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National ICT Forum 2011

Mike Quigley – NBN Co



Disclaimer

This document sets out NBN Co's proposals in respect of certain aspects of the National Broadband Network. The contents of this document represent NBN Co's current position on the subject matter of this document. The contents of this document should not be relied upon by our stakeholders (or any other person) as representing NBN Co's final position on the subject matter of this document, except where stated otherwise. NBN Co's position on the subject matter of this document may also be impacted by legislative and regulatory developments in respect of the National Broadband Network. All prices shown in this document are exclusive of any GST.



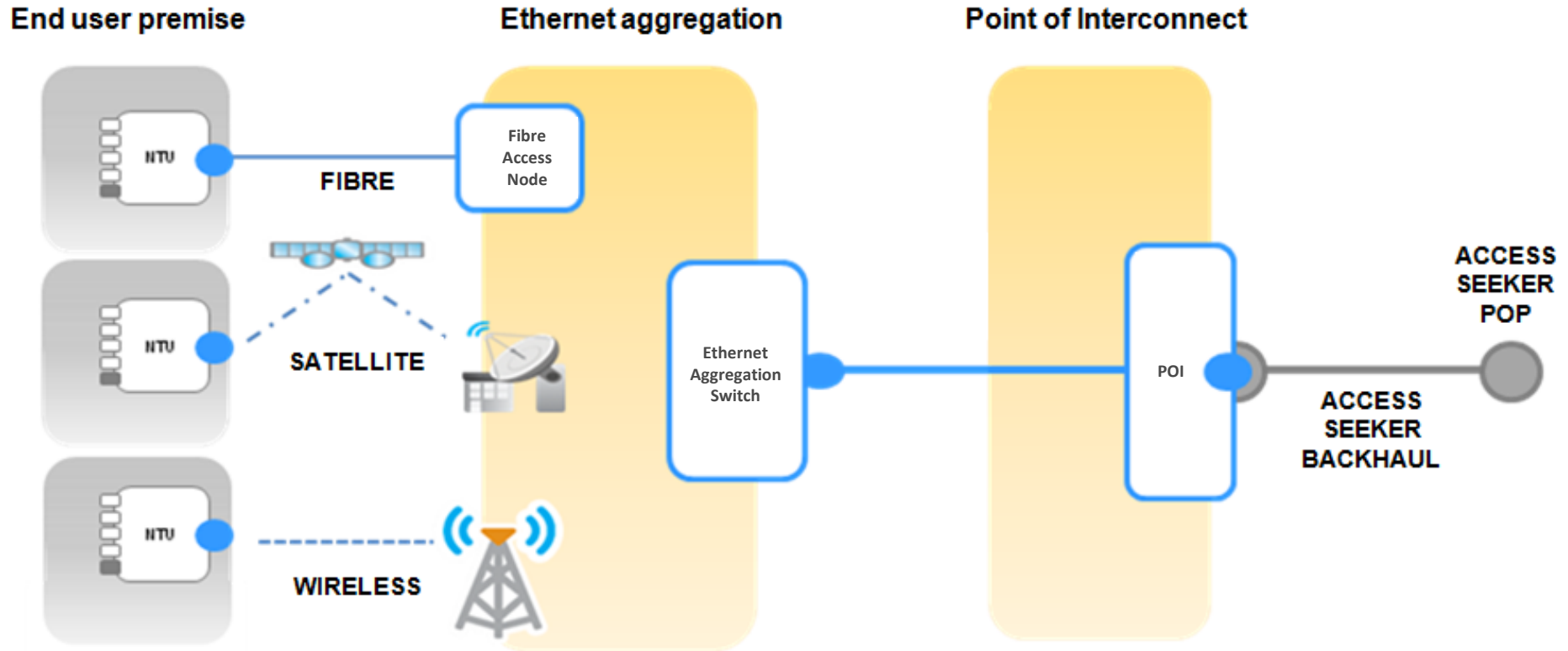
2011: Building, testing, onboarding

What we plan to do in 2011

- 1 Rollout and volumes
- 2 1st Release
- 3 Greenfield
- 4 Finalise Telstra Agreement
- 5 Corp Plan Milestones

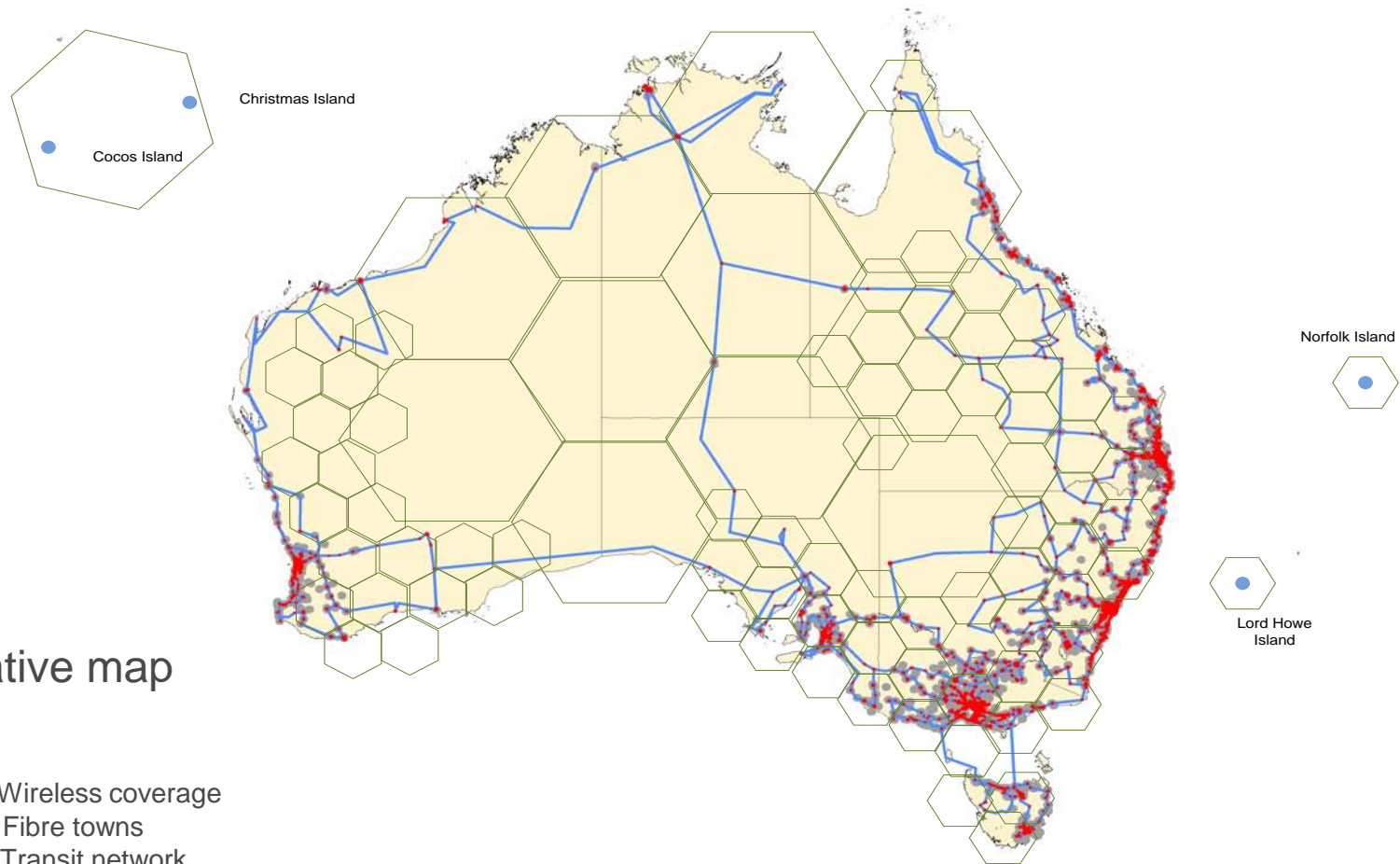
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Three technologies – One access interface



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93% Fibre + 7% (wireless + Satellite)



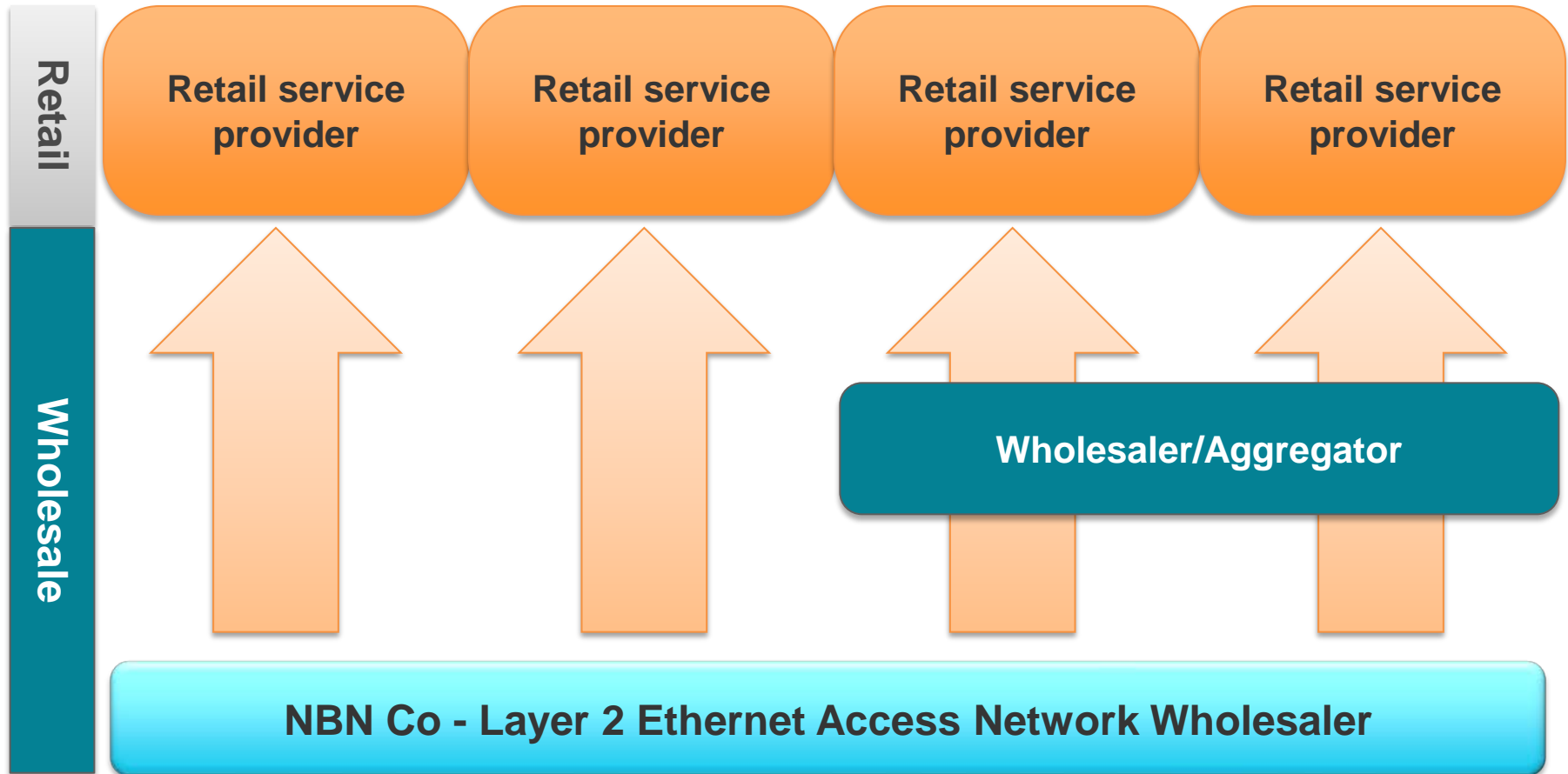
Indicative map

Legend:

- Grey Wireless coverage
- Red Fibre towns
- Blue Transit network
- Green Satellite coverage

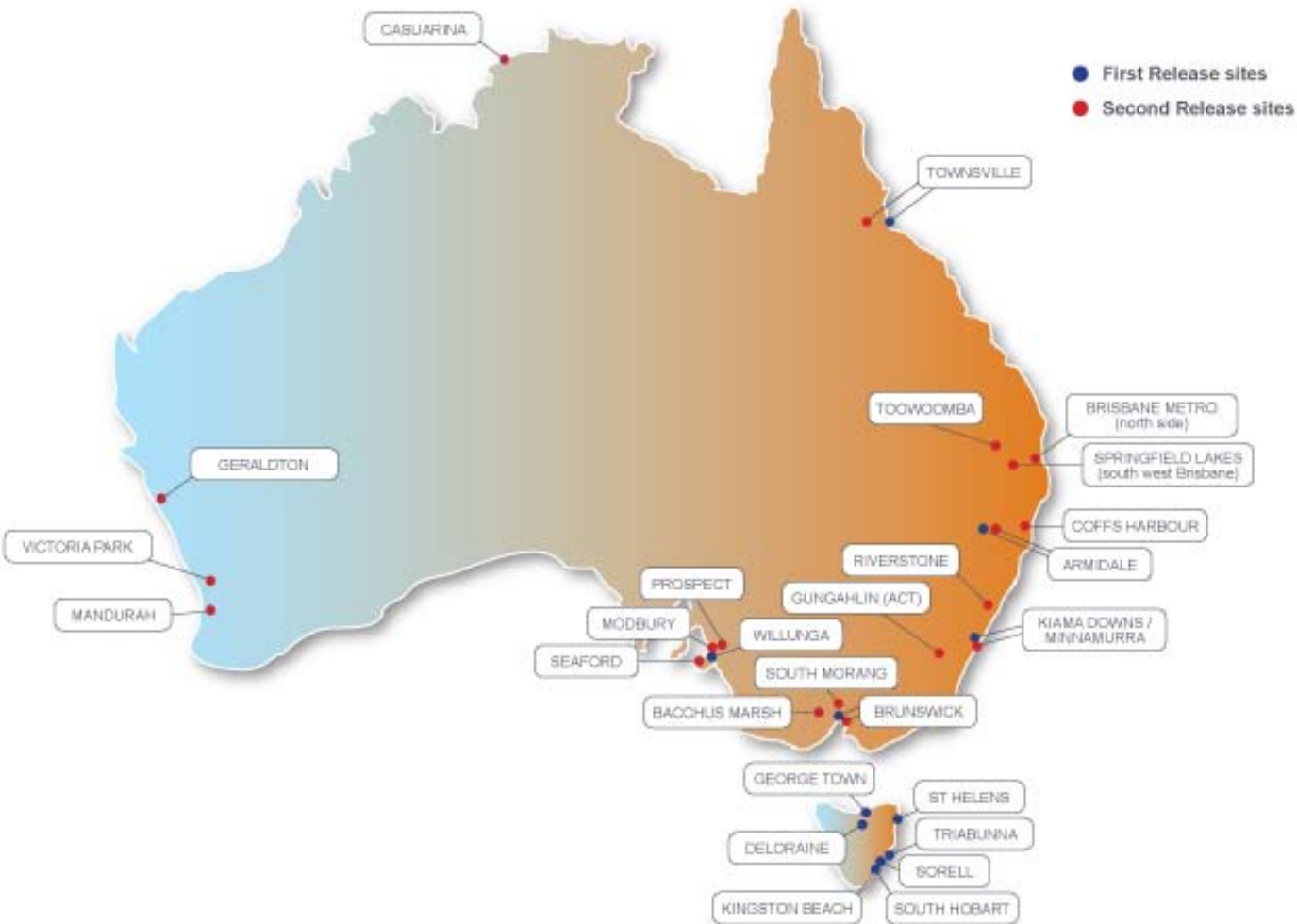
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Wholesale and Retail Business Models



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Five mainland First Release Sites nearing completion



Dejay Signs – Large file transfer



“I didn’t think the NBN would make a difference. Then my next door neighbour connected and I saw how fast his was - I was just amazed. I left his house, walked home and rang my supplier immediately.”

David Jones - Owner, Dejay Signs

Summary

COMPANY/INDIVIDUAL: David Jones, Dejay Signs

LOCATION: Midway Point, Tasmania

RSP: inet

WEBSITE: www.dejaysigns.com

CASE STUDY TYPE: Small Business

CHALLENGE:

- Reduced in-bound trade due to bandwidth restrictions
- Travel necessary between home-based office and suppliers to receive files
- Increased costs for couriers to receive artwork files

SOLUTION:

- Fibre to the Premises (FTTP) over the NBN
- Wireless router to connect David’s workshop

RESULT:

- Eliminated courier costs to receive artwork files
- Ability to work from home
- Expansion to overseas markets

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First release site - Willunga South Australia



- Willunga is a rural town south of Adelaide in the City of Onkaparinga, South Australia
- It is 47 km from the Adelaide CBD
- 941 premises in first release site
- 64% of Willunga premises with internet connection



Small Business South Australia D'Arenberg Chief Winemaker – Chester Osborn



“When we’ve got the faster broadband it will almost remove the need for me to travel because I’ll be able to do everything just as well from here.

With this technology, instead of just discussing and tasting the wine, I can make it really interactive and show them pressing or fermenting or what’s going on in the vineyard.”

Mr. Chester Osborn

High Speed Broadband Use Models, Improvements:

International Business - Global Webinars

“Virtual Wine Tastings” – Improved Quality

Interactive sessions instead of broadcast

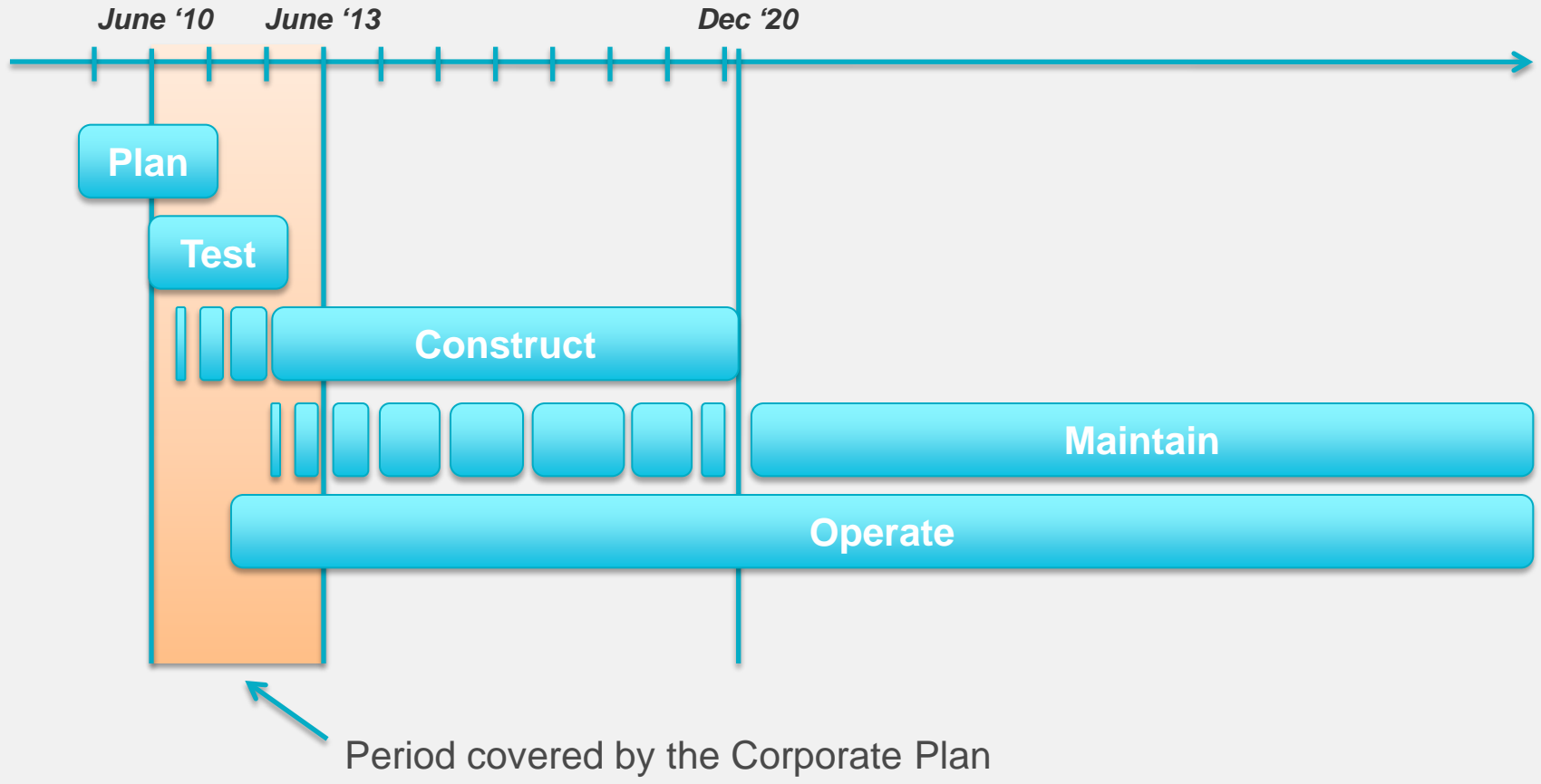
Quality of Life - Less travel, more family time.

Source: <http://southern-times-messenger.whereilive.com.au/news/story/rollout-the-barrel/>

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Building 10 Year Plan

Long-Term Timeline

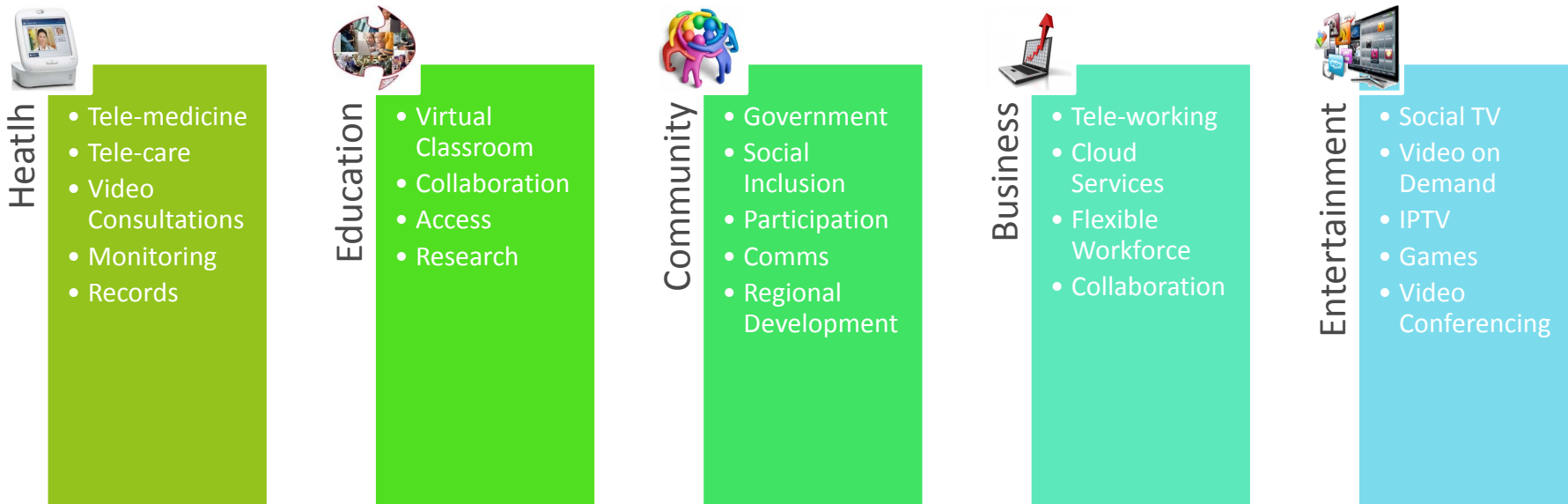


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NATIONAL BROADBAND NETWORK

WHAT'S YOUR PLAN ?

Building Cross Industry Infrastructure



Layer 2

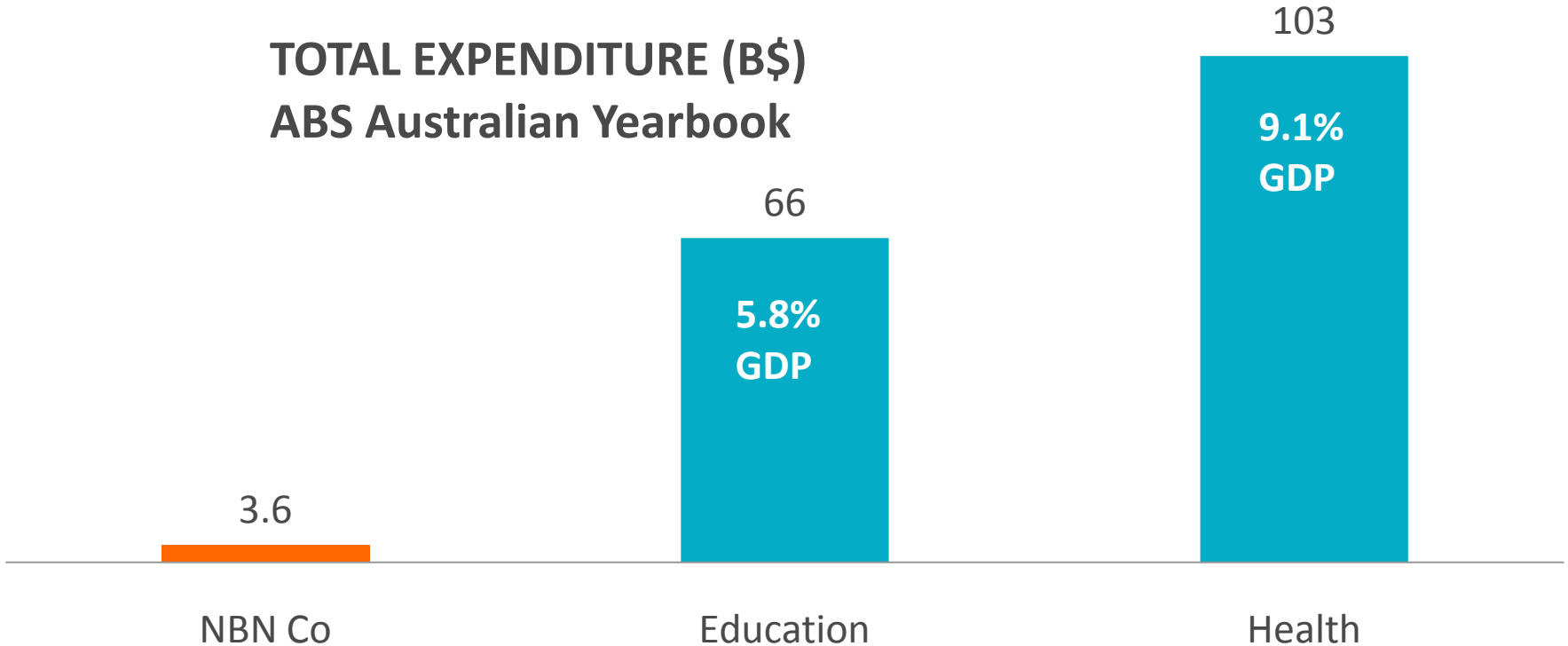
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Industry Opportunity.

Reduce Costs, Improve Service Delivery

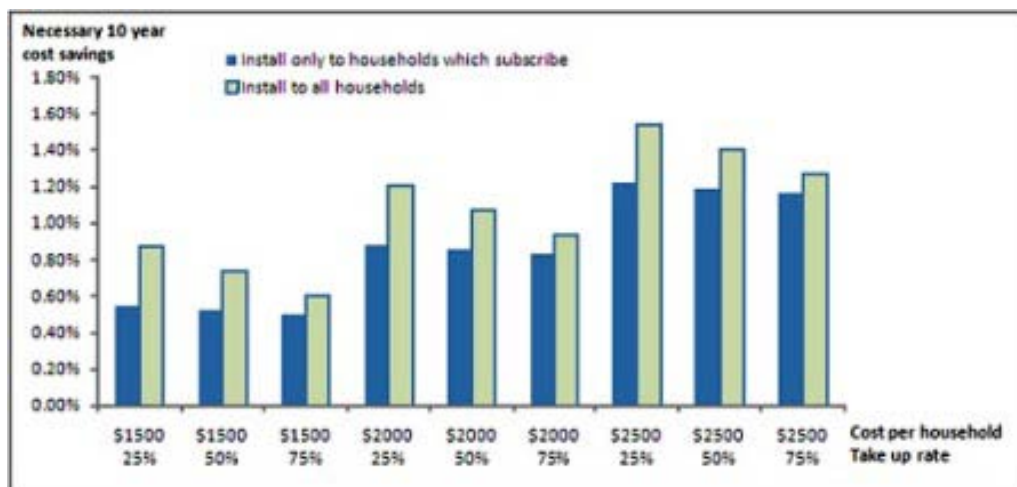
TOTAL EXPENDITURE (B\$)
ABS Australian Yearbook



Source: <http://www.abs.gov.au/ausstats/abs@.nsf/mf/1301.0>

OECD: Investment break even - ~1% savings

Cost savings across four key sectors over 10 years could justify a national fibre-to-the-home rollout: Electricity, health, education and transportation



REPORT:

OECD - Network Developments in Support of Innovation and User Needs

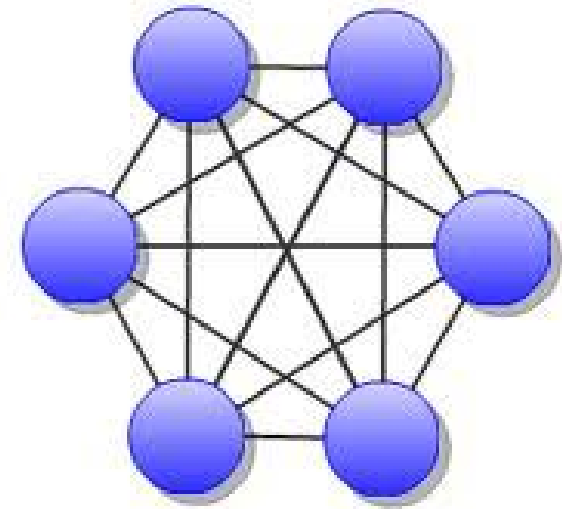
21st Century Education: Social Learning

“iSEE” Project: Video + 3D Collaborative Experience

- Developed University of Wollongong and Smart Services CRC
- Trialled by NSW DET Curriculum and Learning Innovation (CLIC)



With iSEE, the user is projected into the environment.

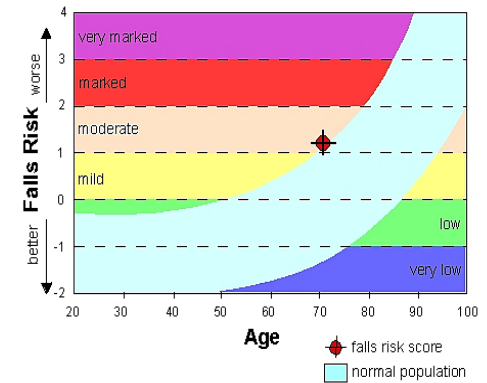


Multi-point to Multi-point
Dynamic Classrooms
More students = More bandwidth

Health - Fall Risk Assessment Neuroscience Research Australia



Falls Prevention Assessment Report



Report for: Mary Quitecontrary
Assessment date: 13/2006
Assessment Number: 1
Falls risk score: 1.2

The Falls Risk Score is indicated by the cross. The lower the score the better. The light curved band shows the normal range across age-groups.

Your score of 1.2 indicates a **moderate** risk of falling.

Fast forward - Broadband can ...

- Deliver program updates for in home training
- Record progress and individual performance trends
- Upload video for GP assessments
- Platform for in home video consultation

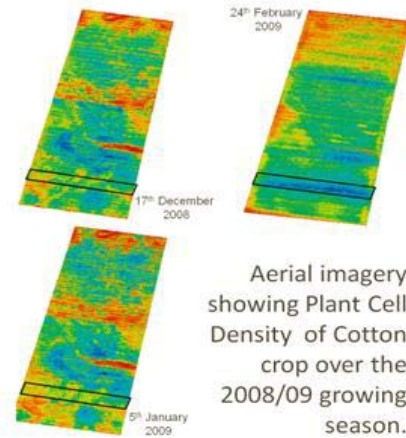
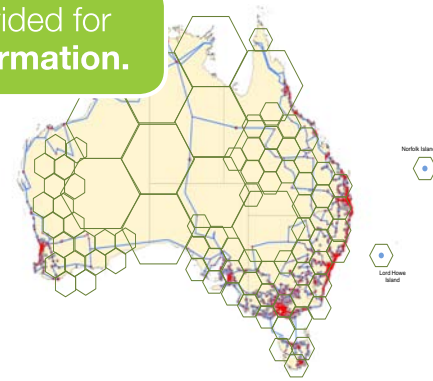
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Broadband for Farming

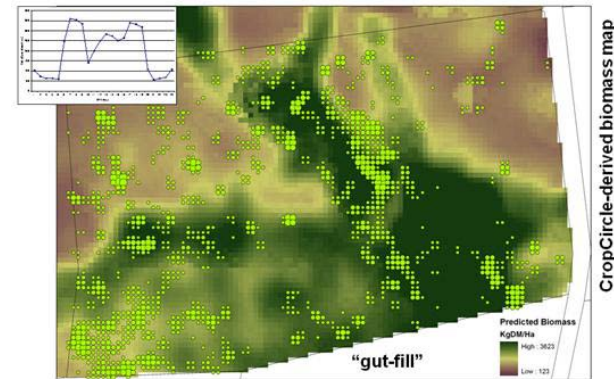
UNE – Precision Agriculture Research Group

Low cost monitoring devices will generate large data sets.

- Monitoring, Imaging
- Collaboration – Australia Wide
- Analysis = Optimisation



Aerial imagery showing Plant Cell Density of Cotton crop over the 2008/09 growing season.



Courtesy: UNE – www.une.edu.au/parg

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Distribution/Services moving from Physical → Digital

<u>Physical</u>		<u>Digital</u>
Post	⇒	eMail
Music Stores	⇒	iTunes
Newspapers	⇒	Services
Bookstore	⇒	eBooks
DVD Rental	⇒	Download
Store, Local	⇒	Online, Global



Emerging Services

Health care

Education

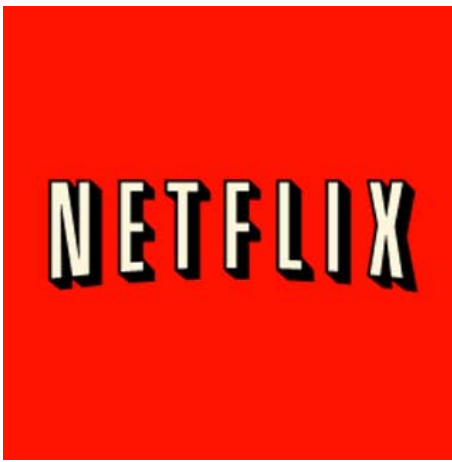
Cloud Businesses

What's next?

High Speed Broadband will expand service delivery through two-way communications.

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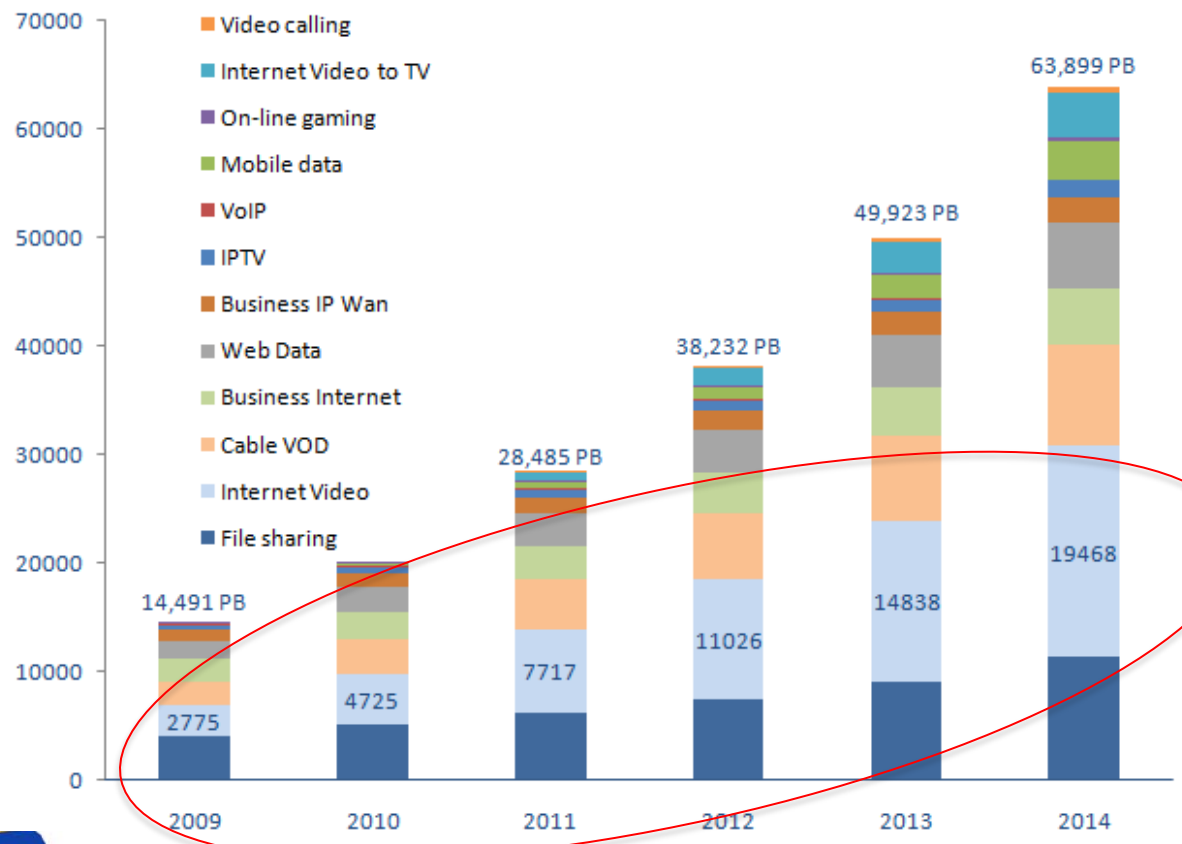
Business Impact of Video Rentals → Video Downloads



Netflix accounts for 20% of peak downstream traffic in the U.S.
Oct. 22, 2010



Sept 23, 2010
Blockbuster Declares Bankruptcy



“The most striking shift in application mix trends continues to be the growth of video as a percentage of traffic.” Cisco Visual Networking

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CARPE DIEM

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