

# Broadband

## How broad is it?



by [The Lazy Aussie](#)



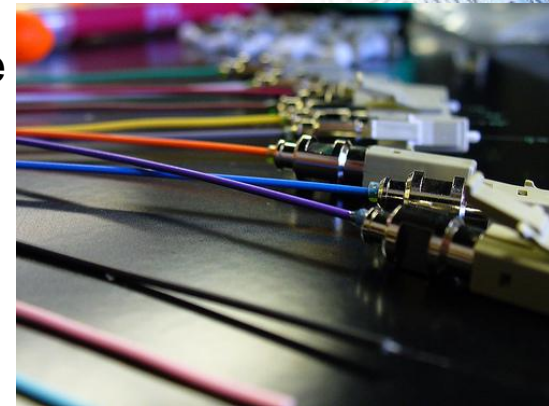
by Simon Christen - iseemooi

# Broadband

## What is it?

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- *Broadband internet* is denoting high data-transmission rate.
  - Originally capable of transmitting 256 Kbit/second or more.
  - Modern consumer broadband implementations is up to 100 times faster than this (25-30 Mbit/second) and the "price per bit" is dropping.
  - More than 1000 Mbit/second will be reached in the near future
- *Wireless broadband* will make broadband available to a global mass market
- The modern broadband speed enables TV, Telephony, Radio and Internet surfing (for instance game applications) all delivered by the same broadband connection



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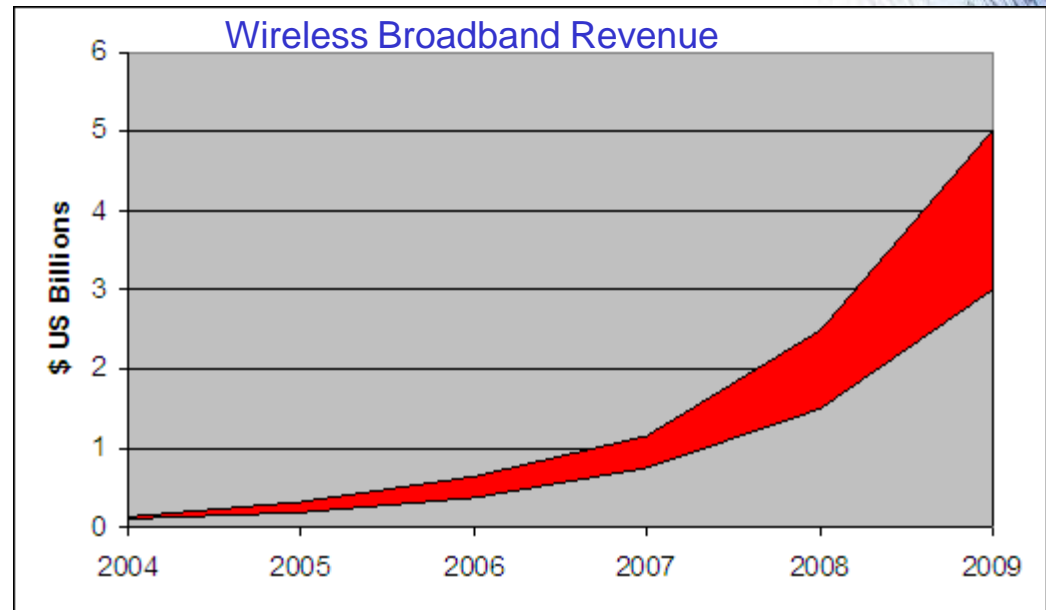
# Broadband

## Some figures

In 2005 we were more than 150 million **broadband access users**. More than 50% in Asia, less than 1% in Africa and Middle East and the rest in Europe and America. It was doubled compared to previous year. This growth rate is likely to be continued the next coming years.

The global market for **video over broadband** is about 16 billion USD at 2009

The future business model is still unclear but **pay-per-view** is the most likely model to be used



# Broadband

## Mass market is driving progress

What happens when a billion people worldwide become equipped with the tools of visual communication?

- Forecast for 2008 is one billion units of total number of cameras sold
- Consumer video have become mainstream
- Broadband internet is the highway for all these images, clips and videos
- Wireless broadband is the link to the mobile world

Content will still be King!

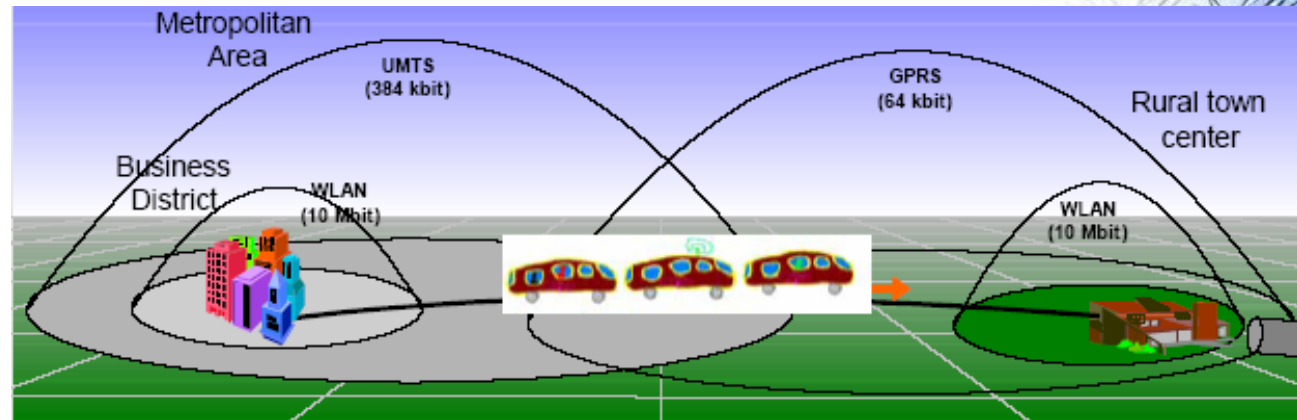


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by beety n1

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## Wireless broadband

- The key to global internet access
- A driving force for Telecom operators to deliver TV
- Enables a wide range of equipment including vehicles to connect to broadband
- Uptime management is facilitated by for instance advanced remote diagnostics



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## Wireless broadband

- Since 2005 the interest in Mobile TV has grown rapidly but still there is a lack of universal technology standards
- For the consumer Mobile TV has the potential to deliver new content that will extend to new ways of watching TV. Personal TV in a multidevice (TV, computer, mobile)
  - For instance offer interactive 3D repair instructions to the mechanics
- South Asia is leading with the rest of the world to follow



by [Isza](#)



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## HDTV over internet

- HDTV is High Definition TV with clearly better imaging capabilities compared to classic TV. Distributing over broadband is the key to HDTV without building new TV station networks
- In the broadband each TV is unique with its own internet address
  - True interactivity is possible
  - True on-demand viewing is possible
- The TV will be fully integrated with email and other internet applications
- Except the mentioned HDTV properties, the combination of games, gambling, entertainment and broadcasting is the driving force to the consumer



by [bcsla](http://bcsla)

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## HDTV over internet

- New players will try to reach new consumer groups with combination of TV and other internet applications
- Land Rover launched their “Go Beyond TV” in April 2006
  - Content is editorial, not marketing, to bring out the sense of adventure in accordance to the brand
  - The TV is web based, sent over broadband internet but not yet HDTV
  - The content can also be viewed on demand as part of a fully searchable video library

**Is this a soft product?**



# Broadband

## Summing up

- The Broadband will be the channel for TV, radio, telephony and new forms of interaction
- Wireless broadband will be the key to global reach
- Increased broadband capacity enables extended opportunities for enterprise services



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