



**FOR IMMEDIATE RELEASE**

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**Broadband Services Forum Elects Three New Members to its Board of Directors,  
Announces New Officers**

**Fremont, CALIF, May 30, 2006** – The Broadband Services Forum (BSF), an international industry resource that provides a forum to address the fundamental business and technology issues vital to the growth and health of the broadband industry, today announced the election of three new members to its Board of Directors, as well as new appointments to BSF Officer roles. Representatives from Alcatel, BT and Microsoft will join the existing Board (whose members represent Aliant Telecom, Juniper Networks, Nortel, Siemens and Telekom Austria) and will work together to set the course for the BSF into 2007.

The newly elected Board is composed of:

- Helmut Leopold of Telekom Austria, Chairman
- Phil Corman of Microsoft, Vice Chairman
- Joe Mosher of Aliant Telecom, Treasurer
- Jerry Passione of Juniper Networks, Secretary
- Matthew Marnik of Nortel, VP of Marketing
- Bob Farrell of BT, Board Member
- Thomas Ostendorf of Siemens, Board Member
- Ajay Pande of Alcatel, Board Member

In addition, Mary Francia of Philips was elected Marketing Committee Chair, and Andrew Keevil of SupportSoft was appointed Chairman for the Business Working Group.

“New broadband services like IPTV are among the most innovative technologies currently emerging in the Information and Communications Technology (ICT) area that have a disruptive impact on market environment, technology developments and customer behavior. It is of crucial importance that industries that were traditionally separated are now joining forces to face the new challenges posed by these latest technologies in a quest to benefit both society and businesses,” said Helmut Leopold, the BSF’s newly-elected Chairman and Director of Platform and Technology Management at Telekom Austria. “The BSF provides a common discussion platform to promote the most far-reaching ICT issues of our time.”

“The BSF is best positioned in the industry to take a leadership role in emerging consumer services”, remarked Phil Corman, Director of Worldwide Ecosystem Development at Microsoft TV, and BSF’s newly

elected Vice Chairman. “By working closely with leaders of the Content, Service and Technology Provider communities we can provide industry leadership and direction in emerging markets such as Broadband Services, IPTV and Internet TV to help accelerate the adoption of these innovative broadband technologies.”

At the Forum’s recent quarterly meeting in Halifax, Canada — sponsored by Aliant, one of Canada’s leading telecommunications service providers — attendees heard presentations from industry leaders and discussed initiatives critical to the continued progression of the broadband services industry. The keynote presentation was made by Graham Henderson, President of the Canadian Recording Industry Association, entitled “On Line Music: Redefining an Industry.” The two-day session featured thought-provoking discussions on a variety of topics, including:

- IPTV
- Home Networking
- Security Services
- Implications and Opportunities of IP for Content Creation
- An interactive workshop on Broadband Services
- Keys To Building a World Class Value-Added Services Program
- The BSF’s ROI Modeling Tool

The Board also held a strategic planning session subsequent to the event, and an announcement of new and continuing programs will be forthcoming. The BSF will hold its third quarterly meeting in Amsterdam, Netherlands, on September 13 and 14. The meeting, hosted by Philips, will take place immediately following the IBC show and is open both to BSF members and non-members. For more information, please visit the BSF website.

The BSF would like to thank the outgoing members of the Board for their significant contribution and ongoing commitment to the organization:

- Derek Kuhn, Alcatel
- Andy Birchall, On Demand
- Brenda Ropoulos, Cloudmark

#### **ABOUT THE BROADBAND SERVICES FORUM**

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 more information, visit [www.broadbandservicesforum.org](http://www.broadbandservicesforum.org)