FTTH COUNCIL
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FTTH CONFERENCE & EXHIBITION 2015 | ASIA-PACIFIC
19-21 MAY 2015, SHANGRI-LA HOTEL, JAKARTA

FTTH Council APAC 2015 Annual Conference

19-21 May 2015 Jakarta, Indonesia

19 May 2015 - Pre-event workshops

Workshop A   The fundamentals of FTTH network deployment – training, testing, connectivity

Workshop leader:
Dr Takuo Kikuchi, Assistant Professor, POLYTECHNIC UNIVERSITY JAPAN

Workshop speakers:
Xxx, NIPPON TELEGRAPH AND TELEPHONE WEST CORPORATION
Tom Ronan, Marketing Manager, JDSU
Xxx, TE CONNECTIVITY

Workshop B   The practicalities of FTTH network rollout in Indonesia (in Bahasa)

Workshop leader:
Revolin Simulsyah Nasution, Executive General Manager, Broadband Division, PT TELEKOMUNIKASI INDONESIA, Tbk

Workshop speakers:
Puneet Kumar Garg, CTO & Operation Head, INDOSAT, INDOSAT
Ade Tjendra, Commercial Director, MNC PLAY MEDIA
Yuen-Kin Wong, SVP, Strategic Partnership Projects, Engineering, HKT

Day One – 20 May 2015

FTTH 2.0 – Connecting the next 100 million

8:00 am   Registration and networking breakfast

8:45 am   **FTTH Council Asia-Pacific Opening Remarks**

9:00 am   **KEYNOTE WELCOME**
            Minister Rudiantara, MINISTER OF COMMUNICATION AND INFORMATION

9:15 am   **BUILDING ON THE YEAR TO BUILD GREATNESS: IDENTIFYING BUSINESS OPPORTUNITES FOR FTTH IN INDONESIA**
            • Assessing the progress of connecting 20 million homes with FTTH\

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- Understanding the regulatory policy in place to aid the deployment of fiber optic technology
- Cost and pricing – building a sustainable business model
- Predicting the growth of the FTTH market in Indonesia over the next 12months

Dian Rachmawan, Director Consumer Service, PT TELEKOMUNIKASI INDONESIA
Puneet Kumar Garg, CTO & Operation Head, INDOSAT
Craig Price, SVP, International Projects, PCCW GLOBAL

10:00 am   **DEPLOYING FTTH TO HOMES IN VIETNAM**
- Examining network technology, deployment and investment trends and opportunities in the region
- How have the operators managed to provide a high quality of signal transmission?
- What is the highest speeds that have been reached by operators and what challenges were faced in delivering this?
- Growth and adoption of IPTV and other digital applications through fiber optic technology
- How many homes are connected and what cities are next within the country to receive FTTH

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10:20 am   Morning break and networking opportunity

11:00am   **KEYNOTE ADDRESS – FTTH: A BETTER BUSINESS MODEL**
Gilberto A. Guitarte, Broad Band Connectivity Director, Latam, TE CONNECTIVITY

11:15 am   **PANEL DISCUSSION: DISCOVER THE KEY TO REACHING THE NEXT 100 MILLION CUSTOMERS**
- Mapping the market – how are operators, regulators and service providers working together to provide super speed internet?
- What challenges are anticipated to deploy next generation network upgrades?
- Are customers fully educated on the mechanisms and benefits of FTTx?
- The up and coming regions to keep an eye on – what plans are in place for the roll out fiber-optic networks?
  - India, Vietnam and Thailand

Moderator: **Vladimir Kozlov,** Founder & CEO**, LIGHTCOUNTING MARKET RESEARCH**

Panellists:
Sui Lun Lo, Senior Manager & Co-Owner, HONG KONG BROADBAND NETWORK
Sokvantha Youk, *Senior Manager Technical Operations,* EZECOM

Mothilal De Silva, *CEO,* TELECOM FIJI
Abdul Soma Arief, Director of Network and IT, PT TELEKOMUNIKASI INDONESIA
Gilberto A. Guitarte, Broad Band Connectivity Director, Latam, TE CONNECTIVITY

12:00 pm   **REGIONAL INTERVIEWS**
Japan - FTTH deployment - Growing with the times
Matured FTTH and growing mobile/wireless broadband
Expected typical services in the age of Cloud, Big Data and IoT
FTTH technologies co-existing with future mobile/wireless broadband
Hirofumi Amano, Vice President, Head of Access Network Service Systems Labs, **NTT**

Sri Lanka - Inherent problems face during the transformation from Copper to Fiber (Access network)
Tilak De Silva, Chief Innovation Officer, SRI LANKA TELECOM

12:45 pm   Lunch and networking opportunity

TRACK A
Monetising FTTH and Exploring New Business Models

1:45pm   **BUILDING LONG TERM REVENUE GROWTH AND PROFITABILITY**
•   How are operators managing the costs of deployment with rate of return?
•   What margins constitute a profitable return?

True Corporation – *Speaker to be confirmed*

2:05pm   **REVIEWING FIBER BROADBAND PRICES AND OPERATOR STRATEGIES**
•   How to determine a pricing matrix
•   Appropriate strategies for remaining competitive on pricing
•   Creating value for money through fibre broadband packages

Hironori Tanada, Executive Manager, Access Networks Division Network Department Plant Headquarters, NIPPON TELEPHONE AND TELEGRAPH WEST CORPORATION

2:25pm   **SHAPING THE RIGHT BUSINESS MODEL FOR GROWTH**
•   What are the driving factors for FTTH adoption?
•   Is there enough competition in the market to drive growth?
•   Best practices in terms of services worldwide
•   Pricing strategies for FTTH

Roland Montagne, Principal Analyst/Director Market Development, IDATE CONSULTING & RESEARCH

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2:45pm   Afternoon break and networking

3:20pm   **PANEL DISCUSSION: SUCCESS STORIES AND CHALLENGES IN NETWORK
              DEPLOYMENT ACROSS THE REGION**
              • Identifying global best practices and mapping out a strategy to apply them
                to the APAC
              • Which regions are lagging behind in the evolution of fiber and how to help
                them get connected?
              • How were infrastructure challenges overcome and what lessons were
                learned?

              Akter Ul Alam, CTO, FIBER@HOME
              Tom Ronan, Marketing Manager, JDSU
              Graham Mitchell, CEO, CROWN FIBRE HOLDINGS
              Jung Yo Moon, Overseas Sales Manager, INNO INSTRUMENT

4:05pm   **ROUNDTABLE: LAST MILE TECHNOLOGY TRENDS AND VALUE ADDED SERVICES**
              • Overview of the latest technologies and innovations to deploy fiber to the
                home
              • CDNs using fiber to reach the consumer
              • Where is the industry headed and what technologies are on the horizon?

              Gillian Mailman, MD, FIBRE OPTICS NQ
              Kiminori Sato, Executive Officer, FUJIKURA LTD
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│ **TRACK B**   │
│ **Implementing FTTH to Power Smart Homes, Communities & Cities**   │
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1:30pm   **GEARING UP FOR QUAD-PLAY**
              • Understanding the market drivers for commercial success
              • What government initiatives are in place to assist with network
                deployments?
              • Educating the work force about the benefits of fiber in promoting quad-play
                services

              Roland Certeza, EVP, TELEGUAM

1:50pm   **SMART HOME: LEVERAGING SERVICES TO ENHANCE FIBER ACCESS**
              ▪ Helping the customer to have a simplified user experience with fiber
              ▪ Improving home network connectivity
              ▪ Improving connected device integration
              ▪ Building new business models between OTTs & telcos

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Thierry Valette, CTO Access Network, HUAWEI TECHNOLOGIES

2:10pm **PANEL DISCUSSION: PROMOTING SMART CITIES THROUGH SMART APPLICATIONS**
- Managing demand in smart applications
- understanding the role of fiber in promoting interactive services such as bus stop advertising and digital shopping experiences
- Using 10G EPON technology to connect cities and add a new dimension for connectivity
- Which countries have the infrastructure available to support this?

Mohamed Shajahan bin Mohd Iqbal, Director, FTTH COUNCIL ASIA-PACIFIC
Christoph Zilian, Chief Technology Officer, VOLKSBAHN TECHNOLOGIES (VBT)
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2:50pm Afternoon break and networking

3:20pm **PANEL DISCUSSION: FIBER TO THE CLOUD**
- Role of FTTH in the evolution of the networks to deliver content back to the end user?
- Optimising operator and cloud service provider partnerships to provide consumers with bandwidth demanding services
- Increasing customer retention through cloud based services

Jeffrey Yan, Director Technology Policy**,** MICROSOFT CORPORATION
TELEKOM MALAYSIA – *Speaker to be confirmed*

4:00pm **FTTH User Behaviour and Perception of Quality**
Benoit Felten, CEO, DIFFRACTION ANALYSIS

4:20pm **PANEL DISCUSSION: REVOLUTIONISING E-SOLUTIONS WITH FTTH**
- Government regulatory initiatives and guidelines to incorporate e-solutions
- Paving the way for e-commerce, e-government, e-health and e-education
- Future proof infrastructure to deploy e-solutions
- Vision for digital smart cities

Dr. Mohamed b. Awang Lah, Executive Director, NEUTRAL TRANSMISSION MALAYSIA (MY.NeuTrans)
Benoit Felten, CEO, DIFFRACTION ANALYSIS
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5:00pm **CLOSING REMARKS FROM CHAIRMAN**

5:30pm 10th Anniversary drinks reception

Day 2, 21 May 2015

FTTH 2.0 – Connecting the next 100 million

8:45am   Opening remarks from Chairman

9:00am   Keynote welcome

Moderator: Bernard Lee, President, FTTH COUNCIL ASIA-PACIFIC

9:10am   **INSIGHTS FROM THE DEPLOYMENT OF MALAYSIA'S FIRST HSBB EXPERIENTIAL CENTRE**
- Live in action: MDU and SDU technologies
- Has the initiative promoted interest from customers – what has been the ROI?
- Feedback from consumers and potential customers on the hands of experience of UniFi and HyppTV services at the centre – what impact has it had on sales figures?

TELEKOM MALAYSIA – *Speaker to be confirmed*

9:30am   **INTERVIEW**: **LESSONS LEARNED FROM THE 'BROADBAND CHINA' INITIATIVE**
- Best practice strategies for lowering costs whilst increasing revenues
- Update on 'Broadband China' – what were the objectives and have they been met?
- Growth predictions: is the demand for 3G and 4G going to drive growth in LTE or FTTH in the region?
- What new business avenues has the project given rise to?
- Opportunities for local content players and vendor/operator opportunism to create new content reaching a larger demographic

Dr. Xiongyan Tang, Chief Expert, Network Technology Research Institute,CHINA UNICOM

09:50 am   **CASE STUDY: AN INSIGHT INTO ROLLING OUT BRUNEI'S HIGH SPEED BANDWIDTH SERVICE**
- What challenges were met and how were they overcome?
- Managing infrastructure upgrades
- What are the next stage plans for HSBB?

Edwin Lim, Project Manager FTTH, TELEKOM BRUNEI BERHAD

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10:10am   **REGIONAL REGULATORY ROUNDTABLE: FTTH PRIORITIES**
- Overcoming the regulatory hurdles inhibiting fiber deployment
- How are emerging market regulators promoting and pushing forward network upgrades optimised for fiber services?
- How well do operators, vendors and regulators work together?
- Where are the gaps in funding and how are they being addressed?

Moderator: **Andrea Faggiano**, Associate Director, TIME practice (Telecommunications, Information Technology, Media and Electronics), ARTHUR D. LITTLE

Panelists:
Nonot Harsono, Commissioner, BRTI INDONESIA
Nor Akmar Shah Minan, Head of Content and Program Coordination Division, MALAYSIAN COMMUNICATIONS AND MULTIMEDIA COMMISSION MCMC)
Graham Mitchell, CEO, CROWN FIBRE HOLDINGS

10:50am   Morning break and networking

11:20am   **ASIA V. REST OF THE WORLD – OVERCOMING CHALLENGES FACED WHEN DEPLOYING FTTH**
- Outlining and navigating regional obstacles associated with rolling out FTTH
- Specific case studies from Asia and internationally – opportunity to compare and contrast
- Lessons for the future – how to keep ahead in FTTH deployment

Arief Mustain, VP Infrastructure Service and Governance, PT TELEKOMUNIKASI INDONESIA
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11:45am   **TE Connectivity in conversation with customers**

TE Connectivity will introduce a couple of their customers and ask them to draw on what challenges they faced when introducing FTTH networks, what lessons they have learned along the way and how they are expecting it to change the nature of how they do business in the near future.

TE CONNECTIVITY – *Speaker to be confirmed*

See the website for confirmation of who the customers will be

12:10pm   **INTERNATIONAL CASE STUDY: SMALL CELLS CONNECTIVITY– WHAT CAN BE LEARNT?**

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- What strategies are fiber companies in the United States employing to enhance small cell connectivity
- Best practices adoptable by Asian operators
- Managing the high demand of mobile internet through fiber networks
- Role of small cells in wireless backhaul

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12:30pm   Lunch and networking opportunity

TRACK A
Fiber and Mobile Backhaul

1:45pm   **THE GREAT FIBER DEBATE: LTE FRIEND OR FOE?**
Join our two debaters as they debate the future for FTTH and LTE, can they both co-exist or will one win over the other? At the end of the debate each panellist will have the opportunity to present their case in 2 minutes (strict timing) following which, you, the audience can vote for the case that you think is most compelling!

- Are operators seeing a reduction in fiber deployment in wake of LTE demands
- Can LTE and fiber optic networks exist together?
- What is the future of LTE and fiber?

2:30pm   **EXAMINING HOW FIBER CAN ENHANCE SMALL CELL DEPLOYMENT**

- What are the key trends for small cells?
- Cloud RAN and FTTH
- Role of FTTX in the future of wireless infrastructure
- Promoting next generation wireless backhaul through fiber networks

Dilir Hossain, Head of Transmission Planning, GRAMEENPHONE

2:50pm   **USING FIBER TO ENHANCE SDN**

- Improving QoE with fiber
- Enhancing and modifying data services
- How are different services available to enhance broadband using SDN

CYPRIENT– *Speaker to be confirmed*

TRACK B
Future of Entertainment

1:45pm   **REVOLUTIONISING CONTENT DELIVERY**

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- Broadband access services and bandwidth trends
- Local and international content and delivery mechanisms
- CDN and operator partnerships to deliver content through FTTH

Mark Barron, Senior Director, Network Business Development, AKAMAI

2:05pm **SUPER FAST GAMING WITH FTTH**
- Enhanced user experience through fiber powered gaming
- What is the impact of high-speed broadband on the gaming industry?
- Is there increased reliance on online distribution for the delivery of content

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2:30 **CHANGING THE FACE OF DIGITAL ADVERTISING**
- Interactive and video advertising is the present, understanding the FTTX infrastructure needs for businesses to remain competitive
- FTTH giving rise to new channels of advertising and reach consumers

2:50pm **DEBATING THE CASE FOR G.FAST TECHNOLOGY VERSUS FTTH TO MEET CONSUMER DEMAND**
- How will G.fast aid the installation of bandwidth-intensive services such as ultra-HD 4K or 8K streaming and IPTV?
- How are advanced cloud-based storage and HD video communications managed through G.FAST?
- Getting the best of copper and fiber networks through this new technology to extend ultra-broadband services to more end users

ADTRAN – *Speaker to be confirmed*

3:10pm Afternoon break and networking

CLOSING PLENARY

3:50 **CLOSING PANEL: FTTH COUNCIL ACROSS THE WORLD**

As a final summary to the FTTH Council Asia-Pacific Conference, join the leaders of FTTH from Americas, Europe, Africa and the Middle East as they form a global picture of the future of fiber deployments.

Topics for discussion in the panel:

- What lessons have the different Council's learnt by way of the presentations heard at the Asia-Pacific branch conference?
- What are the main challenges faced by Government and private organisations when deploying FTTH globally? Draw on regional differences

- What are the most successful business models that the different regions have seen within their constituencies?
- How great an impact does regulatory development have on the deployment of FTTH throughout the different regions?

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4:20pm	**CLOSING REMARKS FROM CHAIRMAN**
4:30pm	**End of FTTH Asia-Pacific Conference 2015**
5:30pm	**Drinks Reception**
7:30pm	**FTTH Asia-Pacific Conference Gala Dinner**