



The Home Network as an IPTV Value Add

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What We Do, Who We Are

The Broadband Services Forum is the leading international resource in providing 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.



The CNIA Group



Walt Disney Internet Group



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Environment

- **The home network can be a service enabler or inhibitor to the service provider**
- **Focus on designing and deploying IPTV networks from the head end to the subscriber edge**
- **Content ultimately distributed over the home network – will determine the user's quality of experience and evaluation of the IPTV service**
- **Telcos are just beginning to look at the implications of the home network and the CE devices that exist on it**

Environment

- **Number of in-home devices will continue to grow, as will consumers' desire to use them**
- **Numerous technology candidates for in-home content distribution**
- **Development in the CE space to own in-home distribution**
- **Content centralization is desirable to consumers, but distribution is likely to persist**

What the Home Network Needs to Support

- Attracts and retains subscribers with low cost entry point and customizable service options
- Low marginal cost, additive to basic triple play
- Clear path to ARPU growth

Market Proven

Entertainment	Productivity/Reference	Communications
IPTV (Broadcast)	Security Anti-Virus Firewall SPAM URL Filtering	Voice (VoIP)
VoD		Tiered VPN
PVR	Back-up and recovery	Personal Video
nPVR	Home Monitoring	Email
Replay TV	Info Services Financial, News, Travel	Fax Service
Streaming Music, Radio, Concerts	Personal Storage Images, Video Data	Instant Messaging
Gaming Downloads	Distributed Printing Photos, Etc.	WiFi-enabled mobile
Real-Time Gaming	Dynamic Bandwidth Upgrades	Video-Telephony
Multiplayer Hosting		Online Collaboration
Info Services Sports, Games, Hobbies		TV Caller ID

Each sub picks own custom service bundle

Burning Questions

- **Should IPTV providers play in the home network?**
 - What is the rationale? What value can the provider bring?
- **Who are the players in the home network ecosystem?**
 - Which segments and companies are positioned to win?
- **What are users' expectations for the home network?**
 - What do they want for information and entertainment delivery?
 - How does this fit with their expectations of the service provider?

The Panel

- **Brett Azuma (President, Ovum North America)**
- **Allen Easty (CTO & Co-Founder, Optical Entertainment Network (OEN))**
- **Derek Kuhn (Senior Director Marketing and Business Development, Alcatel-Lucent)**
- **Paul Baker (Sr. Production Line Manager, Motorola)**