# EMBLEM SYSTEMS

*A VIEW OF HOW PROPERTY DEVELOPMENTS & FTTH ARE WORKING TOGETHER*

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# Topics

1. Who is FTTH Council APAC?
2. Key Challenges of FTTH Deployment
3. Emblem systems around the world
4. Benefits to all parties
5. Sample case study in Taiwan

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# FTTH Council Asia-Pacific


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# Role of the FTTH Council Asia-Pacific

**About Us:**

Non-Profit Organization since March 2005

**Mission :**

To educate, promote and accelerate FTTH and the resulting quality-of-life and economic benefits.

**Objectives :**

- Supply a consistent and accurate view of FTTH
- Promote FTTH market development
- Be recognized by the industry as the FTTH resource

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FTTH council | fiber to the home

Fibre to the Home Council Europe

# Organisation of the FTTH Council AP

**Board of Directors**

**Advisory Committees**

- Finance
- Membership -Encourage the growth of membership

**Working Committees**

- Planning and Events
  - Plan/coordinate general membership activities, meetings & conferences
  - Coordinate reactive and proactive public relations

- Market Development
  - Provide a common understanding of the customer segments and their requirements and the size of the FTTH industry and market
  - Promote the markets development through promotion and communications

# Organisation of the FTTH Council AP

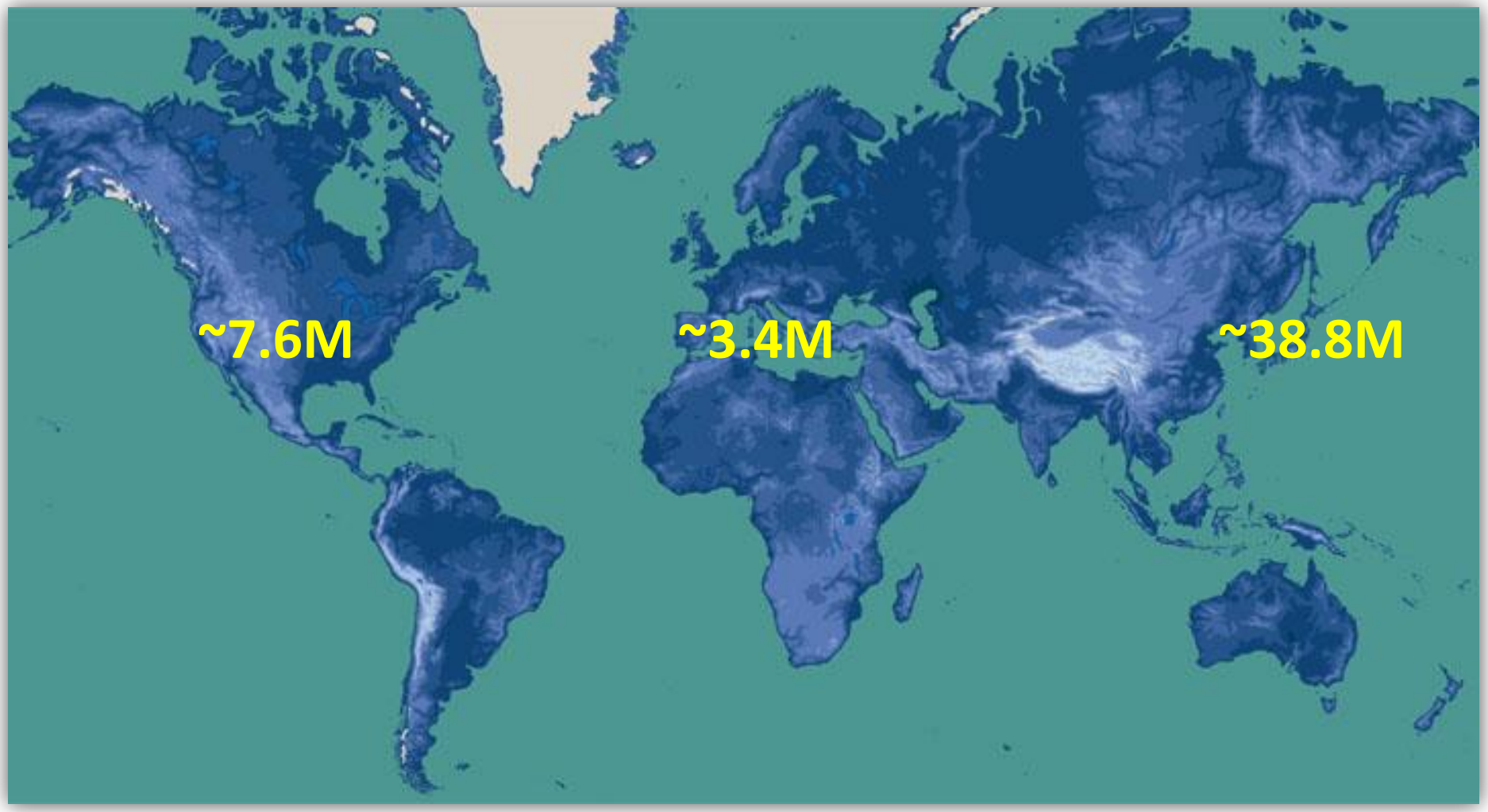
**Working Committees (cont)**

- Technology and Architecture
  - Promote the awareness and business implications of active systems, passive components and deployment techniques for FTTH networks

- Regulation and Policy Committee
  - Promote and coordinate regional, geographic and governmental issues in order to facilitate the introduction and growth of FTTH in the region

- Education & Training Committee
  - Created to promote the FTTH Council APAC as trusted & impartial central source for knowledge, facts, education and perspectives o FTTH

# FTTH Subscribers Connected (March 2010)

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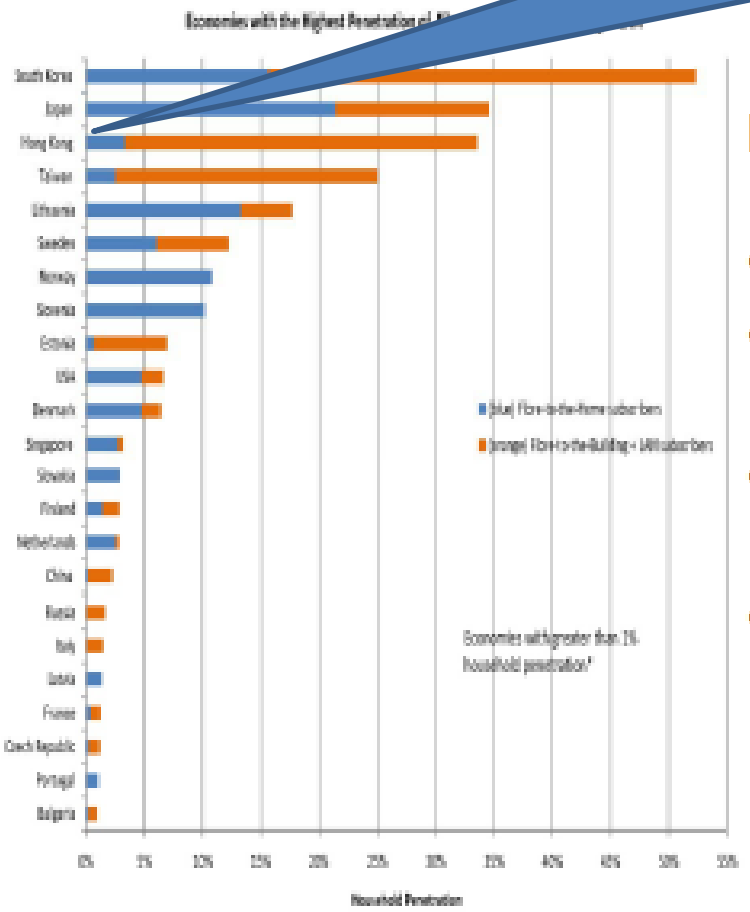
# FTTx Global Ranking

1. South Korea
2. Japan
3. Hong Kong
4. Taiwan




FTTH continues its triumphant success around world

- > 6M new subscribers added in 2H09
- South Korea, number one (penetration)
  - First country > 50% of HH using FTTH/B
- 23 countries [1] qualifying
  - Only 7 of "world leading economies" (G20)
- Top five Global economies (subscribers):
  - Japan, China, South Korea, USA, Taiwan.
  - Represent > 90% of all FTTH/B subscribers
  - Only countries with > 1M HH connected

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# Which countries will succeed with FTTH?

Analysing the characteristics of countries that are successfully deploying FTTH, it is clear that successful countries :

- Have Government and Regulatory commitment to FTTH.
- Have strong user demand for broadband services.
- Have a competitive broadband market.

http://www.ftthcouncilap.org/

# What are the key challenges?

# The Key Challenges of FTTH Deployment – THE 5Cs

**COMPETENCY**
Manpower need to be competent to deploy the network

**CONTENT**
Local content provider need to develop the local content to reduce international traffic and enjoy high speed c

friendster
facebook
YouTube Broadcast Yourself
BitTorrent

International P2P and user generated content

**Customer Awareness**
Is the customer ready for FTTH?

**CONSUMER EQUIPMENT**
Consumer needs digital home equipment to fully enjoy the excitement of large bandwidth applications (i.e. HDTV, home automation, etc)

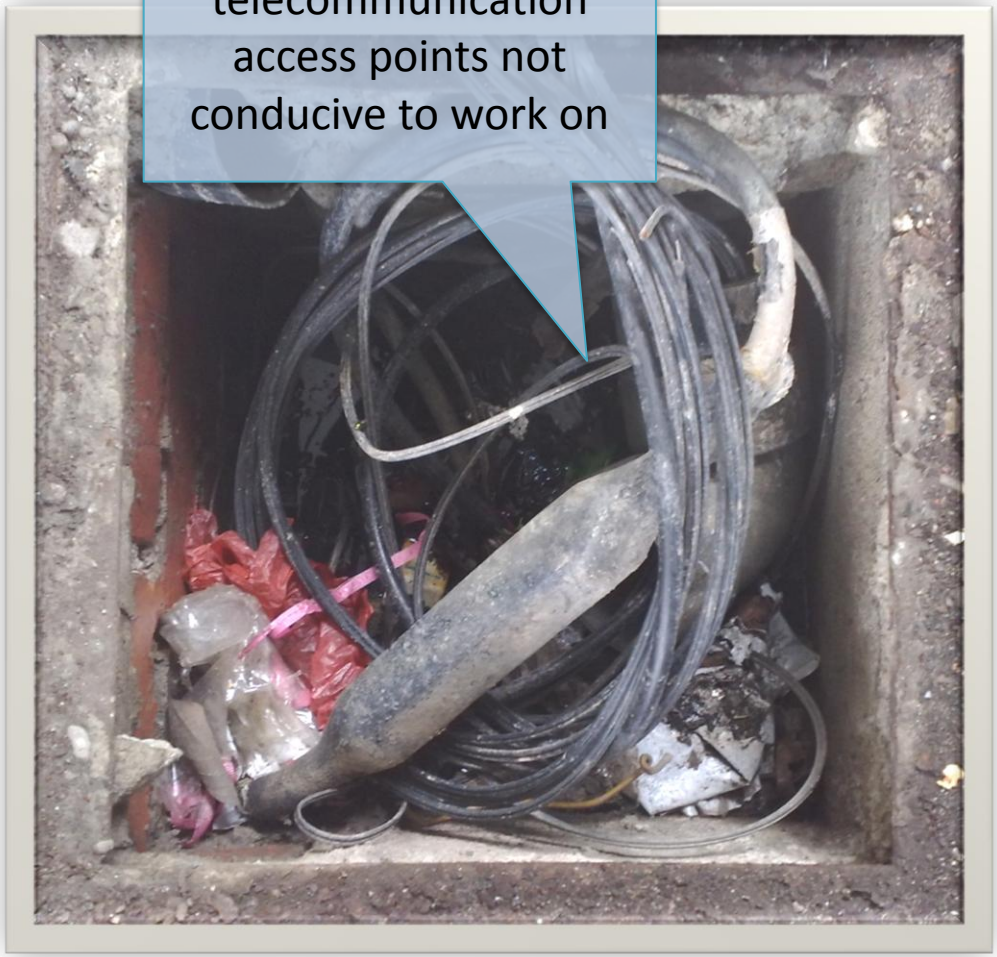
**CIVIL & CONSTRUCTION**
New guideline and best practices are required to deploy fiber up to the customer premises

# CIVIL & CONSTRUCTION

- **Majority of brownfield areas suffers from access issues such as blocked or collapsed ducts especially for the drop section from the Fibre DPs to the customer premise.**
- **Within the customer premise, raceways would have to be installed to allow the fibre be installed on the interior walls instead of through wall cavities thus deterring take-up**
- **Lack of dedicated space to place fibre distribution cabinets and DPs has resulted in extensive negotiations with property owners to obtain permission for the use of certain locations**
- **Access ducts blockage between hand holes has been encountered in several occasions thus requiring trenching/slot cutting to be performed**

# CIVIL & CONSTRUCTION ISSUES

Lack of care by property owners has rendered telecommunication access points not conducive to work on



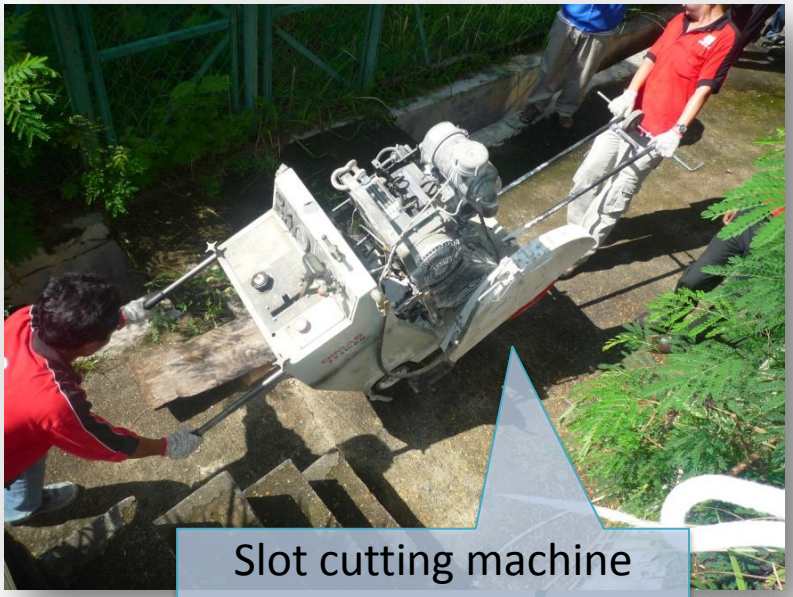
Silt over the years has blocked majority of the underground ducting

# CIVIL & CONSTRUCTION ISSUES

# CIVIL & CONSTRUCTION ISSUES

Vertical saw cut into external wall of customer premise to allow installation of new ducts

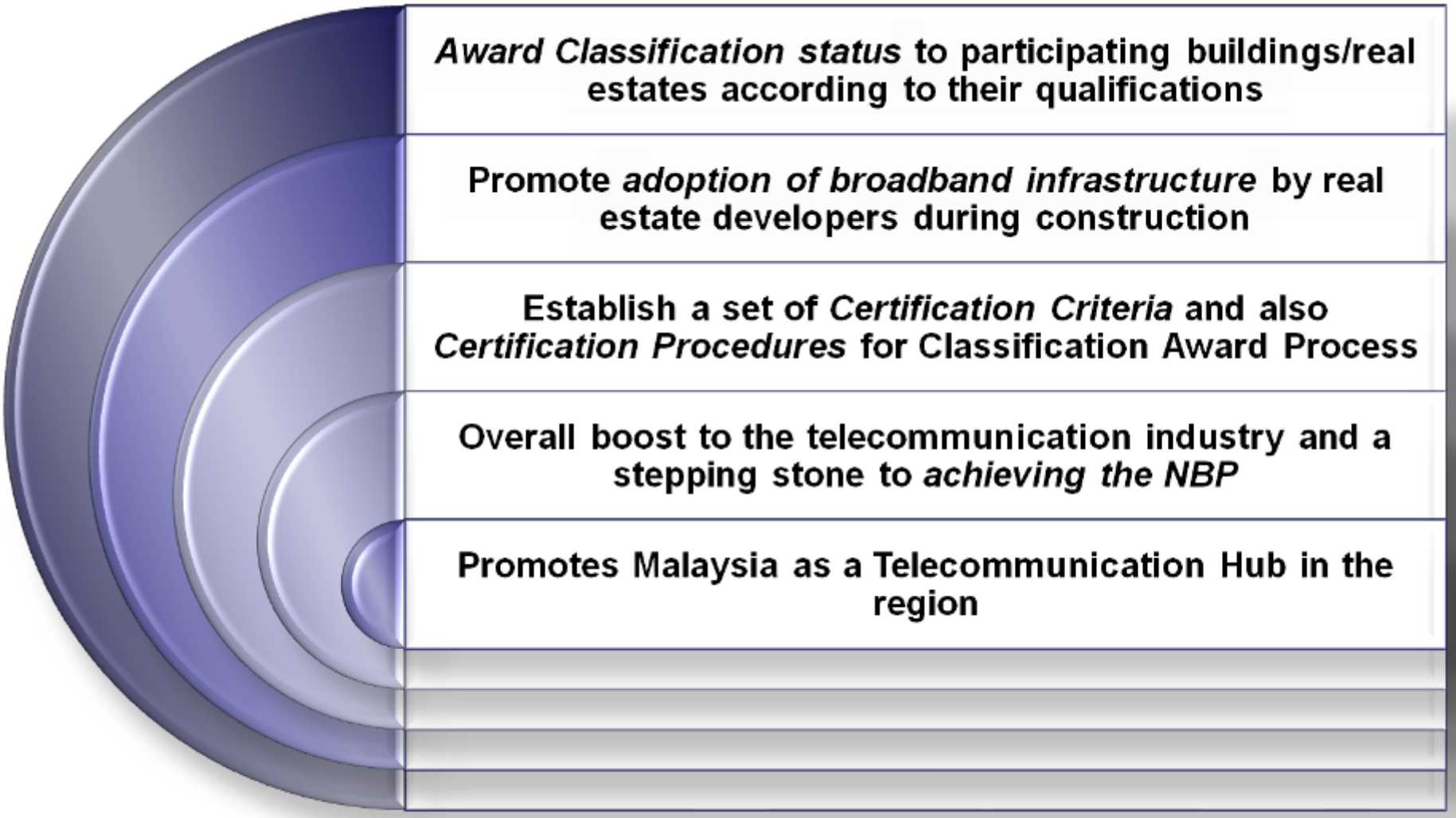
Installation of raceways at customer premises



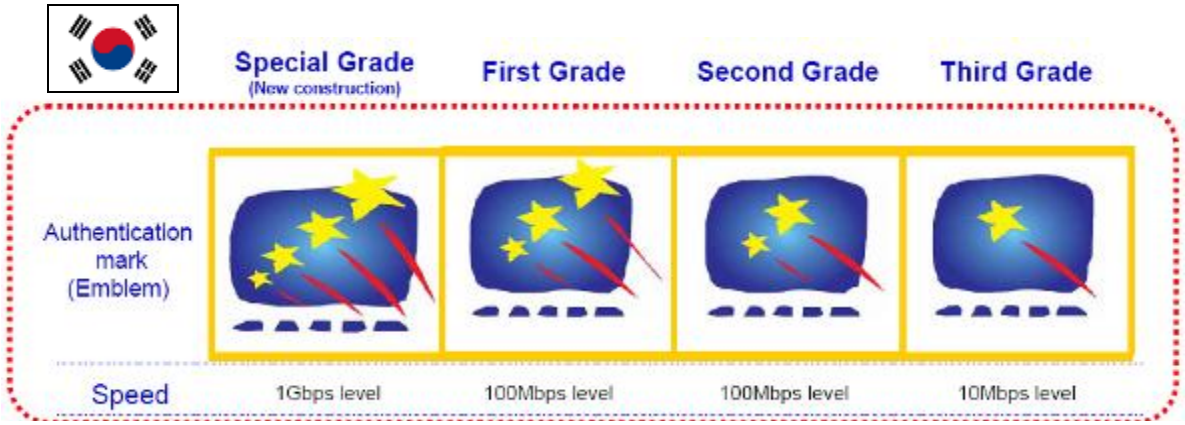
Slot cutting machine wheeled into position

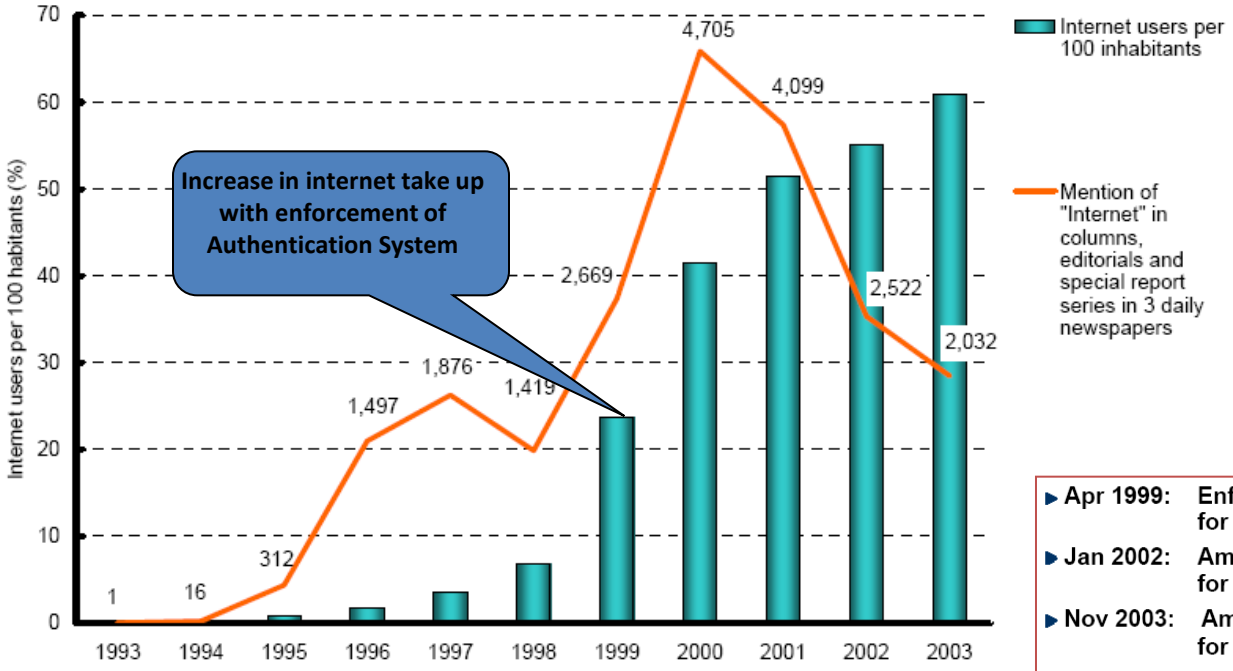
# There is a thought…

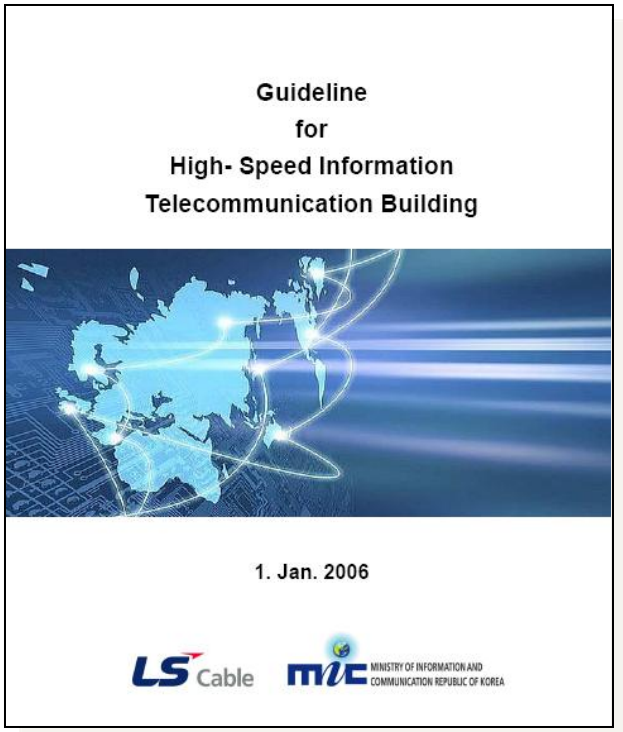
# *Classification/Emblem Concept*



# *Success of Similar Concept in Korea*




**Emblem Concept is championed by the government**

- **Apr 1999:** Enforced Authentication System for High-speed Information & Communication Building
- **Jan 2002:** Amended Guide-Line for Authentication System for Adding the OfficeTel
- **Nov 2003:** Amended Guide-Line for Authentication System for Adding "Special Grade" for MDU
- **~Sep 2005:** 1.9 Mil Homes through 3,800 Application to be Authenticated

# *Success of Similar Concept in Taiwan*



**Certification System in Taiwan**


**Digital Home with FTTH**


- **Although not enforced but by embarking on the concept of 'Digital Home', property developers such as Farglory has make its mark the urban regeneration and real estates (both residential and commercial) under their name are selling like hot cakes**

# *Appreciation of Real Estate with Broadband Facilities*

- Loma Linda Community City Council supports FTTH program for new real estate projects.
- By having FTTH infrastructures, **the real estate price has risen between US$4000 – US$14000.**

- Aurora FTTH case study performed by the Council of Victoria, Australia shows that broadband is the next 'utility'.
- Developers who have ignored the FTTH trend find themselves **selling their properties at discounted prices of at least AUS$5000**.

- Real Estate developers found that **Broadband ready properties are soon sold out** sooner after launching as compared to conventional properties.
- Also FTTH supports the idea of digital home which in turn open up vast markets for new high tech products.

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# What are the benefits?

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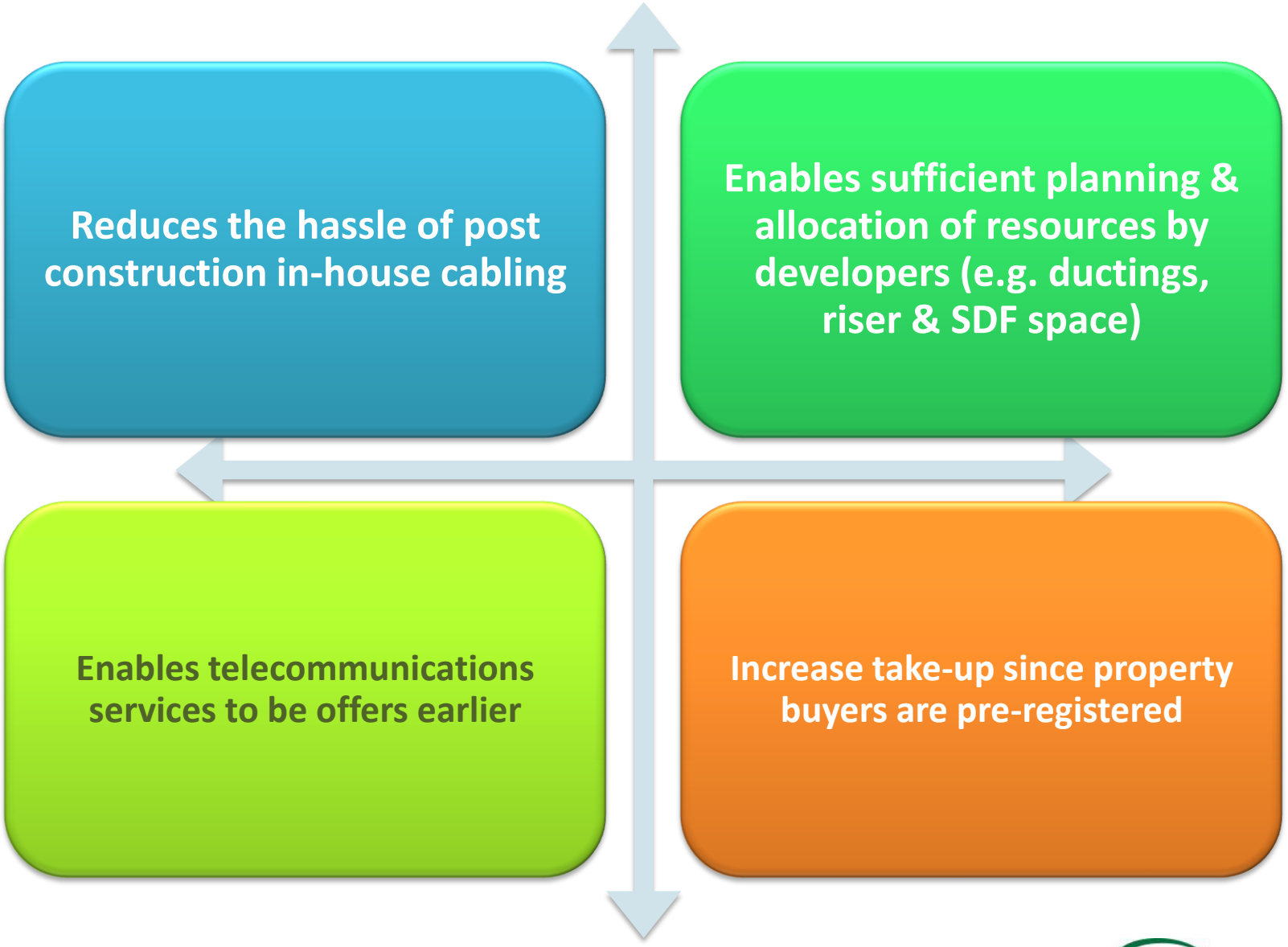
# *Benefits to Telco*

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# *Benefits to the country*

- ***Accelerates the NBP*** **by ensuring the availability of infrastructures**
- ***Attracts foreign business investors*** **to the country by having a HSBB ready infrastructure**
- **Realization of *e-Government and as a nurturing ground for locally developed technologies***
- ***Encourages telecommunication industry*** **(both local entrepreneurs and foreign investors via collaboration & joint ventures)**


Suruhanjaya Komunikasi & Multimedia Malaysia

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# *Benefits to Property Developers*

***Increases property sales value*** **(properties appreciate by *3%~8% with HSBB ready infrastructure)**

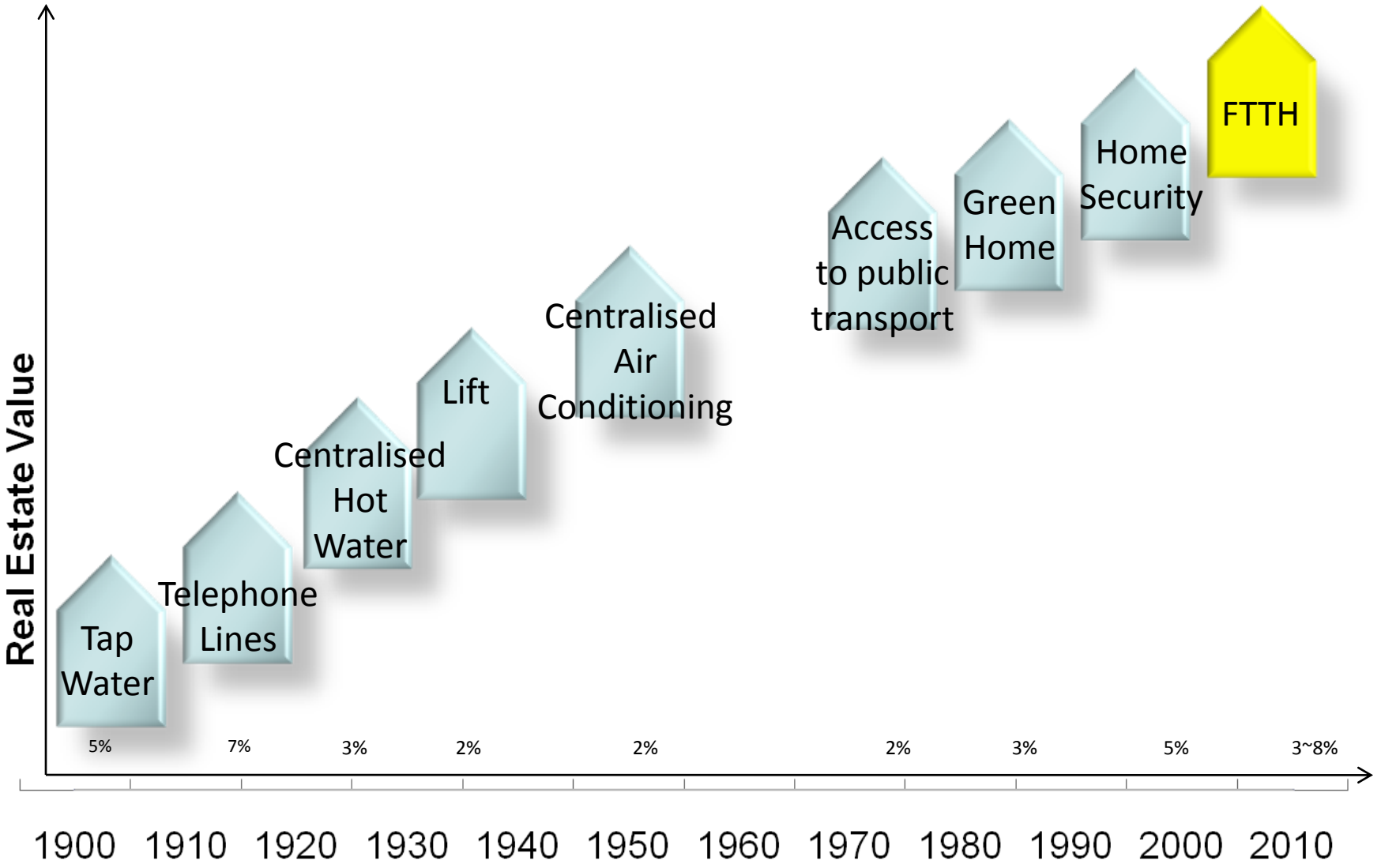
***Commercial/ Sales advantage*** **over developers who are reluctant to adopt the HSBB concept**

***Increases leasing value*** **of both commercial and residential properties**

***Corporate Visibility as a leader in the industry***

* Estimates based on Taiwanese statistics

# *Value add to real estates*

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* Adapted from Taiwan MOEA

# Case study….

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# Visit to Site at LingGou

- Real estate developer paid to build the network
- Developer is tied in with a 2 year contract with CHT as well
- Real estate developers are sure of the standards of their building since it is built by CHT


Completed Unit

Concealed CAT5e cabling from the ONU to the rest of the apartment unit via wall sockets

# SDF room at basement with both copper & fibre equipment

Incoming fibre + Splitter

Centralized distribution cabinet serving >1000 units

# In a nut shell…

1. The emblem/classification system has been proven in many countries as a successful catalyst in promoting FTTH penetration

2. To be successful, it requires all parties to participate in this effort

3. In the end of the day, everyone stands to benefits and it will open definitely open up new doors to new possibilities

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see the Light

With the unrivalled bandwidth of fiber coming soon to a home near you……

# FTTH Council Asia Pacific
# 6th Annual Conference and Exhibition 2011
# in New Delhi, India

**Date** : 25th ~ 26th May, 2011 (Wed. ~ Thurs.)
27thMay, 2011 (Fri.) Optional Tour

**Venue** : Taj Palace Hotel – Exhibition & Conference
Taj Palace Hotel – Gala dinner