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Broadband Services Forum Elects First Board of Directors

New Board Committed to Industry Collaboration to Address Broadband Issues

Fremont, CALIF, June 23, 2005 – The Broadband Services Forum, 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 results of its first elections of the Board of Directors since its inception in January of 2005. Representatives from Alcatel, Aliant Telecom, Juniper Networks, net.com, Nortel, On Demand Group, Siemens, Telekom Austria and Thomson constitute the nine directors who will set the course for the Broadband Services Forum.

The results of the member company elections and board-appointed officer roles are:

- Derek Kuhn of Alcatel, Chairman
www.alcatel.com
- Craig Forbes of net.com, Vice-Chair
www.net.com
- Andy Birchall of On Demand, Vice-Chair, Europe
www.ondemand.co.uk
- Jerry Passione of Juniper Networks, Secretary
www.juniper.net
- Keith Wehmeyer of Thomson, Treasurer
www.thomson.net

- Matthew Marnik of Nortel, VP, Marketing
www.nortelnetworks.com
- Joe Mosher of Aliant Telecom/Innovatia, Member at large
www.aliant.ca
- Thomas Ostendorf of Siemens, Member at large
www.siemens.com
- Helmut Leopold of Telekom Austria, Member at large
www.telekom.at

“The Broadband Service Forum's work in the broadband services space seeks to address the fundamental business and technology issues that are vital to the future of the broadband industry,” said Derek Kuhn, who was re-elected as the BSF’s Chairman. “The recently-elected Board of Directors provides a good representation of the groups that are most affected by these issues.”

At the first two quarterly meetings of 2005 (March in Santa Monica, California and May in Cardiff, Wales), the Broadband Services Forum confirmed the direction of the group’s future initiatives — IPTV and dynamic and interactive services (such as gaming and video) were given top priority. Responding to this direction, the Board of Directors has approved the creation of a series of white papers around IPTV and interactive services, and is currently evaluating potential IPTV pilot projects.

Consistent with the integrative nature of the BSF, the new Board of Directors has also approved the creation of a liaison program for reaching out to other industry groups in the broadband space, and broadened relationships with the analyst community.

Helmut Leopold, new Broadband Services Forum Board member, said: "Against a background of disruptive trends both on the telecommunications market and in the media landscape, where old business models no longer apply, it is of vital importance to foster innovation by solving common issues in joint cooperation with all market players. Therefore, an open-minded approach

and constructive dialogue are imperative to tackle the major issues facing the multimedia industry."

The Broadband Services Forum is holding its third quarterly meeting September 14 and 15 in Vienna, Austria, hosted by Telekom Austria and its fourth quarterly meeting December 1 and 2 in Sunnyvale, California, hosted by Juniper Networks. The meetings are open to both members and non-members. For more information, please 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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