

Next Generation Networks (NGN)

New Service Offer

PLAN OF PRESENTATION

I- Definition

II – Implementation in some countries

III –Implementation strategies



Next Generation Networks (NGN)

New Service Offer



I - DEFINITION

Next Generation Networks (NGN)

New Service Offer : Definition

The NGN networks are drastically changing the manner of offering telecommunication services to customers.

This new offer is characterized by a standard broadband Internet access supplier (8 Mbps in Europe to-day) with unlimited use.

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New Service Offer : Definition

This unlimited offer is the basis of the service. It is invoiced at fixed price.

To this fixed price are added other services offered as a package.

The services offered can be voice, data and images.

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New Service Offer : Definition

The customer has a choice of services presented as a bundle.

Each bundle has an access with a bandwidth and services that vary with the price.

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New Service Offer : Definition

II – Implementation in some countries

Next Generation Networks (NGN) **Implementation in some countries**

The new offer of service is available in many countries in Europe, America, Asia and soon in Africa.

Some examples to show this current practice on other continents.



Next Generation Networks (NGN) Implementation in some countries

Freebox



29,99 € / mois

Accédez au monde de
la convergence multimédia

Abonnez-vous!

Pour connaître les offres et les options auxquelles vous
avez accès, saisissez votre N° de téléphone :



Internet

Une connexion Internet illimitée jusqu'
à 24 Mbit/s en réception et 1 Mbit/s
en émission en zone dégroupée.

Téléphonie

Un service de téléphonie illimitée vers les
fixes de 15 pays dont la France et des
services associés.

Télévision

Un service de télévision donnant accès à
plus de 200 chaînes en qualité numérique,
dont CANAL+LE BOUQUET et CANALSAT.

Next Generation Networks (NGN) Implementation in some countries

Free Telecom is France Telecom competitor in the data market.

Free is proposing unlimited connection with unlimited voice to some countries and television with more than 200 channels.



Next Generation Networks (NGN) Implementation in some countries

BT Broadband

All BT Broadband packages now come with these great BT Yahoo! Online features:

Option 1	Option 2	Option 3	Option 4
<p>Fast surfing £14.99 per month for the first three months £17.99 thereafter¹</p> <p>Order now >></p> <ul style="list-style-type: none"> Up to 2Mb download speed¹ 2GB monthly usage guide Our best ever online security package 5 email addresses Free online help Free connection and modem Order online and go wireless from £25² 	<p>Added security £20.99 per month for the first three months £22.99 thereafter¹</p> <p>Order now >></p> <ul style="list-style-type: none"> Up to 2Mb download speed¹ 6GB monthly usage guide Our best ever online security package including PC anti-virus, firewall and BT Identity Support 5 email addresses Free online help Free connection and modem Order online and go wireless from £25² 	<p>Wireless freedom £25.99 per month for the first three months £26.99 thereafter¹</p> <p>Order now >></p> <ul style="list-style-type: none"> Up to 2Mb download speed¹ 20GB monthly usage guide Our best ever online security package including PC anti-virus, firewall and BT Identity Support 11 email addresses Free online help Free connection and modem Free wireless router/modem² 	<p>Power surfing £29.99 per month</p> <p>Order now >></p> <ul style="list-style-type: none"> Up to 2Mb download speed¹ 40GB monthly usage guide Our best ever online security package including PC anti-virus, firewall and BT Identity Support 11 email addresses Free online help Free connection and modem Free wireless router/modem² Free evening and weekend calls when ordered with Broadband Talk³
<p>More on option 1 >></p> <p>Order now >></p>	<p>More on option 2 >></p> <p>Order now >></p>	<p>More on option 3 >></p> <p>Order now >></p>	<p>More on option 4 >></p> <p>Order now >></p>

Next Generation Networks (NGN) Implementation in some countries

The BT example illustrates the supply of the service by package. In the example, the price doubles from Package 1 to Package 4, going from £14,99 to £29,99.

This increase is due to the addition of supplementary services like antivirus, firewall, the increase of electronic addresses and capacity storage.



Next Generation Networks (NGN) Implementation in some countries



BellSouth® Internet Service

	FAST	FASTER	EVEN FASTER	FASTEST
	FastAccess DSL Lite	FastAccess DSL Ultra	FastAccess DSL Xtreme	FastAccess DSL Xtreme 6.0
Monthly Price	\$24.95 continue	\$32.95 continue	\$37.95 continue	\$46.95 continue
Special Offers	<ul style="list-style-type: none"> ◆ Internet Security products included ◆ Order online and get a FREE modem after rebate with 12-month commitment (\$75 value) 			
	Get 12 free months of Identity Theft Protection (\$190 value) OR a \$50 Visa® Gift card			
Benefits	<ul style="list-style-type: none"> ◆ Ability to talk and surf at the same time ◆ Great for frequent web surfing 	<ul style="list-style-type: none"> ◆ Ability to talk and surf at the same time ◆ Speeds up to 5x faster than FastAccess DSL Lite ◆ Great for downloading photos and music 	<ul style="list-style-type: none"> ◆ Ability to talk and surf at the same time ◆ Speeds up to 2x faster than FastAccess DSL Ultra ◆ Great for online gaming and streaming video 	<ul style="list-style-type: none"> ◆ Ability to talk and surf at the same time ◆ Our fastest Internet connection ◆ Great for online gaming and streaming video
Downstream/Upstream Speed (best effort)	Up to 256 Kbps/128 Kbps	Up to 1.5 Mbps/256 Kbps	Up to 3 Mbps/384 Kbps	Up to 6 Mbps/512 Kbps
	FAST	FASTER	EVEN FASTER	FASTEST

Next Generation Networks (NGN)

Implementation in some countries

The distinctive characteristic of the Bell Canada offer is that the prices vary with the band offered. From Option 1 to Option 4 the price increases by 50%.



Next Generation Networks (NGN)

Implementation strategies

III – Implementation strategies

Next Generation Networks (NGN)

Implementation strategies

Three essential points of the strategy :

Popularization of acces

Development of the content

Suitable commercial offer

Next Generation Networks (NGN)

Implementation strategies

Popularization of access

Broadband access rate has slowed down for some years.

To guarantee income we must provide a large volume of access.

An important obstacle to this mass access is the fact that not enough of the population has access to equipment.

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Implementation strategies

Popularization of access

We must have an incentive policy allowing the population to have quick and easy access to equipment.

It can be a legislative order with public authorities (equipment free of charge, universal access, subsidies).

Next Generation Networks (NGN)

Implementation strategies

Popularization of access

The incentive policy can be of a commercial character. It is done by the operator (pack, delay of payment, subsidies).

The target of this incentive policy is the public (households) and mass users (communities, associations, corporations, NGOs and educational institutions).

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Implementation strategies

Development of the content

The typology of income in telecoms will be disrupted; the voice part will become less and less important.

Data and images will be more and more predominant in telecom incomes.

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Implementation strategies

Development of the content

To take advantage of this change we must have data and images - we must produce contents. Unfortunately, telecom operators do not produce any at present.

It is therefore imperative to find ways and means to develop content.

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Implementation strategies

Development of the content

We must create partnerships to produce useful and commercial content.

In this way, the example of Kiosk services which have developed on fixed networks can be followed.

Next Generation Networks (NGN)

Implementation strategies

Development of the content

The contents can be entertainment (music, cinema, etc.) educational (e-learning) or financial (stock exchange, raw materials or agricultural products)

Next Generation Networks (NGN)

Implementation strategies

Suitable commercial Offer

The new way of offering telecom services allows for customers to be treated in the same way if the NGN migration is effective.

However, needs are not the same for all customers and the quality required by each customer is different.

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Implementation strategies

Suitable commercial Offer

In fact, in many rural areas the immediate need is for voice service.

We must therefore offer to this population a good quality voice service with, perhaps, narrow band Internet service in a collective way.

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Implementation strategies

Suitable commercial Offer

In other sub-rural areas the needs are in terms of mobility and narrow band data.

It is important to have infrastructures to offer voice services in an individual way (fixed and mobile).

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Implementation strategies

Suitable commercial offer

We must take into account that incomes are not necessarily high and individual data service should also be offered through Cybercafes.

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Implementation strategies

Suitable commercial offer

In urban areas, especially in capitals and economic centres, we must supply broadband access and innovative services for the public as well as for companies.

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CONCLUSION

The offer of telecommunication services changes through pressure/needs of customers, competition and technology.

This change will lead to a modification in the structure of telecom operators' incomes.

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CONCLUSION

We must invest in an efficient way to control costs and put into place competitive tariffs.

We must work in intelligent ways to find new forms of income and to guarantee our share of the market.



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THANKS FOR YOUR ATTENTION