



Alcatel Response to the EC Public Consultation on Online Content in the Single Market

13 Oct 2006

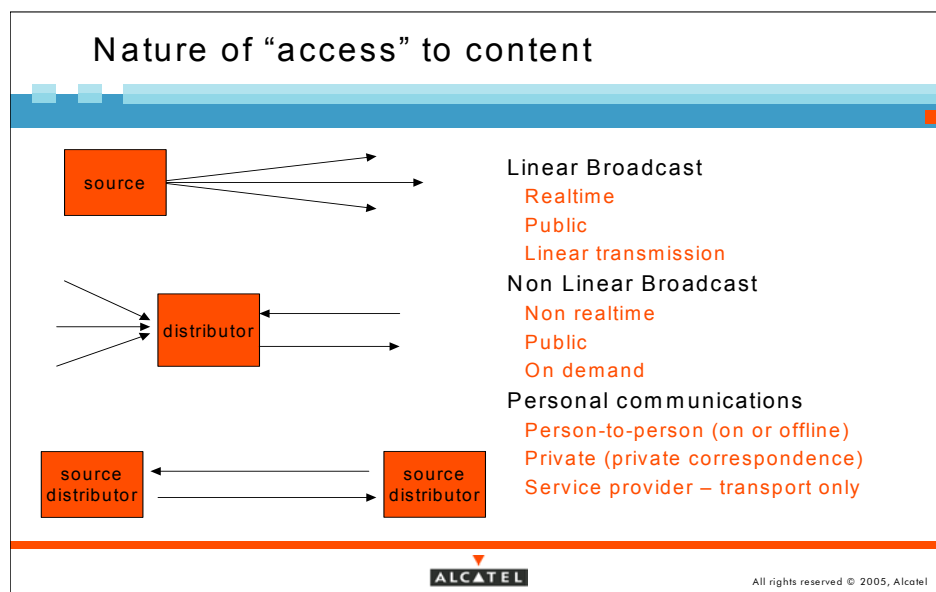
Alcatel, as a major stakeholder in promoting triple play broadband solutions for Europe that encompass innovative approaches to building, broadcasting, and sharing online content based on video, vividly thanks the Commission for this opportunity to share our views on the new world of “creative content and services” online.

Based on Alcatel’s longstanding R&D in “TV over Telecom” and experience from the field in the domain of equipment and software manufacturing for new online media and interactivity, we have developed our response using a set of high level descriptions of four significant IPTV applications that address some of the most important questions raised in the questionnaire:

- Types, consumption, creation and diversity of new forms of online media content (“My Own TV”)
- New business models, payment and price systems (“Dedicated Advertisement Channels” and “Communications TV”)
- Role for public authorities (“Lommel TV”)

As regards the regulatory aspects of IPTV applications in particular, we have exchanged extensively with all other market stakeholders on the questions related to the nature, access to and usage of new media content. Basically two ideas are worth noting here:

1. IPTV enables a totally new kind of content broadcasting, symmetrical in nature and functionality to what is already well known in the communications environment as “personal communications”, i.e. operating in the same mode as “closed user groups” in telecommunications.
2. Useful analysis of policy applicable to such new media content is obtained when comparing IPTV to VPN applications. (See following figures)





Closed User Groups (CUG)

Telecom PSTN	IPTV Application
<p>VPN</p> <ul style="list-style-type: none"> ■ No public access ■ Prior registration and approval ■ Agreed code of conduct ■ QoS guarantee by service provider ■ Legal intercept ■ Open economic model (VPN provider pays carrier, users can pay VPN provider) 	<p>Portal (access protected)</p> <ul style="list-style-type: none"> ■ No public access ■ Prior registration and approval ■ Agreed code of conduct ■ QoS guarantee by service provider ■ No content liability for service provider ■ Open economic model (portal provider pays service access provider, users can pay portal provider) <p>Portal (not access protected)</p>

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About

Alcatel provides communications solutions to telecommunication carriers, Internet service providers and enterprises for delivery of voice, data and video applications to their customers or employees. Alcatel brings its leading position in fixed and mobile broadband networks, applications and services, to help its partners and customers build a user-centric broadband world. With sales of EURO 13.1 billion and 58,000 employees in 2005, Alcatel operates in more than 130 countries. For more information, visit Alcatel on the Internet: <http://www.alcatel.com>

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