

# COMMUNICATIONS DAY

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## Regional Internet Australia rolls out DSLAMs in north Qld

Ericsson is to supply an ADSL 2+ regional rollout with new Queensland based ISP Regional Internet Australia. The yet to be launched regional telco has been planning its attack on the regional Australian market for 18 months and is backed by a group of private investors and companies which have yet to be disclosed.

“Northern Queensland is one of the fastest growing regions in Australia, and the demand for broadband access from business and residential customers is outstanding,” said RIA chief executive Warren Thomson.

Thomson told Communications Day that the Townsville based carrier that it was ready to address the gaps in the regional market as a strong niche force providing high speed broadband and wireless 3G services.

**OTHER VENDORS:** Thomson said that RIA will announced another significant vendor arrangement in the next week detailing its concurrent 3G service availability. He added that there were another three vendors that are also involved in the regional project. Reticent to detail the rollout plans and targets ahead of the full scale launch of the carrier in Q1 next year, Thomson said RIA was creating a platform on its own and would not look at partnering with other regional providers in the short term . “We believe that we will have a sufficient foothold in the regional market to do it on our own with our own platform.”

Ericsson will supply its ED ADSL including IP-DSLAM equipment which will support speeds that are over 10 times faster than existing services. The carrier plans to roll out to Queensland regional areas first, followed by a staggered regional rollout through Australia. Installation of the additional ports is planned for completion by early 2006, extending Regional Internet Australia’s coverage across Northern Queensland.

According to Ericsson Australia Director of Marketing and Business Development Tony Malligeorgos, the EDA product has driven IP-DSLAM growth in the ISP sector from the vendor rapidly. “We are proud of being chosen by RIA to contribute to their broadbanding of regional Australia.”

Natalie Apostolou

## More time for CSL/New World merger talks

Telstra and New World Development have failed to nut out an agreement for the merger of their respective Hong Kong mobile businesses and extended by two weeks their exclusive negotiating period.

Following the passing of the original December 2 exclusivity deadline, New World Development announced that talks would now continue until December 16. It also reiterated that a completed merger, which envisages the transfer of New World Mobile to the Telstra-owned CSL, is no certainty.

NWD said in a statement, “the parties to the MoU have agreed that the latest time which NWM and Telstra shall negotiate or discuss exclusively with each other for the proposed merger be extended.” It added, “the proposed

## TODAY:

REGIONAL INTERNET AUSTRALIA to roll out DSLAMs in north Queensland

TELSTRA, NEW WORLD fail to nut out HK mobile merger agreement..

As TELSTRA exec takes helm of AMTA

STAR TV to use Australian mobile-TV system

INTERNODE partners with UNWIRED

PEOPLE signs new wholesale agreement with TELSTRA

LETTER TO THE EDITOR: TELSTRA responds to CDG criticisms

merger may or may not proceed. Investors and the respective shareholders of NWD and NWM are advised to exercise extreme caution in the dealings of the securities of NWD and NWM respectively.”

Under the proposed agreement announced as part of its wider restructuring strategy last month, Telstra would pay around US\$31 million in cash for the transfer of NWM to CSL. NWD would ultimately hold a 23.6% stake in the merged entity.

Telstra has been quiet on the progress of negotiations in Hong Kong, although it is understood to be very keen to see the deal through. Speaking with Communications Day last month, CSL Chief Operating Officer Matthew Willsher said, “Telstra is very serious about extracting value from CSL.” The merged company would be the largest player in one of the world’s most competitive mobile markets.

Tim Marshall

## **Telstra & Ericsson reps take top jobs at AMTA**

Representatives of Telstra and Ericsson will take charge of the country’s peak mobile industry body following the retirement of Australian Mobile Telecommunications Association Chair Keir Preedy of Optus.

In a statement yesterday, AMTA announced that Telstra Wireless and Mobility MD Holly Kramer and Ericsson Australia MD Barry Borzillo have been respectively appointed Chair and Deputy Chair of the organisation. The positions are valid for a period of twelve months.

Commenting on her appointment, Kramer said AMTA provided a platform to “work with government to shape the future of mobile communication in this country.” She added, “I intend to pursue and expand the important projects already initiated by this industry, which include promoting the benefits of self regulation that have already served this industry so well.”

At Telstra, Kramer is accountable for the development and lifecycle management of the carrier’s wireless products and networks. As AMTA Chair she is responsible for representing the views and needs of Australia’s entire mobile industry, including carriers and service providers, handset manufacturers, retail outlets, network equipment suppliers and specialised consultancy services.

Kramer said, “As Chair, I want to ensure that AMTA continues to focus on issues that impact both on the industry and the wider community, such as consumer protection and education, mobile phone tower deployment, health and safety issues, mobile phone recycling, and accessibility concerns.”

Tim Marshall

## **Star TV licenses Two Way TV platform**

Asia’s Star TV has licensed Two Way TV Australia’s mobile-to-TV technology Simcast, under a five year MOU.

Star intends to use the Simcast system for a wide range of interactive applications across its network of channels. The system has been deployed in successful trials in China and India, involving chat and voting applications on the "Channel [V]", and the Hindi entertainment channel "STAR ONE".

The MOU signals Two Way’s big push into its targeted Asian market strategy via STAR’s 50 channels which reach around 300 million viewers in 53 countries across Asia. Two Way will receive an upfront fee and an ongoing share in the revenue generated by viewers sending in messages from their mobile phones. It will also provide support and maintenance in return for a monthly fee. The company said that “the deal has the potential to generate multiple revenue streams for the company, from the deployment of multiple applications across multiple countries.”

Star Senior Vice President of Programming, Ross Crowley said the group was encouraged by positive results in its Chinese and Indian trials. “I have confidence that Two Way, with its professionalism and commitment, will be the right partner in delivering reliable and user-friendly TV-to-mobile technology to our system. We look forward to sharing these cutting edge services with our viewers throughout Asia.”

Two Way and STAR will now work towards signing a long-form contract to implement the MoU in the coming weeks.

Natalie Apostolou

## **Internode partners with Unwired**

Internode has partnered with Unwired to provide wireless access patches in Sydney metropolitan areas that feature ADSL blackspots. The freshly launched service “Internode Wireless Broadband - Powered by Unwired” is available to Internode account holders that will be supplied with a radio device, installed indoors within the coverage area.

The Sydney service is fully integrated into Internode’s network backbone, which is currently undergoing an eight-fold expansion of bandwidth capacity between Australian capital cities.

Internode MD Simon Hackett said that the new service goes beyond reselling as it has been implemented as a “last mile’ connection“ which also circumvents reliance on a standard phone line.

“Our service is ideal for Sydney residents who either can’t get ADSL or choose not to have a phone line. It overcomes the problem for people who live too far from the local exchange for ADSL coverage or where pair gain systems, such as RIMs, prevent the delivery of ADSL. It also suits people who rely on a mobile phone for voice calls or who move around a lot. Internode Wireless Broadband gets rid of your need for a copper telephone line,” he said.

Internode’s Wireless Broadband plans equate to its existing Home and SOHO ADSL plans in terms of bandwidth and usage allowances and includes free spam and virus-filtered email & web-mail accounts, global roaming, free personal webspace, complimentary dialup account, unmetered mirrors, games and IP radio stations.

Natalie Apostolou

## **People, Telstra form new agreement**

People Telecom has signed a multi-million dollar wholesale deal with Telstra for fixed line and Internet services. The terms of the deal including the time frame were not disclosed.

The agreement, which includes the provision of fixed voice services and Broadband ADSL services, commenced on 1 December, 2005.

People Telecom CEO Ryan O’Hare said the renewal of the relationship was based on Telstra Wholesale’s “unique service offerings and competitive wholesale tariffs.” He added “our customer experience led to us choosing Telstra Wholesale as our supplier of first choice for the past three years, and now, into the future.

People, which has secured a number of new supply agreements of late including a wholesale VoIP deal with Engin, said it remained committed to Telstra. “While we work closely with our wholesale partners, we are pleased to see that Telstra Wholesale can deliver great relationships during these times of change and continue to support its valued customers,” he said.

## **Broadband Phone partners with Netgear**

Australian VoIP provider Broadband Phone has partnered with supplier Netgear to develop a wholesale VoIP solution for local ISPs. The new solution combines the Broadband Phone voice service with Netgear’s latest VoIP hardware, providing customers with a white label bundle that can be branded and customised to suit their own requirements.

The wholesale solution is tailored to meet ISPs’ specific needs, with the cost of the solution dependant on the level of customisation required. ISPs can select their own call rates, payment plans and service pricing, and can bill customers directly with a branded invoice.

Broadband Phone also provides a simple provisioning system that allows ISPs to activate/de-activate accounts, order and cancel phone numbers (DIDs), download call details, access daily summaries and check statements. For customer support purposes, the portal also allows ISPs and their customers to see all call details in real time.

Broadband Phone director and co-founder Miranda Wong said “our new solution allows ISPs to market VoIP under their own brand and add value to their existing service line, driving their own pricing, billing structure, customer service and technical support.” said Miranda Wong, Director, Broadband Phone.

A trial VoIP pack is available to interested ISPs before investing in the complete wholesale solution. The pack is priced at \$550 and includes two NETGEAR TA612V Broadband Voice Adapters, 10 Broadband Phone service accounts with \$100 prepaid credit and two real phone numbers.

Natalie Apostolou

## **AIIA, Multimedia Victoria promote partnering project**

The AIIA and Multimedia Victoria is promoting a partnering project for the ICT industry offering like minded companies the opportunity to form collaborative networks, or clusters, to source new markets and increase sales.

Branded CollabIT, companies from the ICT sector or complementary industries will receive assistance to establish partnerships to market their businesses and access markets which, under normal circumstances, would be out of their reach because of influences such as economies of scale.

AIIA's chief executive Rob Durie, said that CollabIT was part of AIIA's vision to create a globally competitive local ICT industry. AIIA is also currently working on introducing similar programs in other States and Territories.

Targeting SMEs, the programme allows players to expand opportunities by identifying skills and synergies and sharing that knowledge and resources for joint activities such as product development, tendering and business growth.

Expressions of interest in the project are currently being sought from companies or individuals in the Victorian ICT industry prior to an information session in February 2006.

## **SENSIS LAUNCHES SMS SEARCH**

In a raft of new service launches Sensis has released a business and residential SMS service which enables mobile phone users to search for any listing via text and receive the required information back on SMS. Sensis Wireless GM Sebastian Baldwin forecast that Sensis SMS will be the next big driver for messaging as unlike other carrier service is network agnostic. Priced at 55 cents per request, Sensis SMS users will receive up to two text messages worth of listings per request, depending on the type of request and the results found. "Everybody at Sensis is proud of the fact that we have become the first company to bring the innovation of a business and residential SMS search service to Australian mobile phone users, beating our global rivals," said Baldwin.

## **ORIEL WINS CHINA BILLING DEAL**

ASX listed Oriel Communications has finally secured a contract in the Chinese market, after months of negotiation, providing billing solutions to Shanghai TTS Telecom Technology Co. Oriel's wholly owned subsidiary, BilltoBill executed the deal which will provide online payment solutions to the Chinese shared call center solution and telecom value-added services provider. They will use BilltoBill's payment solution to collect payments directly from business customers and consumers. Oriel Director and COO, Yang Lei stated, "this is our first customer in China's booming telecoms industry and we look forward to a strong and rewarding relationship", he added. BilltoBill is currently integrating the BilltoBill payment solution with Shanghai TTS Telecom Technology's infrastructure and will commence operations immediately following completion, expected before the end of December 2005.

## **ALPHAWEST WINS UNIVERSITY UPGRADE DEAL**

Alphawest has been selected by the University of South Australia (UniSA) to implement the University's major network infrastructure upgrade project. The new network will deliver the capacity to support UniSA's e-research communications requirements as well as providing a platform for the launch of IP Telephony in 2007. The network will also support e-learning services provided to the University's 32,000 students on campus, in Australia and in many countries overseas. Initially the upgrade will establish the core and distribution network infrastructure together with centralised network management systems, closely followed by access and extended distribution network layers in 2006.

## **AMEX CUTS TELSTRA PROCESSING FEE**

The processing fee for payment of Telstra products and services with American Express Cards is to be reduced. The two companies say that the reduction of the payment processing fee (PPF) is part of their key strategic alliance, which will include marketing campaigns and innovative consumer and corporate customer offerings. "To mark the next step in our partnership, in early 2006 we will

reduce the PPF applied to American Express Cards to be at parity with the PPF rate which we apply to Visa, Mastercard and Bankcard," Telstra CFO John Stanhope said.

### **IAN MARTIN REAPPOINTED TO BAHRAIN REVIEW BOARD**

Bahrain Telecommunications Regulatory Authority has reappointed Warwick Business School's Dr Martin Cave and ABN Amro Australia senior analyst Ian Martin to its Development Review Panel for a second year. A former US FCC general counsel, Robert Bruce, will also join them. Robert Bruce is a Senior Research Fellow at the Center for Digital Strategies at the Tuck School of Business in Dartmouth, Hanover, New Hampshire.

### **SKYPE LAUNCHES V2.0 OF FREE VIDEOPHONE**

International VoIP operator Skype launched a beta version of its 2.0 video software, enabling its IP telephony subscribers to also view live video of their conversation partners.

## **Letter to the editor from Telstra Mobiles executive Mike Wright**

### **What if they gave a war, and nobody came?**

Perry Laforge of the CDMA Development Group is determined to portray Telstra's recent decision to have a national 3G network based on 3GSM as a return to the "1990s holy war against CDMA" (Communications Day, 5 December 2005). There is no war!

Telstra has never said there is anything wrong with CDMA technology. Telstra has said in numerous presentations and written materials that CDMA was selected to replace analogue because it was the best option to provide rural coverage....at the time.

Development of 3GSM— based on Wideband CDMA—in the 850MHz spectrum now gives Telstra an historic opportunity to give its customers access to the one national 3G technology. Telstra has committed to 3G coverage throughout the footprints of its current CDMA and GSM networks. The new technology means coverage can be replicated without the need to build additional towers.

This plan allows us to provide better coverage, faster data speeds, and more services to more Australians, delivering wireless broadband throughout a single network, with improved in-building coverage and a wider range of services such as video calling, music downloads and video clips. CDMA has served Telstra's rural and regional customers well. However, continuing to run two networks just doesn't make sense - for Telstra, for customers, for shareholders, for stakeholders. Everytime there is an evolution in either technology, Telstra has to make a decision how and where it will be deployed. Two networks vying for the same investment dollar.

EVDO is a great technology. Telstra is continuing to expand the network until our new 3G service is rolled out with HSDPA (replacing the EVDO-based modems and PC cards of customers free of charge). But EVDO currently covers 3500 km<sup>2</sup>. The new 3G service will cover 1.6 million km<sup>2</sup>.

This is the best opportunity for rural customers to get wireless broadband services in the foreseeable future. It is not a war, it is commonsense.

**Mike Wright, General Manager Technology Mobile  
Telstra Corporation, Brisbane**

## **ABOUT COMMSDAY:**

**Chief Editor:** Natalie Apostolou  
(Tel: 02 9261 5490, email:  
natalie@commsday.com.au

**Regional Managing Editor:** Tim  
Marshall (Tel: 02 9261 5436,  
e-mail tim@commsday.com.au

**Publisher:** Grahame Lynch (Tel:  
+661 701 7664, e-mail: gra-  
hame.lynch@gmail.com).

**North American correspondent:**  
Patrick Neighly (e-mail:  
pneighly@madyakpress.com)

**London correspondents:** Mar-  
tyn Warwick (e-mail: mar-  
tyn@telecomtv.com) Guy  
Daniels (e-mail: guy@telecomtv.  
com)

**Asia correspondent:** Geoff Long  
(e-mail: glong@gmail.com)

**Consulting Editors:** Pip Bulbeck  
(Media), Mike Pickles  
(Mobiles), David Haselhurst  
(Finance), Richard Chirgwin  
(Networking).

**Subscriptions & Administration:**  
Sally Lloyd. (Tel: 02 9261  
5435, e-mail: sally@commsday.  
com.au

**Decisive Publishing** ABN 13  
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South NSW 1235 AUSTRALIA.

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**Fax:** 02 9261 5434. **Internet:**  
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22 and 23 March 2006

**YOU'VE HEARD** all about convergence and the digital revolution for ten years. Now it's finally happening.

Traditional telecom revenue models are collapsing. Distance-based revenues are disappearing. Voice and messaging is going all IP. But broadband capabilities provide new opportunities in exciting areas such as IPTV, gaming, content downloads and video streaming.

The same revolution is transforming the media world. Print advertising & classifieds are migrating to the WWW. Broadcast television and radio face both challenges and opportunities from the digital revolution. Even the compact disc's days are numbered in the face of amazing advances in flash memory and broadband capability.

The challenges are immense—and will force unprecedented alliances between the telecom and media worlds. **JOIN THE TELECOM AND MEDIA ELITE** at this two-day premium event as we examine the challenges & possibilities of the broadband age and how it will impact you.

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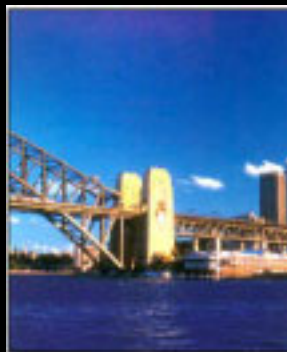
Speakers include:

- Alcatel Australia CEO Hilary Mine
- SPAN chairman John Kranenberg
- Soul CEO Michael Simmons
- Big Air CEO Jason Ashton
- Unwired CTO Eric Hamilton
- Ochre Networks CEO Barry Padman
- Telstra regulatory exec Kate McKenzie
- Crown Castle Australia MD Phil Kelley
- HWW GM mobile Jennifer Wilson
- Comms Minister Helen Coonan (invited)
- Shadow Comms Min Stephen Conroy
- Telyste MD Shara Evans
- Telstra Mobile GM, Wireless Graham Gordon
- KPMG IC&E director Malcolm Alder
- Motorola Asia Pacific networks director Dr Ray Owen
- Eclipse Group (Deloitte) CEO Peter Williams
- Consultel Technology Director Dr Paul Brooks
- Econet Wireless executive director Tex Edwards

About the venue:

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**FAX TO SALLY LLOYD +612-9261-5434** (or phone at +6129261 5435)  
OR MAIL WITH CHEQUE TO DECISIVE PUBLISHING, LEVEL 4, 276 PITT ST, SYDNEY NSW AUSTRALIA 2000