

PRESS RELEASE**Broadband Services Forum Provides Special Day of Workshops
at Digital Hollywood Meeting in Santa Monica Next Week*****BSF Discusses Delivery, Development and Dynamics of Content in a
Radically Changing Communications Environment***

FREMONT, CA; September 15, 2005 - The Broadband Services Forum (BSF), an international industry resource that fosters collaboration across the broadband value chain, announced today that it is hosting a mini-track to address the issues that relate to Content Providers, Service Providers and Technology Providers, its defined constituency, at next week's Digital Hollywood meeting in Santa Monica, California. The forum will be held on Tuesday, September 20, 2005 and is open to all conference attendees.

The BSF will address how new technology developments, relationships between content and service providers, and the way subscribers think, act and feel will impact the entertainment industry.

Three sequential segments examine the realities and possibilities of shifts in the telecommunications industry that will change the way we receive, experience, and embrace new entertainment and communications experiences. and how the two become a blended concept.

Session 1: 10:15 AM - 11:30 PM

Technology Providers Present New Developments for Delivery Vehicles

Significant changes are being made to network infrastructure, and significant consideration is being given to future development of the technology that will enable massive shifts in communication modes, reaching more subscribers in more ways than ever before possible. A combined panel of infrastructure providers, delivery device manufacturers, and "systems managers" (the way services are managed, delivered, billed, tracked) discuss what's coming, what's possible, and when it will all come together.

Participants will hear and discuss:

- The considerations developed for a content-aware network

- The dynamics of user interactivity and involvement on the network, and the impact on development, marketing, and billing for new service concepts
- Control points: where does digital rights management occur and what protection can be offered to content owners
- Delivery devices that make personalized entertainment experiences accessible and desirable in an always-on 24/7 world

Moderator: Derek Kuhn, Chairman, BSF

Speakers: Young-Sae Song, Director of Marketing, Redback; Erik Davis, Senior Vice President of Sales & Marketing, ExtendMedia; Scott Dougall, Director of Content Delivery Software, SkyStream

Session 2: 12:30 PM - 2:00 PM

Service Providers Present the Work Done To Date, Delivery Concepts, New Business Models

Telecommunications service providers have made unprecedented shifts in the way they look at and are building their network infrastructure. In the industry's more than 100 year history, never has a change of this magnitude occurred. Now present the goals of the new network, the state and timeline for the roll-out, discuss business strategies, and then open the floor town-hall style to attendee challenges: from content providers, technologists and other service providers. Designed to be an interactive, energetic and even noisy session that will provoke controversy and potentially generate new concepts for and from presenters and participants.

Participants should plan to discuss with service providers:

- Their capabilities - your concepts: where shall the twain meet?
- Realistic timelines: how do the ideas presented meet your market schedules? What if it's too soon? What if it's too late?
- Do you feel your content is protected? What happens if it's not?

Moderator: Josette Bonte, Principal Analyst, Broadband & IP Services, Ovum-RHK

Speakers: Dave Hook, Business Development Director, and Mike Scott, Systems Intelligence, 21C Networks, BT; Amy Friedlander, Sr. V.P., Programming, SBC

Session 3: 3:30 PM - 5:00 PM

Exploring How Content Providers Current Capabilities and Future Plans Impact The Exploitation of Assets

This session explores the plans and analyzes current capabilities that impact the consideration of content development, as well as generate sparks of creativity that will help turn existing and under-utilized assets into money makers. An interactive session that demonstrates and facilitates the Broadband Services Forum's goal of collaboration, exploration and learning among its constituents.

In a session that explores users' traditional habits and future capabilities that leverage, and development that could change those habits, participants will:

- Learn how to use technology to get more out of existing content assets;
- Consider how to develop content for future multi-modal capabilities;
- Build business cases that include the seamless delivery of content from device to device, when the user wants, as the user is willing to pay for it.

Moderator: Josette Bonte, Principal Analyst, Broadband & IP Services, Ovum-RHK

Speakers: Steve McKay, CEO, Entone; Kristofer Alexander, Senior Media & Entertainment Services Manager, Akamai; Steve Curran, VP of Sales, ViewNow TV

For more information about Digital Hollywood at the Loews Hotel in Santa Monica on September 19-21, 2005, or to register for the conference, visit <http://www.digitalhollywood.com/>.

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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