

# NBN Briefing

## Joondalup: Innovation City

**Peter Gurney (Community Account Manager WA)**

June 2013

# Overview of the National Broadband Network



# NBN Co Overview

## How we are doing it?

Fibre to the premises  
(FTTP)  
Fixed Wireless  
Satellite

## What we do?

Connecting  
broadband to  
100% of Australian  
premises

## Open Access Network

Wholesaler  
Competition  
Choice

## Who we are?

Government  
Business Enterprise  
(GBE) – like Australia  
Post



## Speeds

25 Mbps / 5 Mbps  
across all  
technologies  
Satellite from 2015

# Planning & Design

National  
Broadband  
Network



# 3 Year Rollout – How We Select Where to Go

Existence of transit network & dark fibre links

Availability of 'Points of interconnect,' telephone exchanges, construction of fibre nodes

Prioritising links to support fixed wireless and satellite network rollout

Balance between the states, and complete Tasmania by 2015

Balance between regional and metropolitan rollout

Completing the sites that we had already announced

Prioritising growth corridors and New Development (Greenfields) sites

Sequencing the build to minimise costs and operate efficiently

Ensuring the build is balanced for contractors and adjusted if likely to cause congestion in local communities

# How We Build the NBN



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# How We Build The NBN



Month	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	
Planning	NBN Co																		
Detailed Design				Syntheo															
Remediation							Telstra												
Construction										Syntheo									
Testing and Activation																		NBN Co	

**Indicative timeframes**

# Corporate Update and Rollout



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# NBN Co Update over the past 12 months

**Ready For Service in WA:  
June 2013**

**Victoria Park, Mandurah, South Perth and Geraldton**

Three Year Plan  
Updated

1.3 million premises  
added to construction  
schedule

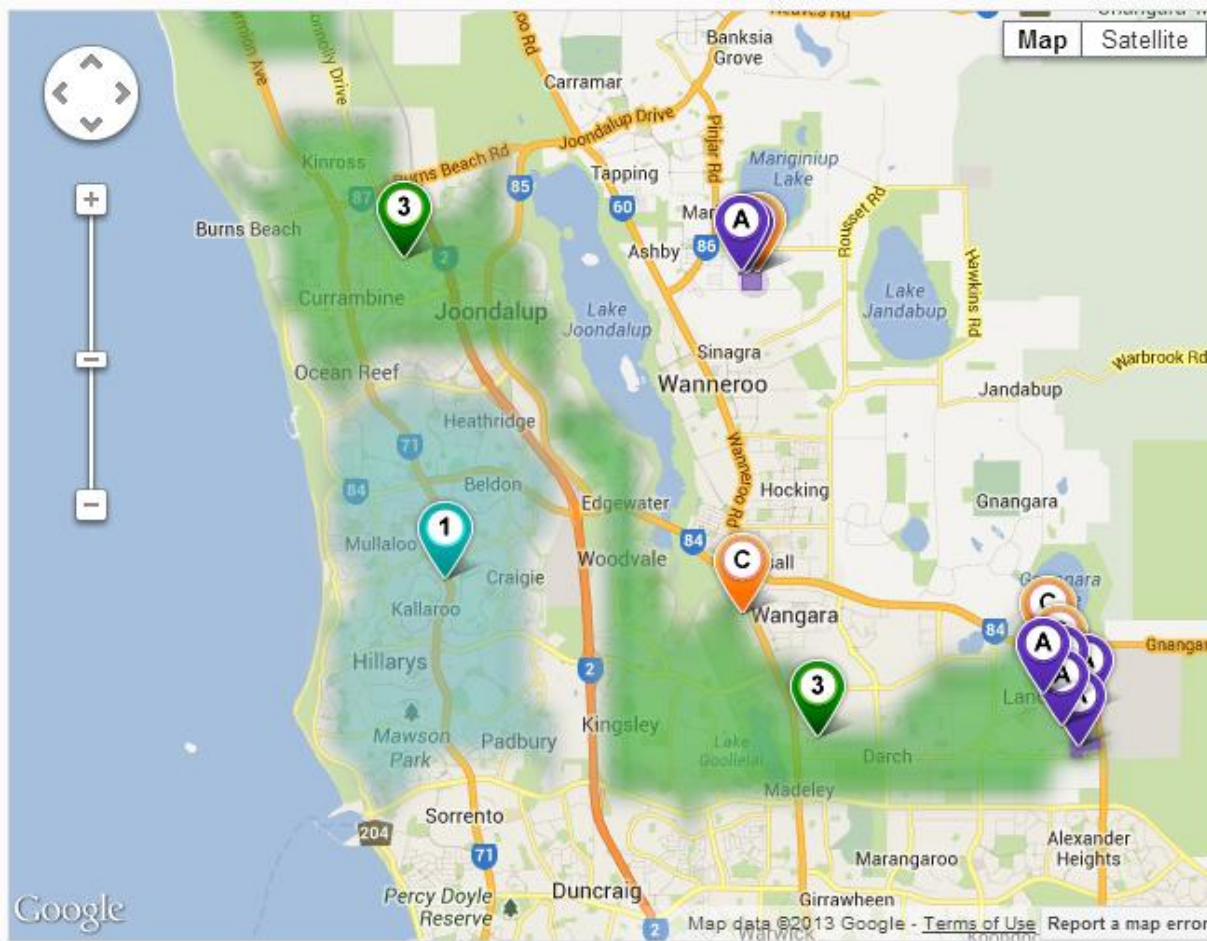
Over 50,000 premises  
activated

25 / 5 Mbps  
Announced for Fixed  
Wireless and Satellite

1 Gigabit Speed  
Announced

New Chairperson  
Ms Siobhan McKenna

# North Metro



- Service available
- Fibre
- Fixed wireless



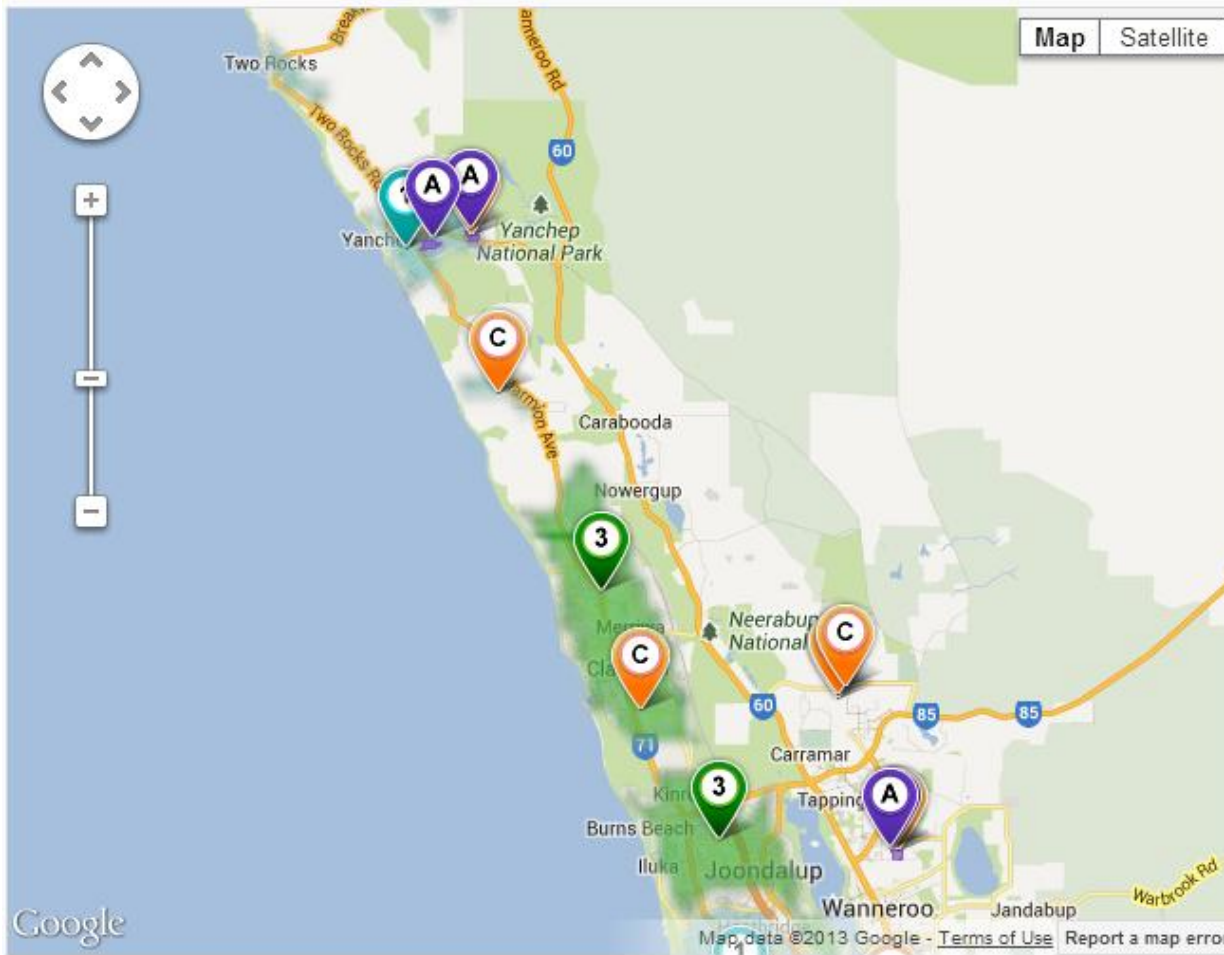
- Construction commenced
- Fibre
- Fixed wireless



- Construction commences within one year\*
- Fibre



- Construction commences within three years\*
- Fibre
- Fixed wireless



# North Metro



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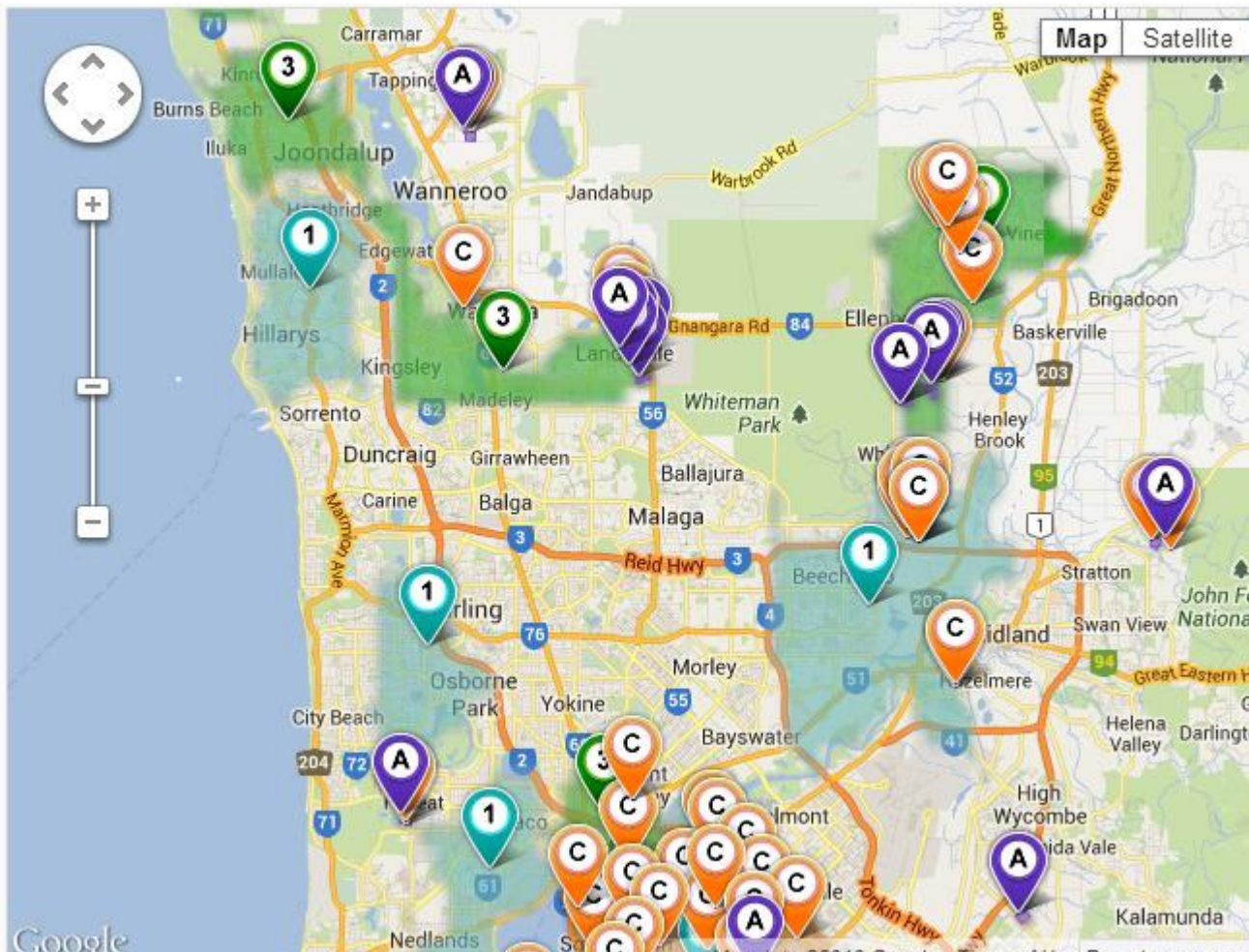
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Service available  
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Construction commences within one year\*  
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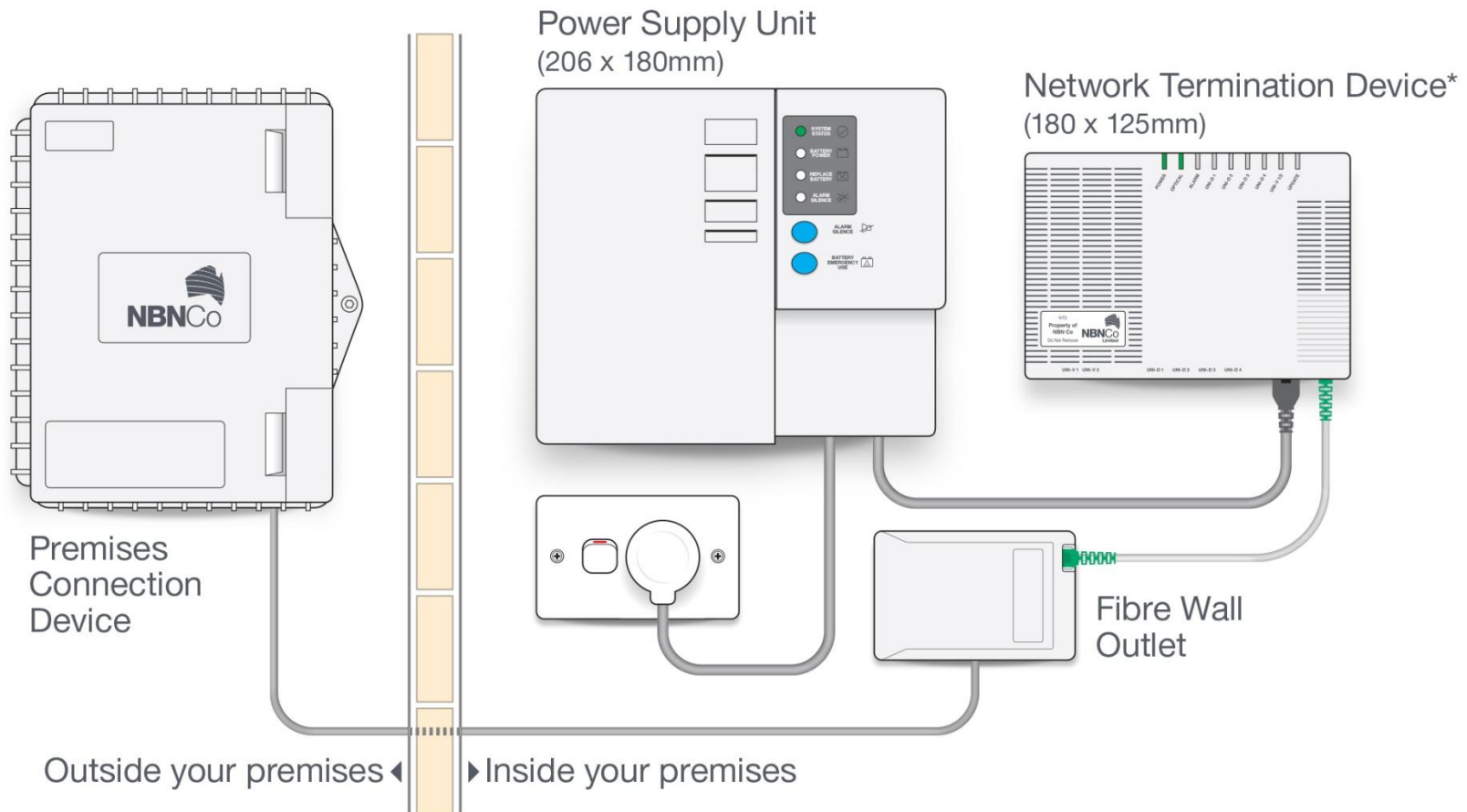
# How do you connect?



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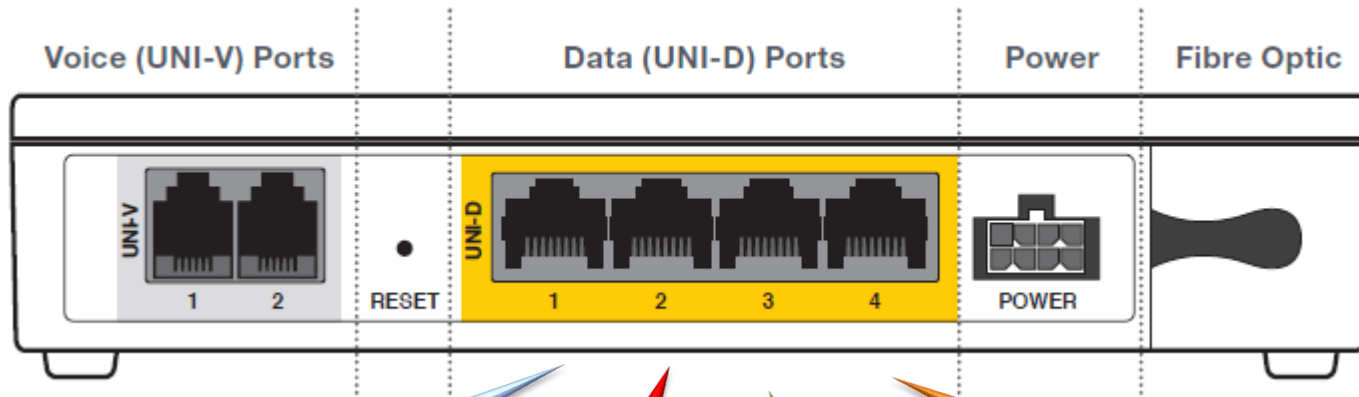
# The Network Connection Equipment (Fibre)



\*Please note, the Network Termination Device shown is designed for use inside the home, if your installation requires an external Network Termination Device your device will differ to that shown above.

# Network Termination Device (NTD)

4 x independent services per premises



**Broadband:**  
Internet Access

**Public Services:**  
Wifi, Health, Education

**Social/Entertainment:**  
Video on Demand

**Monitoring:**  
Health, Security, Energy

# Building Community Wifi with the NBN

Many NBN communities are planning community Wifi deployments on the back of the NBN rollout.

NBN provides pervasive access to high speed broadband and lowers the deployment cost of services.

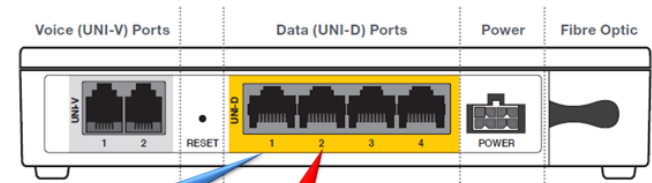


## Potential Locations

- Library
- Community Centre
- Main Street
- Shops/Cafes
- Business Districts
- Parks, Stadiums

## Community Benefits

- Access
- Tourism
- Business
- Shared Infrastructure
- Local Initiative
- Ownership



**Broadband:**  
Private Access

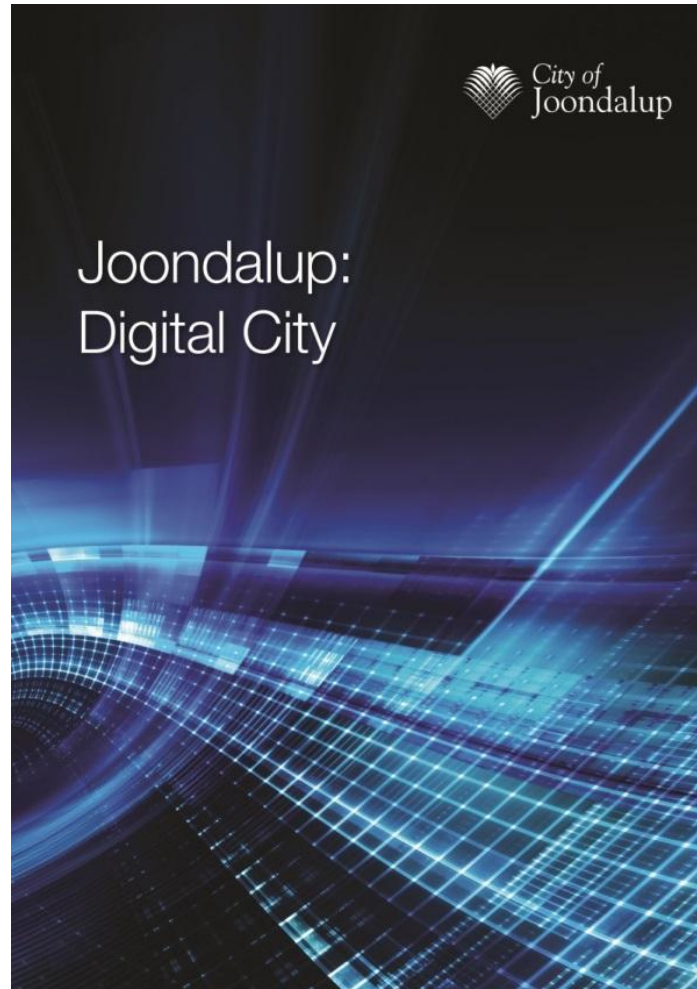
**Community WIFI:**  
Public Access



# Opportunities for Business



# Digital Economy Strategies – Get Ready Now



# Internet Traffic Trends

## Summary

***Global IP traffic will increase 3 fold from 2012 to 2017 from 44 Exabytes to 121 Exabytes. In 2017 alone, more traffic will traverse global networks than all prior 'internet years' combined (1984-2012: 1.2 Zetabytes; 2017 Forecast: 1.4 Zetabytes)***

**Trend 1: Busy-hour traffic is growing faster than average traffic**

**Trend 2: Nearly half of all IP traffic will originate with non-PC devices by 2017**

**Trend 3: Internet traffic from wireless and mobile devices will exceed traffic from wired devices by 2017**

**Trend 4: Metro traffic will surpass long-haul traffic in 2014 and will account for 58% of total IP traffic by 2017**

**Trend 5: IP Video will accelerate IP traffic growth through 2017**

Source: Cisco VNI Forecasts; [http://www.cisco.com/en/US/solutions/collateral/ns341/ns525/ns537/ns705/ns827/white\\_paper\\_c11-481360\\_ns827\\_Networking\\_Solutions\\_White\\_Paper.html](http://www.cisco.com/en/US/solutions/collateral/ns341/ns525/ns537/ns705/ns827/white_paper_c11-481360_ns827_Networking_Solutions_White_Paper.html)



## Broader Internet Trends

- *Real Time Entertainment (RTE) comprised of both streaming video and audio, continues to be the largest traffic category on EVERY network examined, with NetFlix in the US, and YouTube in all other regions being the largest single source of RTE traffic. YouTube continues to be “the leading source of Internet traffic in the entire world” on both fixed and mobile*
- *“Home Roaming” (Mobile devices using Wi-Fi ) continues to grow globally, with over 20% of all traffic on fixed networks in North America being generated by a smartphone or tablet and is also leading to an increasing number of concurrent connected devices impacting underlying data growth*

### AsiaPacific – Key Takeouts Fixed Data

- *RTE accounts for 51.2% of all downstream traffic , Web Browsing 14.8% (66%)*
- *45.8% of all upstream traffic is P2P related, the highest in the world, RTE 37.9% (83.7%)*

Sandvine “Sandvine: Global Internet Phenomena Report 1H 2013  
<http://www.sandvine.com/general/document.download.asp?docID=58&sourceID=0>

# Public Wifi Trends

## Summary

*Mobile and fixed operators are embracing Wi-Fi. Mobile operators because of the improving ability to seamlessly offload smartphone data traffic while fixed operators place more emphasis on Wi-Fi to gain competitive advantage.*

The motivation varies:

- Free in France has enabled 5 million homespots to compensate for a small cellular network
- China Mobile has built 3.8 million public hotspots – offloading nearly half of smartphone data – to be a credible alternative in mobile data when not having access to the same regular 3G standards as competitors
- Japanese and Korean operators have done it to complement massive LTE rollouts.
- Also fixed operators are looking at Wi-Fi with new eyes: “Community Wi-Fi” is providing incumbent fixed operators with a substantial competitive advantage; best illustrated by BT’s 4.8 million Wi-Fi spots in the UK – where 96% are homespots shared with other members of BT’s “community”.

Source: Tefficient: Operator Wi-Fi booms, 14 April 2013 [www.tefficient.com/Analysis](http://www.tefficient.com/Analysis)

# Broadband Business Opportunities

Connection access  
& quality

Service Provider  
choice

Faster & more  
affordable  
broadband

Access to markets

Enhanced  
communications

Training /  
eLearning

Real-time  
monitoring

New business  
models

Improved B2B  
Transactions

Productivity &  
Efficiency

Potential Operating  
Cost Reductions

Teleworking  
Options

# How do you connect?

## Step 1: Call

Contact a phone or internet service provider of your choice to find out about services over the NBN.



Phone



Online



In-store

## Step 2: Select

Compare the packages available and select the right option for you.



## Step 3: Connect

Your service provider will co-ordinate a time for the NBN Co equipment to be installed (if not done already) and your service activated. A standard installation of the NBN Co equipment will be free of charge.



## Further Information

NBN Call Centre  
1800 881 816

Website  
[www.nbnco.com.au](http://www.nbnco.com.au)





**NBNCo**

