



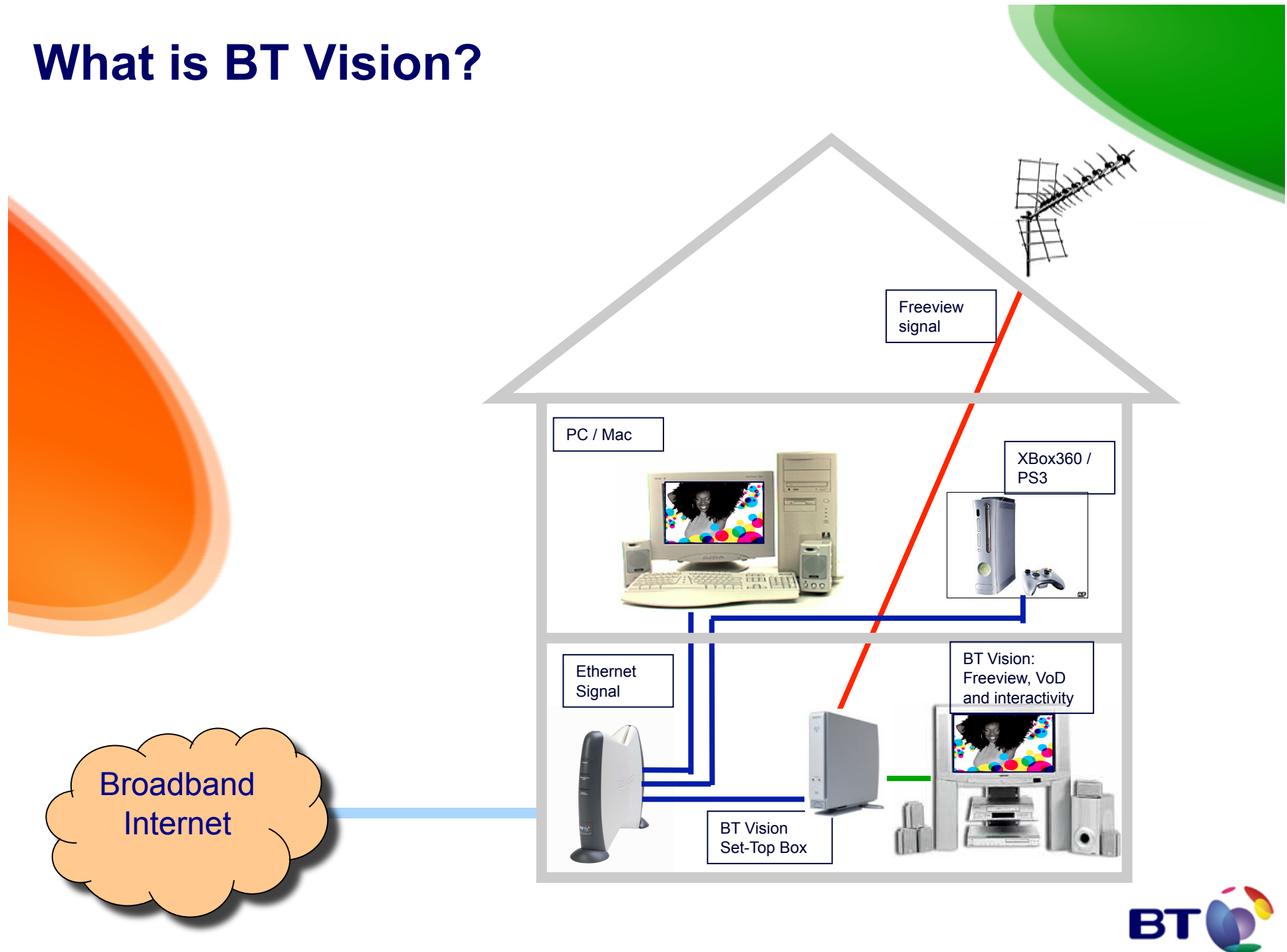
# **Broadband World Forum**

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# What is BT Vision?



# What comprises the customer relationship?

	Network Owner	Service Provider
Trusted billing relationship	Existing long-lasting billing relationship	New billing relationship required
Technical Quality of Service (QoS) for the delivery of entertainment	QoS can be guaranteed at a network level	QoS not guaranteed but largely possible in software
Customer convenience	Can aggregate content from multiple suppliers in one place	Customer pushed to multiple SPs for breadth of content
Use of technology to make the service simple for the mass market	Can bring together range of technologies to create desired end-to-end customer experience	Often tied into technology IPR which is not necessarily focussed on end-to-end customer experience
Customer support	Existing customer support systems can be reused at lower incremental cost	New SPs must set up new customer support - at high cost

# Integrating SPs to BT Vision

Eg iTunes, Google Video, youtube.com, Narrowstep etc

1. Decide what elements of the service should be integrated (content, look and feel, billing etc)
2. Determine how the content assets can be viewed on BT Vision
3. Develop a STB client application that gives customers access to the assets
4. Develop the server infrastructure to allow the walled garden to access those assets
5. Develop the MIS and billing system to pay the SP for assets viewed

Note: this does not cover the commercial relationship



# Delivering BT Vision on other Networks

Component	Status	Comments
Delivery network		Would inevitably require new network QoS solution and BT Vision would require uplift to integrate into it
Billing		Would require new billing interface
MIS		Would require uplift in reporting capability
CRM		Would require uplift in customer provisioning, account management, account history, customer support...
Content management		Existing content processing and ingestion facilities not affected