



FOR IMMEDIATE RELEASE

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**Broadband Services Forum Meeting Highlights the Broadband Experience from
the Consumer's Perspective**

***KPN Consumer Executive Michiel Buitelaar Delivers Keynote Address at Quarterly
Meeting in Amsterdam***

FREMONT, CA, USA - September 6, 2006 – The Broadband Services Forum (BSF) will hold its third quarterly meeting at the headquarters of Royal Philips Electronics in Amsterdam, the Netherlands, on Wednesday, September 13, following the IBC2006 event conducted in the same city. The meeting, sponsored by Philips, is open to both members and non-members and includes a keynote session from Michiel Buitelaar, Executive Director of KPN's Consumer Business Unit.

The meeting agenda will feature well-timed and thought-provoking discussions on a variety of consumer-focused topics, including:

- Consumer Experience of IPTV Content
- New Regulations for Content Distribution
- New Strategies for Broadcasters

In addition to Mr. Buitelaar and BSF Chairman Helmut Leopold, speakers at the conference include representatives from the European Broadcasting Association, the EU Commission, Philips, and Harmonic, Inc.

Gus Rodriguez of Philips Design will lead a discussion about Consumers Lifestyles and views on ambient intelligence; attendees will address the complexity of hardware and software requirements and propose efficient ways to improve the consumer experience.

An interactive workshop led by Andrew Keevil of Supportsoft, BSF Business Working Group Chair, will focus on the deployment of compelling broadband services, while technical sessions will address changes to telecommunications business models as impacted by network neutrality and technical developments such as next-generation MPEG-4 AVC high definition encoding.

“The Broadband Services Forum's work addresses a variety of fundamental business and technology issues that are critical to the future growth of the broadband industry,” said Helmut Leopold, BSF Chairman and Director of Platform and Technology Management of Telekom Austria. “Our meeting in Amsterdam will focus on various important issues both from the perspective of consumer offerings as well as the technology requirements to deliver quality and efficient services.”

The Broadband Services Forum will hold its fourth quarterly meeting in December in San Francisco, California and it will be hosted by Supportsoft.

For more information and to register for the meeting, visit: www.broadbandservicesforum.org

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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