

It is all about the Internet

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Convergence

Everything digital

Multi service terminals

All IP



The end of vertical value chains, but not the end of their control

Network

Service

Content

Terminal Equipment



Example: Television

Network: Terrestrial, Cable,
Satellite, Mobile and Fix Telecom

Service: Digital TV, Mobile TV,
IPTV, Video-on-Demand, TV on the
Internet

Content: TV programmes, Movies,
Games, Shopping, ...

Terminal Equipment: TV, Set Top Box,
DVR, PC, Mobile Phone



Public focus is on new media services ...

Growth potential of new business models

Deliver high-quality services to customers
Control the value chain

Challenges:

How to control digital content?
How to slice value chain into the Internet?
The user knows the freedom of the Internet



... but the massive value is in the
use of the Internet

Public services
Business applications
Private communications

Need to restructure
Learning
Institutions
Processes
Values
...

The reason: The Internet is a
platform, ready to use



The Future of the Internet

What we need:

IPv6

Broadband Access (e.g.
Fibre optics, Spectrum)

Investment and Innovation
in Core Networks

Openness

Long-term many options:

Clean slate approach

Multiple Internets

Expansion of current

Internet: Web of Life



There is no design goal -
We are part of an
evolutionary process

