

CASBAA

Asia pay TV group claims big win on piracy in action against Philippines rogue

FREE WIFI

Bangkok, Beijing get new, free WiFi networks

IPHONE

Analyst calculates the real cost of making Apple's iPhone

COMMSDAY

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Telstra slams Singapore separation as “charade,” says Optus lacks credibility in Australian campaign

Telstra has made a pointed attack on Singapore's planned structural separation of its next generational National Broadband Network, labeling the proposed split of the network as “high farce.”

Reacting to a campaign by Singapore Telecom's Australian subsidiary Optus to have the future Australian broadband network separated, Telstra said that the proposed Singapore split between “netco” and “opco” was nothing more than a charade when examined closely.

In a submission to the Australian government, Telstra said: “there will be only one NetCo and while, in theory, there is scope for more than one OpCo, the general expectation seems to be that there will be only one winner of the OpCo bid. The relationship between NetCo and OpCo will therefore, by implication, be exclusive. There will not be multiple OpCos accessing NetCo on an equivalent basis. There will be one buyer and one seller, making the separation a high farce.”

Telstra continues, stating, “it appears that under consortium arrangements SingTel is proposing that it would build, own and finance the new network, and provide a long-term lease arrangement to NetCo. Again, that contracting task appears to be very simple: one provider, one customer and a long-term lease, with very little to negotiate over the life of the asset. It will be SingTel's build, and SingTel's network, with a return funded by income from a JV that itself is dominated by SingTel's shareholder, the Singapore government.”

But under the proposed Singaporean plans, Telstra claims: “OpCo will be a wholesaler to multiple retailers, but need not itself be structurally separated. Only functional or operational separation will apply between its wholesale and retail functions – precisely what SingTel Optus says is ineffective in Australia. It appears that, as well as owning the network in the NetCo arrangement described above, SingTel also may bid for OpCo. “

Telstra is particularly critical of the argument used by Optus and its FTTN consortium Terria that structural separation is being deployed in several comparable markets including Singapore and, thus, makes sense for Australia.

“The (Singapore) separation relates to an entirely new FTTP build that will sit in parallel to SingTel's existing, vertically integrated operations on its copper network. SingTel will not be required to give sub-loop access, nor be foreclosed from itself upgrading or operating its copper network, nor accept any limits on its own discretion to structure as it wishes – all of which SingTel seeks to impose on Telstra in Australia.”

Telstra also quotes SingTel's submission to the Singapore government where it opposes structural separation of its own legacy operations. “SingTel has no credibility demanding that Telstra “do as I say, not as I do”.

In its submission, Telstra puts forward an argument for the desirability of vertical integration in a next generation network.

It said: “efficient design of the NBN requires close cooperation between the network and downstream units in terms of identifying service and system requirements, and ensuring that they will be



met as effectively as possible. It will also need to benefit from the economies of scale in procurement and logistics that only a large, vertically integrated entity can achieve.”

“Timely investment in upgrading the NBN in line with developments in technology and in usage patterns will be critically dependent on close, continuing and unimpeded information flows between vertical layers, co-ordination of network changes with applications development and the ability to spread and manage the risks, and share the benefits, of upgrading as between the full portfolio of wholesale and retail activities. The alternative is the endless buck-passing and capacity bottlenecks that have become chronic conditions in vertically separated ports and rail.”

For its part, the Optus-led Terria consortium says it recognises the caveats of the Singapore separation and the differing nature of that market in its own submissions to the Australian government. “Closest to home and in the context of a tender for an NBN deployment, the regulator in Singapore is including structural separation of the network company (the owner of the passive fibre and ducts) as a requirement of proponents responding to its request for proposals.... The regulator has, however, only imposed operational separation between the operational company, the company that owns the switches and transmission infrastructure, from any of its downstream retail affiliates. It is worth noting in this regard that in Singapore there are a number of operators with local fibre loops.”

Grahame Lynch

CASBAA cheers Philippine piracy order against Turtle Cable

The Cable & Satellite Broadcasting Association of Asia (CASBAA) has welcomed the Philippines Intellectual Property Office (IPO)’s first temporary restraining order against pirate cable operator in Camarines Sur province ‘Turtle Cable’ for copyright infringement.

The order enjoins Turtle Cable from re-distributing international cable channels for which it does not have a distribution contract.

CASBAA is an industry-based advocacy group for the promotion of multi-channel TV via cable, satellite, broadband and wireless video networks across the Asia-Pacific. It represents 130 pay-TV organisations across 15 Asian markets, including GMA and ABS-CBN, both of which market Filipino content overseas, as well as Sky Cable and the Philippine Cable Television Association.

“This is the first time we have brought a cable piracy case to the IPO, and we are pleased that the IPO administrative judge has recognized the validity of the TV industry’s concerns about protecting our intellectual property,” said CASBAA CEO Simon Twiston Davies.

According to Twiston Davies, at the end of the process, if the IPO issues an injunction and the cable company persists, the National Telecommunications Commission (NTC) will be asked to revoke Turtle Cable’s operating license. .

Last year CASBAA estimated that for every Philippine home wired for legitimate cable TV, at least one viewed pirated programs and this cost the industry US\$85 million in annual revenue and deprived the Philippine government of US\$38 million in tax payments.

Further arguments on the case will be heard in June and July before a final injunction will be considered.

Sonia Han

Free muniwireless comes to Thailand, China

The Bangkok Metropolitan Administration (BMA) and True Corporation have signed a Memorandum of Understanding to roll out Bangkok’s ‘green’ Wi-Fi Campaign, which claims to encourage internet usage to reduce energy consumption.

BMA Governor Apirak wants to introduce wireless internet as a substitute for physical travel can save energy, reduce expenses, and enhance convenience for online access .

According to True home/consumer solution & hi-speed access MD Thiti Nantapatsiri, True has been chosen to roll out the Wi-Fi network by providing over 15,000 Wi-Fi hotspots on 10 main streets in Bangkok covering more than 400 square kilometres. The Wi-Fi service is available now at a 64 Kbps connection speed.

Nantapatsiri claims that it is the largest such network in Asia and Thailand will be “among the top six nations in the world for wireless internet access.” The BMA will give away 500,000 free Wi-Fi cards to the public at more than 50 travel centres and leading department stores, which can be renewed every three months to keep active for one year. Interested persons can also register for wireless internet access online.

Meanwhile, China is also building its biggest wireless broadband network in Beijing, the first phase of which has been finished by Chinacomm and is available now at main business areas in Beijing covering 100 square kilometers. The network, at the speed of at least 512 Kbps, uses Wi-Fi and WiMAX and costed nearly 100 million RMB.

Chinacomm has announced this Wednesday that the network will be free to use for everyone during the Olympics. After that, the company will issue four rechargeable internet cards with different plans, including 20RMB per day, 60RMB per five days, 80RMB per month and 0.12RMB per minute.

According to the plan, areas within Beijing’s fifth ring road (625 square kilometres) will be covered with wireless broadband by the end of next year. Further, the whole area of Beijing will be covered by the end of 2010.

Sonia Han

The true cost of making a iPhone—\$173

Apple pays just \$173 to manufacture a 3G iPhone, according to a cost estimate breakdown by iSuppli. The figure implies the Mac maven is poised to make even more profit per handset than it did with its original iPhone despite halving retail prices due to carrier subsidies. Operators such as AT&T are believed to be underwriting the forthcoming device to the tune of \$300 per unit with subscribers pitching in another \$199 apiece.

“Apple’s iPod and iPhone products typically are priced about 50% more than their costs. With the new iPhone sold at a price of \$199 and the estimated subsidy of \$300, Apple will achieve an even higher [margin],” the analyst said in a report. The figures compare to an estimated \$265 initial cost for the first iPhones, which retailed last year at \$499.

Chrysler adds Wi-Fi to cars

US automaker Chrysler plans to offer wireless Internet access in almost every vehicle it makes from next year. The “uconnect” platform is a dealer-installed option that essentially transforms each car into a Wi-Fi hotspot, enabling riders to remain online wherever they are thanks to a cellular data link. The system will also allow handsets and other devices to connect to onboard electronics for simple driver control. Integrated services include navigation, a 30Gb media drive and satellite television and radio. Chrysler said the service would require an unspecified monthly subscription fee.

1.4b people on the Net

An estimated 1.4 billion people will regularly use the Internet this year, according to IDC. That figure will swell to 1.9 billion within four years, when mobile devices finally overtake computers as the access terminal of choice thanks to a tripling of mobile Internet handset buyers to more than 1.5 billion users.

Global online ad spend is expected to surge to \$106.6 billion by the forecast period, up from \$65.2 billion this year. Consumer e-commerce will be worth \$1.2 trillion by 2012 while B2B sales will top \$12.4 trillion.

“The Internet will have added its second billion users over a span of about eight years, a testament to both its universal appeal and its availability,” said analyst John Gantz. “In this time, the Internet has also become more deeply integrated into the fabric of many users’ personal and professional lives, enabling them to work, play and socialize anytime from anywhere. These trends will accelerate as the number of mobile users continues to soar and the Internet becomes truly ubiquitous.”

CISCO EXPANDS CHINA TELECOM US NETWORK

Cisco Systems has inked a deal to expand China Telecom Americas' IP network. The vendor declined to offer details beyond stating it would deploy its NGN architecture and adding China Telecom Americas was now a member of its Cisco Powered Program. "Giving users access to critical applications anytime, anywhere demands a sophisticated, intelligent real-time network infrastructure. Cisco's vision for the 'Network as the Platform' for all transactions is well aligned with our own, and we look forward to continuing to work closely to help meet our customers' growing network and service needs," noted China Telecoms Americas president Donald Tan.

VERIZON SELLS SOUTH AFRICA BIZ TO MTN

Verizon Business has agreed to sell its Verizon South Africa unit to MTN for an undisclosed sum. The agreement gives MTN control of an Internet service provider targeting the enterprise market in Botswana, Kenya, Namibia, Zambia and South Africa. In a statement, MTN said the acquisition was "in line with MTN's stated strategy to provide integrated communications solutions in all of its markets and follows similar acquisitions by MTN subsidiaries in Nigeria, Cameroon, Cyprus and Cote d'Ivoire."

MOTOROLA VIETNAM DEAL

Motorola secured a \$28 million deal with Vietnamese operator Vinaphone to expand GSM coverage throughout 12 northern provinces. The contract requires the deployment of more than 1,000 cell sites alongside secondary services such as network optimization and maintenance. Work kicks off in the third quarter while the full upgrade should be completed next year.

EGMAINE/LGR PROJECT WITH VODAFONE FIJI GOES LIVE

Australian owned Emagine International, together with partner LGR Telecommunications, has announced that a project with Vodafone Fiji to provide an integrated data warehouse and campaign management solution has now gone live. The deal, announced in January, will give Vodafone Fiji the ability to deliver recharge stimulation campaign rewards to customers almost in real time using Emagine's real-time trigger marketing system.

DIGICEL LAUNCHES IN VANUATU

Digicel launched its fourth market in the Pacific region in Vanuatu, following launches in Samoa, Papua New Guinea and Tonga. Digicel has made an initial investment of US\$35 million building a GSM network that offers coverage to all Ni -Vanuatu communities for the first time. Vanuatu has a population of approximately 210,000 people with mobile penetration estimated at just over 16% - the firm claims to have indirectly created 2,500 jobs through the launch.

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So what's green about Cisco's Data Centre 3.0 strategy?

Cisco Systems new Data Centre 3.0 strategy not only comes with a new series of data centre switches that push switching capacity inside the data centre to the terabit level, but also a major initiative to reduce energy consumption to handling the global growth of networked data.

According to Rajiv Ramaswami, vice president and general manager of Cisco's data centre business unit, the core focus of the Data Centre 3.0 architecture is not only based on bringing more energy efficient products to the market, but also an entire set of initiatives to drive energy efficiency throughout data centre environments.

"If you look at Data Centre 3.0, there're basically three key pillars to it: One is consolidation; second is virtualization; and third is automation. Each of those actually has a significant energy, or green, component to it," Ramaswami said.

In terms of consolidation, it is not only about bringing together multiple data centre into a large facility to save on energy, but also about bringing together multiple networks within the data centre, he said.

"If you look at consolidation – consolidation is about combining multiple units, getting rid of lots of data centres and consolidating them into a few data centres," Ramaswami said. "Within the data centre, consolidation is combining multiple islands into a single network, or single infrastructure. Each of those steps serves, in itself, a significant energy reduction."

COMPONENT CONSOLIDATION: At the same time, he points to the introduction of a unified I/O, introduced in Cisco's new Nexus series of data centre switches, as another way the company is helping its customers reduce energy consumption.

"If you look at power consumption today, roughly 15% of the power is consumed by the network in the data centre," he said. "Now if you look at a typical server desk, there's anywhere between seven to nine I/O interfaces on that server, consuming about 20watts of power each. So, there's a significant opportunity there to cut those costs as well as energy by taking the seven or nine interfaces and replacing them with two, consolidated, higher speed interfaces."

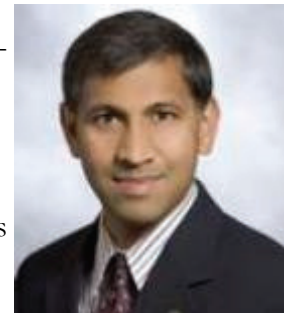
According to Ramaswami, just by reducing the number of I/Os can result in a power reduction of up to 8% in the data centre.

VIRTUALISATION AND AUTOMATION: Beyond consolidation, virtualization and automation will also play major parts in bring energy efficiency to data centres. However, virtualization will not only take place on servers, but also across the entire data centre infrastructure, including storage and networks.

"When people talk about virtualization, they often talk about server virtualization to start with, but there's server virtualization, there's storage virtualization, there's network virtualization – and really, all three go hand in hand," Ramaswami said. "The principal benefit – I mean if you look at the immediate benefit of virtualization – it is to improve the efficiency, or the utilization of your assets, whether its storage, servers or networks."

According to Ramaswami, Cisco has increased its server load from 15% to 60% utilization through virtualization of its server.

"What that means effectively is we can actually do with four times fewer servers. That reduces the



number of servers by a huge factor, a factor of four. The same goes for storage as well. As you virtualize your storage, you won't need as many storage areas," he said.

The network then becomes the key enabler of the strategy.

"So you can virtualize servers, but you also want your network to be aware that now your infrastructure is virtualized. Once you have a virtual machine, you might want to move around, for example, time of day, so during the day you have a heavy work load, so you have all your servers on, but during the night you might want to power down half your servers, so you might want to migrate your virtual machines from one set of servers to another set of servers. When that migration happens, the network actually has to help the migration, so it is seamless and doesn't impact services," he added. "In order for things like virtual machine mobility to happen, you need automation in the network. You cannot really get the benefit of virtualization without having the automation behind it. So it's really all three of those coming together that help energy efficiency."

The full interview with Rajiv Ramaswami is available on www.greentelecomlive.com

The opposite of consolidation: IBM's data centre in a box

While the rest of the industry is moving full steamed towards data centre consolidation to reduce overheads and improve efficiency, IBM has introduced three new platforms that allow enterprise and existing data centre operators to improve their existing infrastructure without a massive migration to bigger facilities.

The three new offerings, Enterprise Modular Data Centre, Portable Modular Data Centre, and High-Density Zone, are touted to offer improve energy efficiency through fully integrated cooling and power systems. The modular design allows data centre operations to scale up as the need arises, enabling more efficiency in both capex and opex terms, the company claims. All three new products are offered in "shrink-wrapped" packages.

The Enterprise Modular Data Centre comes in standard 5,000 square feet and 20,000 square feet formats. According to IBM, building in smaller, standardized modules and scaling up to match corporate requirements, customers can defer up to 40% of the capex and 50% of the opex when compared to building a large facility and gradually filling up the capacity.

For even smaller deployments, IBM's Portable Modular Data Centre is essentially a mini-data centre that comes in a shipping container. The pod-like package is equipped with a complete data centre physical infrastructure, including power and cooling systems and remote monitoring features, and features all the elements of the secure operating environments found in traditional "raised-floor" data centres, including protection from fire, smoke, humidity, condensation and temperature changes.

Lastly, the High Density Zone is a modular system designed to help data centre operators running out of capacity. The package is designed to be swapped into existing facilities to increase operational capacity.



NSW schools connects classrooms with Tandberg systems

Video communications solutions provider, Tandberg, has been contracted for 2,300 video conferencing systems inside New South Wales schools. The two year project will bring video communications capability to all schools, and extend the classroom out to offsite locations such as scientific research centres and even to NASA in the US.

According to Lars Ronning, Tandberg president Asia Pacific (excl. China & Japan), the tender by the school system called for the installation of one system with two screens inside one classroom with some schools installing the systems in multiple classrooms.

"The main reason is to utilize the best teaching resources better," Ronning said. "At the same time, they can link up to different schools, different regions. They are putting a lot of thought into the content, and how to do this."

He adds: “We have done some work with them already, like connecting to the Great Barrier Reef, some of the national parks, and they actually go in and have a teaching lesson with the rangers talking about what is happening out there.

“We have some schools going to NASA in the US. There is an Australian going up into space, and the system was used for a speech he gave to students, not from space, but from NASA and talking about the preparation, what is needed, and what they are going to do.”

In some cases, smaller schools are using the systems to expand its knowledge base by contacting specialist teaching resources that may not be available locally.

According to Ronning, the project was part of a campaign promise by the now elected government to enhance connectivity of schools in the territory. The result was a tender this year that Tandberg won. Meanwhile, Tandberg released two new video conferencing systems last week, including the high-end T1 system featuring a 65-inch screen and support for 1080p high-definition conferencing. Also launched was the E20, a personal video communications system with a 10.6-inch display and 5 megapixel camera.

Apple files patent for sun-powered devices

Apple Computers has reportedly filed a patent titled “solar cells on portable devices” that would pave the way for solar-powered devices such as the portable music players, mobile phones and laptop computers. The patent, attributed to several Apple employees, covers the integration of solar cells into portable devices, but instead of the traditional panels, the application hints at covering the entire device with layers of clear energy absorbing material.

“Solar cells are typically stacked with other layers made of transparent or semi-transparent materials... some of these layers may be used for display or input purchases, and some layers may be coated with various materials or they may be etched with product logos or other patterns,” the application states.

While portable solar power generators are already available in the market place, the reference could be alluding to new ink technologies developed by a variety of commercial and research institutions that can etch or print circuits onto any material to generate power from the sun. These inks will enable a new generation of solar cells that can literally be applied to any surface, including window panes and walls, and presumably the outside of laptops and mobile phones.

Firm proposes new charging scheme for network management –Pay per percent of energy saved

India-based provider of passive infrastructure for the telecoms industry, Acme Tele Power Limited, launched a new ‘Energy Management Solution’ for telecom sites with a new charging scheme that is based on the energy costs saved by its customers.

‘Energy Management Solution,’ which incorporates ACME products, including multi-operator Green Shelters, wide-range and networked Power Interface Units, NACC Compressor-less Air-Conditioners together with PCM Thermal Management Systems and high efficiency batteries, will be offered to operators at no additional costs (presumably after the purchase of the ACME equipment).

ACME will then manage the telecoms site for operators at no charge, but instead is proposing a fee structure based on a percentage of the energy saved as a result of its energy efficient systems.

The company says the solution can save operators between 40%-60% of their overall energy costs, which in a network with 5,000 sites, equals as much as US\$40 million per annum. The ROI period for the solution is 15 months, the company said. Some of ACME's telco partners include companies like Vodafone, Bharti, Ericsson, Reliance and Airtel.

Ericsson defines sustainability

In this exclusive interview with Ericsson’s Head of Corporate Social Responsibility, Elaine Weidman, Green Telecom editor Tony Chan finds out the company’s approach to, not only manage its own environmental impact, but support the success of its customers towards a new carbon lean economy.

Green Telecom: Ericsson is looking at ways to leverage the telecoms infrastructure to support a more carbon-lean economy, can you give some examples in this area?

Elaine Weidman: We are looking at it from a couple of different perspectives. We start our work looking at our lifecycle assessment. What we are doing basically is measuring the environmental impact of a mobile network is – that is the starting point, but then we are also looking at the overall contribution of the whole sector when it comes to climate change. We are looking basically at the ICT sector, including mobile telecoms, routers and data centres and everything as having about 2% of the global emissions as a whole, including Ericsson. But then we say, what about the other 98%, how can telecoms, smart use of telecoms be used to offset emissions in other sectors, such as travel and transportation, buildings, heating and lighting and the other big CO2 contributors in society.



Besides the obvious use of the network to replace activities such as travel, is Ericsson also developing or helping its customers develop, applications that further the use of the infrastructure, applications such as telematics for example?

We have three different business units. In all three of the business units, we are working with sustainability questions from both product and development point of view. In our network business unit, we are actually working with the radio base stations and the actual network infrastructure. In our services business unit, there we are looking at energy optimisation as a service to our customers – how to help them make their networks more energy efficient and cost efficient. Then, what I think you are talking about now, is our business unit, Multimedia, where we work with application developers. There, the number of different initiatives includes working with the transport sector for example, and looking at smart travel, CO2 calculators for travel.

How does Ericsson look at its own carbon footprint and do you have targets?

We publish what is our carbon footprint each year. Basically, I think we have a pretty unique approach to this. We look at the Ericsson CO2 emissions direct from our factories, facilities and so on, and we would capture about 2% of what we think is our total carbon footprint. That sounds kind of strange that a company would claim that, but this is what we have learned from more than a decade of pretty advanced lifecycle work. What we look at is our sphere of influence, so not only in our factories and offices, but what happens when you put a telecoms network out there that lives a 10-15 year lifetime, what's happening with the energy consumed during the usage, because that is where the main environmental impact occurs, when our products are in use by our customers.

To read the full interview with Elaine Weidman, go to: www.greentelecomlive.com

Last but not least...

VERIZON SETS OUT GREEN PROCUREMENT GUIDELINES: US carrier Verizon has published its own set of energy efficiency guidelines for equipment purchases after 1 January 2009. Equipment purchases after that date is expected to be at least 20% more efficient than today's products, the company said. The guidelines will include optical and video transport systems, switches and routers, DSLAM high speed Internet equipment and optical line termination gear, as well as switching power systems, data centre servers and power adapters that operate customer equipment. Verizon established its Telecommunications Equipment Energy Efficiency Ratings based on formulas that test the consumption of the equipment under various operating conditions and settings.

VODAFONE TO HALVE EMISSIONS BY 2020: Vodafone Group has publicly committed to reduce its carbon emissions by 50% by 2020 from a 2006/2007 baseline of 1.23 million tonnes. The company has already reduced the amount of carbon emissions relative to network traffic by 29% and improved the energy efficiency of new network equipment by 25% in the 2006/2007 period.