



FOR IMMEDIATE RELEASE

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**Broadband Services Forum Announces
Q4 “Members Only” Meeting to Review & Discuss Next Steps for New Broadband
Services**

***BSF Also Delivers Next Generation Media Convergence Message
at Bro@dbandWeek Europe***

Fremont, CA, November 30, 2006 – The Broadband Services Forum (BSF), an international industry resource focused on the fundamental business and technology issues of the broadband industry, announced today that it will hold its next quarterly meeting in San Francisco, CA on December 6 and 7. At this “members-only” meeting hosted by SupportSoft, BSF members will discuss a variety of topics that will lead to planning activities for 2007.

The BSF will also be represented at Bro@dbandWeek Europe on December 5 by Telekom Austria’s Armin Sumesgutner, Head of Innovation Management and Strategy for the carrier, who will discuss “**The New Rules for Next Generation Media Convergence.**” Sumesgutner’s presentation will cover the concepts of communications services as disruptive elements of traditional communications platforms, the promises of IPTV, the convergence of multiple end-user devices, subscriber interactivity, individualized marketing and the availability of network resources to deliver on these promises.

The day before its quarterly meeting in San Francisco, BSF will conduct its fourth Annual Content Roundtable, hosted by Warner Music Group at its Burbank studios, to discuss the impact and issues of music industry initiatives. A high level view of these findings will be presented at the BSF meeting. Other topics for discussion at the San Francisco meeting include:

- Broadband 2.0: the next generation of broadband services
- Tools that service providers need to support new applications now being offered to customers

- Early screening of results of a new consumer research project conducted by the BSF
- Broadband priorities
- Advertising and E-Commerce evolution
- Content management

Additionally, the BSF recently announced the release of four new white papers:

- IP versus Internet
- IPTV versus Internet TV
- Video Quality in IPTV Platforms
- Redefining the Quad Play with IPTV and IMS

The papers are available to members of the Broadband Services Forum on the BSF website at www.broadbandservicesforum.org. The papers are also available on a limited basis by special request only.

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

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