

Broadband Properties

Going to school for FTTH

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Defining the end product

- It has to equal or better the incumbent franchise
- DVR, PPV, HD, 6.0 megs plus, voice on price, PTP fiber

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FTTH Projects

- Three in classes in the past year
 - Taylor Village – Howard County, Maryland
 - Video, data & POTS, PTP
 - Waverly Woods – Howard County, Maryland
 - Video, data & VOIP, PTP
 - Liberty Square – Harrisonburg, VA
 - Video only, transport on PON

Development Concepts

- HOA Relations
- Bulk Agreements (from content providers)
- Value Measurements

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Service Agreements / Business Models

- Define the HOA buy/sell agreement
- Define the term
- Define continuing performance requirement

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Deployment Challenges

- Infrastructure
- Technical Design
- Compatibility

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Vendor Relations

- Use vendors that sell service with components
- Use vendors that have depth
- Use vendors that understand the end game is positive revenue streams.



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Additional Technical Assistance from DIRECTV®

- Complex technology, new architecture, mixed sourcing for various components.
- DIRECTV® engineering could and did assist.



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Project Management & Integration with Site Utilities

- Site engineering is critical!
- CAD overlays are absolutely necessary
- Contractor coordination must take place
- Human relations attended to
- Weekly on site meetings

Legal Thresholds

- Local / State
- FCC
- Content Providers

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Identify the Goals

- Successful Operating Systems
- Revenue Streams
- Capital Recovery
- Asset Value
- Value to Community

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Mistakes That Matter

- Timeliness of decision to deploy
- Expertise of seasoned SO
- Need to have all players embrace the concept
- Developer (the easy one)
- Contractors (often overlooked) - unit infrastructure and added values
- HOAs and HOA disclosures
- Subscribers - must accept!

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The end result?

- It actually works!
- Performs as promised
- Well worth the effort

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