



FOR IMMEDIATE RELEASE

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**Broadband Services Forum Members
Populate Presenter Roster at Telco TV**
BSF Releases Four New White Papers with IPTV Focus

Fremont, CA, November 6, 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 eight of its members will participate in the dialogue on IPTV strategies during the annual Telco TV conference on November 6-8, 2006 in Dallas.

Matthew Marnik, VP of Marketing of the BSF, chairs a track session entitled “Making IPTV Compatible with Mobility,” discussing the impact of convergence on all services and especially entertainment on Tuesday, November 7, 2006. Additionally, members from Alcatel, Harmonic, Juniper Networks, Nortel, and Tandberg Television will be found in educational workshops, on multiple tracks and in general panels discoursing on a wide variety of topics, from exploration of the power of IPTV, to strategies, advertising issues and opportunities, and troubleshooting the IPTV network.

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

- **IP versus Internet**

A common mis-nomenclature existing yet today in the industry is linking any common word that incorporates the letters ‘IP’ (such as IPTV) to be analogous to ‘Internet’ – which is misleading and incorrect. This document clearly defines the two terms and gives a high level explanation to help differentiate the terms.

- **IPTV versus Internet TV**

‘IPTV’ and ‘Internet TV’. Both services are understood incorrectly to refer to the same service offering. This has been misleading and resulted in delays in bringing IPTV services to market for many providers. The difference is also apparent when considering the viewpoint from which IPTV is addressed – whether describing a technology, a service, or a business model.

- **Video Quality in IPTV Platforms**

Broadband service providers are faced with the challenge to continuously re-evaluate what kind of services customers want and how they should be delivered if they are to stay competitive in the new world of network services and content business. The boundaries between historically separate networks and services are increasingly blurring, opening up brand new opportunities to enter new markets and forge new partnerships, among others, with content providers.

- **Redefining the Quad Play with IPTV and IMS**

As service providers add interactive video services to their voice, data and wireless triple-play bundles, will their subscribers be watching IPTV or engaging in a multimedia experience? There's an elegant and cost-effective way to not just deliver a voice, data, wireless and video bundle—but to integrate them seamlessly into a richly interactive and personalized experience.

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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