



Formed in 1996, The UMTS Forum is an international industry association committed to the success of Third Generation (3G) UMTS mobile systems. Bringing together players from across the mobile industry on a peer-to-peer basis, The UMTS Forum promotes a common vision of 3G/UMTS and its evolution as well as its worldwide commercial success. Membership of The UMTS Forum is open to all organizations with a commercial interest in 3G/UMTS mobile – including fixed and mobile network operators, infrastructure vendors, terminal device manufacturers, regulators, media/content providers and developers of 3G/UMTS services and applications.

For further info, please visit [www.ums-forum.org](http://www.ums-forum.org)

## MEDIA PARTNERS



Converge! Network Digest covers the convergence of broadband telecommunications networking through daily and weekly e-mail newsletters and our Web site. Converge! Network Digest provides comprehensive, insightful coverage of the convergence of networking technologies.

**For Further info, please visit:** [www.convergedigest.com](http://www.convergedigest.com)



TVover.net is a leading site that aggregates news and information about IPTV, Internet TV, and related topics. In addition we provide a directory of web sites offering video or Internet TV, forums for discussion (IPTV Forums), and an informational site (IPTV Information).

**For more information, please visit** [www.tvover.net](http://www.tvover.net) or contact us at [info@tvover.net](mailto:info@tvover.net)



VoIP Monitor is an online weblog covering news, analysis, information and opinions relating to voice over IP and Internet telephony. Since 2005, VoIP Monitor has been filtering through the latest headlines and press releases to provide the top stories in a high-impact online format. In addition, VoIP Monitor's content is also available via RSS and a daily newsletter.

**For more information please visit** <http://www.voipmonitor.net/> or contact us at [info@voipmonitor.net](mailto:info@voipmonitor.net).



The Connect-World series of magazines provides a forum where the highest-level decision makers in the telecommunications and information technology sectors can air their views regarding the impact these technologies have upon regional development.

Connect-World publishes editions for each major region: Africa and the Middle East, Europe, Global, Latin America, North America, India and EMEA. Connect-World's articles, written in non-technical English by the world's top decision makers, discuss how information and communications technologies help to shape regional development.

Connect-World is a major sponsor of most influential trade shows and the publications are available in both print and online [www.connect-world.com](http://www.connect-world.com) formats.

**For more information, please visit** [www.connect-world.com](http://www.connect-world.com)



**VOIP News** is a leading news and information source for business buyers in the VoIP and internet telephony markets. The site provides in-depth product reviews, buyer's guides, product comparisons, news, market analysis, whitepapers, and other information readers need to choose and buy the latest and best VoIP hardware, software and services for their

business. The site is produced by some of the most experienced internet telephony editors and analysts in the community and is attracts a unique, high-quality community of VoIP buyers and vendors. In addition to news and product information, *VOIP News* editors and analysts also produce webinars, newsletters and other targeted content. By acting as an independent third-party adviser, *VOIP News* has become a trusted source for millions of VoIP buyers.

For more information please visit, [www.voip-news.com](http://www.voip-news.com)



Telecompaper is well respected, independent research and publishing company focused on the telecommunications industry. Founded in 2000, Telecompaper now employs 15 editors and analysts at its headquarters in Houten, The Netherlands, and also employs correspondents in various countries who track their local telecom markets. Telecompaper provides international customers with newswires, reports, research support, and advisory services. Telecompaper actively monitors the latest developments in the global telecommunications industry. We can develop a bespoke news feed or corporate intranet solution, but also offer several pre-defined feeds such as the Broadband News, Mobile News, Fixed News, Asia Telecom Daily, and Dutch News.

For more information please visit [www.telecompaper.com](http://www.telecompaper.com)

#### OUR VENUE: TBC



#### 2008 HOT TOPICS INCLUDE:

##### ON MOBILE BROADBAND

- Will Mobile Broadband increase productivity for enterprises?
- Will Mobile Broadband replace Wi-Fi or will it just complement it?
- Wi-Fi Broadband available anytime, anywhere and on the move.
- Is Mobile Broadband pricing too complex?
- How will Broadband access provide a level playing field for healthy competition?
- Will Mobile WiMAX, HSDPA, UMTS, TDD compete with metro and municipal networks? The ubiquity of 3G services.
- Is industry certification the only road to Interoperability and mass adoption?
- Is cost eventually a key driver for increased business uptake of Mobile Broadband?
- How will Mobility transform the way people work or it just a social trend?
- Which broadband technologies will prevail? What role will new technology like FMC, Femtocells, HSDPA or Mobile WiMAX will take and change speed and access?
- How mobile Broadband can generate interest in User Generated Media or Social Media – The transformative revolution in entertainment, news media, personal communication, search and advertising and building communities?

##### ON IPTV

- Is IPTV the next great frontier?
- Are Video on Demand (VOD) and the Quad Bundle another way to skin the cat?
- Strategic role of gateways of maintaining the quality of triple play service experience

- Does television really have a future - how can the traditional TV channel evolve to compete with the new IPTV or mobile TV?
- How will IPTV affect the next-gen multimedia whole-home networking technology
- Revenue sharing business models with third party sites for IPTV rollout.
- IPTV vs. Web TV
- The continuing debate on content Security Solutions for IPTV. Watermarking, Fingerprinting or virtual smart cards; how are they rated?
- How will the CDN platforms change the way content is delivered and distributed?
- Is content safe from piracy on IP Network or the Internet?
- Is collaborative filtering and features of social media leveraged against the democratisation of the airwaves by opening up of user-generated channels
- The DRM debate: is DRM dead or potentially could become ubiquitous as IPTV schema rolls out
- Interoperability and scalability issues of Network Content solutions: is middleware vulnerable?
- The regulatory challenges of the IPTV value chain: The EU perspective

*"IPTV has overcome some hurdles and 2008 is looking to be a strong positive year for the industry. In addition to targeted, relevant content and enhanced two-way communication with viewers, 2008 will bring faster network speeds, which will propel new and better IPTV content*

*- Stephen Horn, CEO, Webedge*

## PREVIOUS EVENT TESTIMONIALS

"Thank you. It was all very valuable experience for me and I appreciate you and your team's organisation and hospitality – I felt very much at ease with the whole event "

-Senior Manager, **Sony Europe**

"It's always hard to know exactly what will be the real points of interest, but at least it was a different perspective. I thought it was a good event – certainly an interesting range of people."

-Director Competition Policy, **OFCOM**

"Thanks for the good day yesterday. Would be grateful if you could forward BT and Jungo slides – very interesting stuff..."

-Group Marketing Director, **Gamma Telecom**

"First, I would like to thank you for a wonderful event. We had good networking opportunities there".

- Events Manager, **Jungo Ltd.**

## PREVIOUS ATTENDEES INCLUDED:

**ACCENTURE** , Senior Executive CHT

**ALCATEL-LUCENT**, Messaging Manager Convergence

**ALCATEL-LUCENT**, VP Multimedia Business Unit

**ALCATEL-LUCENT** Director, Content and Future Media Team

**ARABTEL** General Manager

**ARCOR** , Chief Operating Officer  
**BELGACOM** Director of Strategy and Planning  
**BRITISH TELECOM** Director of Mobility, BT Global Services  
**BROADBAND SERVICES FORUM (BSF)** Director  
**BT GLOBAL SERVICES**, Project Manager  
**CONNECT-WORLD MAGAZINE** Publisher  
**CONVERGE DIGEST** Publisher  
**DEPARTMENT 83** Managing Director  
**DEUTCHE TELEKOM** Manager Business Affairs and T-Online International  
**DSL FORUM**, Chief Operating Officer  
**EASYNET** UK Sales and Marketing Manager  
**EIRCOM** Head of Broadband  
**FIRST MILE NETWORKS** Chairman  
**FIRST MILE NETWORKS** Managing Director  
**GAMMA TELECOM** Group Marketing Director  
**IBM GLOBAL SERVICES** Telco Lead EMEA  
**INTRACOM TELECOM SA** Applications and Services Manager  
**JUNGO LTD** VP Sales EMEA  
**JUNGO LTD** VP Marketing  
**KPN TELECOM B.V.** Marketing Manager  
**MICROSOFT TV** Media Services and Content Marketing Manager  
**NEIL FLETCHER & CO, Financial Advisors** Managing Partner  
**NOKIA SIEMENS NETWORK** Head of Innovation  
**OFCOM** Director Competition Policy  
**PACKETFRONT** VP Sales EMEA  
**PACKETFRONT** Consulting Systems Engineer  
**PACKETFRONT** Director of Business Development  
**PACKETFRONT** Senior Advisor  
**PFMAN, Financial Advisors** Managing Partner  
**PLAYBOY TV**Head of Content  
**PN Consultants**, Managing Consultant  
**SIEMENS HOME AND OFFICE DEVICES**, Managing Director UK  
**SONY EUROPE** Senior Manager, Technology and Standards  
**SWISSCOM**, Head of Product Management  
**TELECOM ITALIA**, Business Innovation Analyst  
**TELEKOM AUSTRIA**, Director of Platform and Technology  
**THE CLOUD**, Group Director of Business Development  
**WALT DISNEY INTERNET GROUP**, General Manager, Online and Interactive TV  
**WALT DISNEY INTERNET GROUP**, VP Strategy and Business Development  
**WI-FI ALLIANCE**, Director  
**YANKEE GROUP**, Regional Account Executive  
**YANKEE GROUP**, Director of Broadband and Media EMEA



### WHY ATTEND?

- Join the Telecoms, Enterprises and Service Providers community in shaping the industry's agenda of future infrastructure
- Meet the visionaries that drive the business models for Broadband.
- Discover targets for new revenue streams and monetising models.
- Target an attentive audience of leading customers, carriers, content providers, media and broadcast executives including mobile and wireless operators.

- Market your vision to industry leaders and innovators

### WHO SHOULD ATTEND?

- CEOs, CMOs, CIOs and CTOs
- Managing Directors
- Marketing Directors
- IT Directors, Head of Infrastructure
- Media Strategists/Heads of Strategy

### WHICH INDUSTRIES?

- Telecoms ISPs and Mobile Operators
- MVNOs and WISPs
- IPTV Network and Wireless Operators
- Handset and OEMs
- Broadcast, Media and Content Owners
- WiMAX and Mobile Broadband Operators
- Global enterprises
- Government and Public sector
- Emergency and Security Services
- Broadband service providers
- Cable and Satellite broadcasters

### WE GUARANTEE:

- Maximum Delivery
- Value for Money
- Pre-qualified Attendees
- Highly level of Research
- Panel Integrity for Maximum Impact
- The Debate will move the industry forward

### OUR DIFFERENTIATOR:

Integrity is a big word. But at Technosummits, we strive to create a platform where ideas can grow organically and where Participants can speak their mind freely. If we can encourage free discussion of issues that does not need to be resolved at the time but can move things forward toward a continuing dialogue, then this Summit is for you...

Please contact us on [info@technosummits.com](mailto:info@technosummits.com) or visit our website: [www.technosummits.com](http://www.technosummits.com)

**Broadband Connect Summit** brings together industry leaders and pioneering end users for an active interchange about Broadband technologies and new business opportunities. The key is to start building those relationships with potential clients or investors and put your message across the marketplace and become the Broadband "Service technology provider of Choice".