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Opening Remarks

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Next Generation Infrastructure

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Agenda

- > Key updates
- > Addressing Your Feedback
- > Key Activities Coming Up
- > IDA Industry Contacts
- > Thematic Workgroup

1a **Key Updates**

Key Updates

Lighthouse Forum #1 (26 Jun 09)



- **Over 350 individuals attended**
- **More than 250 companies participated**
- **Telcos, System Integrators, ASPs, ISPs, Equipment Providers, etc**

Key Updates

Lighthouse Specialised Track – Regulatory Workshop 1 (8 July)



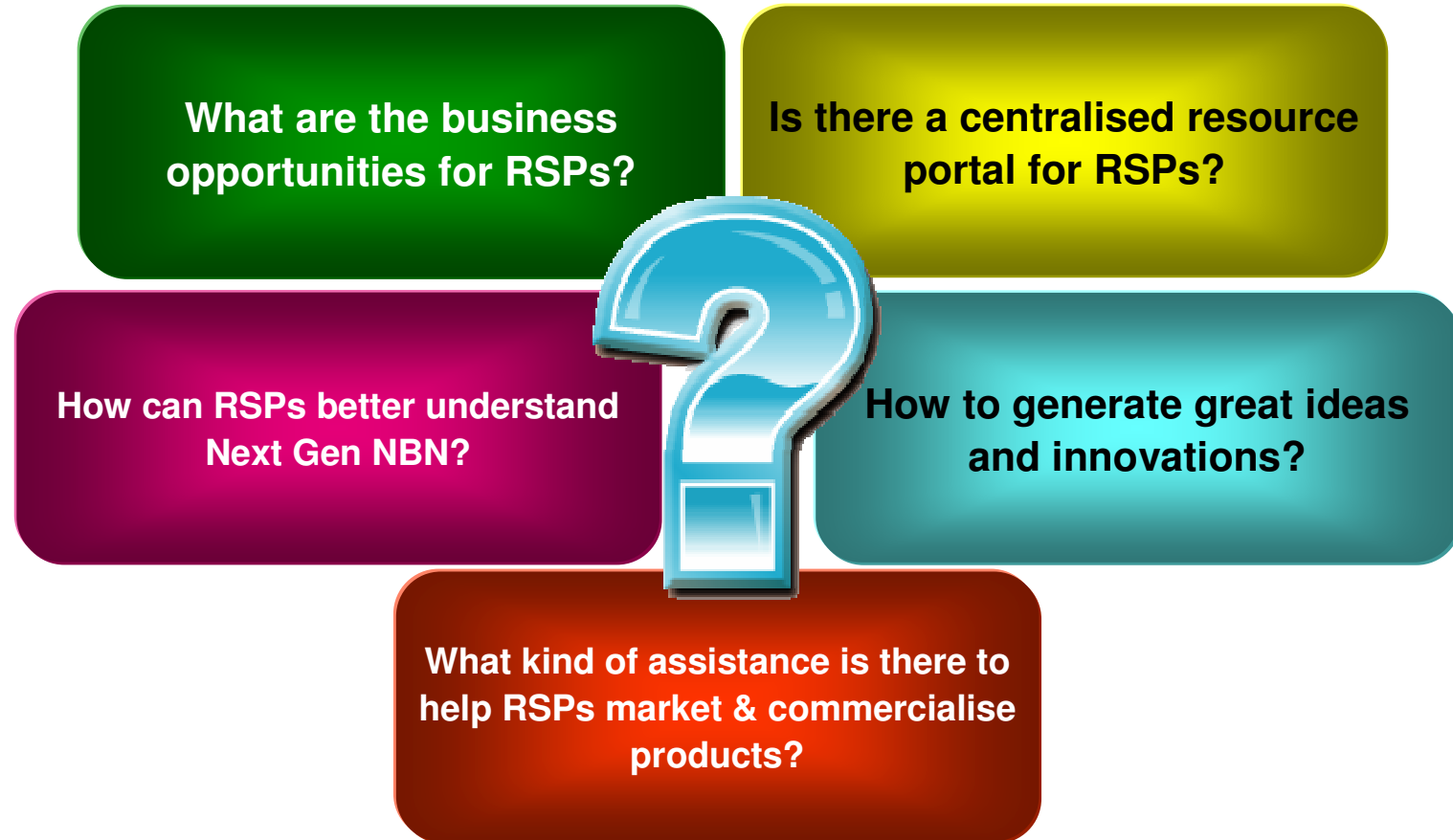
- ❖ Attended by over 80 individuals
- ❖ Overview of licensing and competition framework
- ❖ Positive feedback from attendees

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Addressing Your Feedback

Key Updates

Broad Areas of Feedback



Responding to Your Feedback

What are the Business Opportunities for RSP?



Sharing of Market Trends & Opportunities at Forums

- **30 July:** Forum #2 by Gartner
- **17 Sep:** Forum #3 by Frost & Sullivan
- **25 Nov:** Forum #4 by FTTH Council (Asia Pacific)

Ideas & Innovation Specialised Track

Update

- **13 Aug:** Workshop 1 - Delivering Innovative Services on NGNBN by Accenture



Responding to Your Feedback

Is there a Centralised Resource Portal for RSP?

Development of Next Gen NBN Microsite

(To be launched in Aug 2009)



RSP 101 Reference Guide in Next Gen NBN Microsite

(To be published in Sep 2009)





- **Licensing**
- **Assistance Schemes**
- **Relevant Business Associations**
- **Resource Library, etc.**

Responding to Your Feedback

How Can RSPs Better Understand Next Gen NBN?



Technical Specialised Track

- **30 July:** Workshop 1 – Technical Architecture of Next Gen NBN by Nucleus Connect & OpenNet
- **27 Aug:** Workshop 2 – Special Preview of OpenNet Deployment 
- **3 Sep:** Workshop 3 – Services in Action & Home Networking by IDA 

Responding to Your Feedback

How to Generate Great Ideas & Innovations?



Ideas & Innovation Specialised Track

- **23 Sep:** Workshop 2 – RSP Services Enablement by EPIC@SG
- **8 Oct:** Workshop 3 – Tech Fest by A*Star
- **Jan 2010:** Workshop 4 – Introduction to Interoperability Centre by Nucleus Connect

Update

Thematic Workgroup

- **30 July:** Forum #2 – Launch of first thematic workgroup
- **12 Aug:** Thematic Workgroup Briefing 1

NEW!

NEW!

Responding to Your Feedback

What kind of assistance is there to help RSPs market & commercialise products?



Forum #1

- 26 Jun: IDA Assistance Schemes

Branding & Marketing Specialised Track

- **27 Aug:** Workshop 1 – Branding “101” workshop by Saatchi Lab
- **15 Oct:** Workshop 2 – Business Case Modeling “101” by Ernst & Young **NEW**
- **15 Oct:** Workshop 3 – Co-branding with Next Gen NBN workshop by Saatchi Lab
- **5 Nov:** Workshop 4 – Product Marketing by FT Consult **NEW**

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Key Activities Coming Up

Recap

Lighthouse Specialised Tracks

Objective

For RSPs to gain in depth
knowledge about specific functional capabilities

Technical

**Marketing &
Branding**

Regulatory

**Ideas &
Innovation**

Specialised Track

Technical Track

Technical

Regulatory

Ideas & Innovation

Workshop #1*

Topic: Technical Architecture of Next Gen NBN by OpenNet & Nucleus Connect

Date: 30th July 09 (3pm - 5pm)

Venue: IDA HQ, MPH

Workshop #2*

Topic: Special preview of OpenNet Deployment

Date: 27th Aug 09 (3pm - 5pm)

Venue: TBA

Workshop #3*

Topic: Services in Action & Home Networking Solutions

Date: 3 Sept 09 (3pm - 5pm)

Venue: IDA HQ, MPH

**Workshop topic, venue & schedule subjected to change depending on response.*

Specialised Track

Regulatory Track

Technical

Market Branch

Regulatory

Workshop #1*

Topic: Licensing framework “101”

Date: 8th July 09 (3pm - 5pm)

Venue: IDA HQ, MPH

Workshop #2*

Topic: Nucleus Connect Interconnect Offer (ICO) briefing
(For licensee only)

Date: 18th Aug 09 (9am - 12pm)

Venue: NTUC Auditorium

**Workshop topic, venue & schedule subjected to change depending on response.*

Specialised Track

Marketing & Branding Track

Workshop #1*

Topic: Branding “101”
by Saatchi Labs
Date: 27 Aug 09 (10am – 12pm)
Venue: IDA HQ, MPH

Workshop #2*

Topic: Business Case Modeling “101”
by Ernst & Young
Date: 15 Oct 09 (10am – 12pm)
Venue: IDA HQ, MPH

Workshop #3*

Topic: Co-branding with Next Gen NBN
by Saatchi Labs
Date: 15 Oct 09 (3pm – 5pm)
Venue: IDA HQ, MPH

Workshop #4*

Topic: Product Marketing
by FT Consult
Date: 5 Nov 09 (3pm – 5pm)
Venue: IDA HQ, MPH



**Marketing &
Branding**

Regulatory

**Ideas &
Innovation**

**Workshop topic, venue & schedule subjected to change depending on response.*

Specialised Track

Ideas & Innovation Track

Workshop #1*

Topic: Delivering Innovative Services on NGNBN
by Accenture

Date: 13 Aug 09 (2.30pm - 5pm)

Venue: Raffles City Tower

Workshop #2*

Topic: RSP Services Enablement by EPIC@SG

Date: 23 Sept 09 (3pm - 5pm)

Venue: Capital Tower

Workshop #3*

Topic: Tech Fest by A*Star

Date: 8 Oct 09 (2.30pm - 5pm)

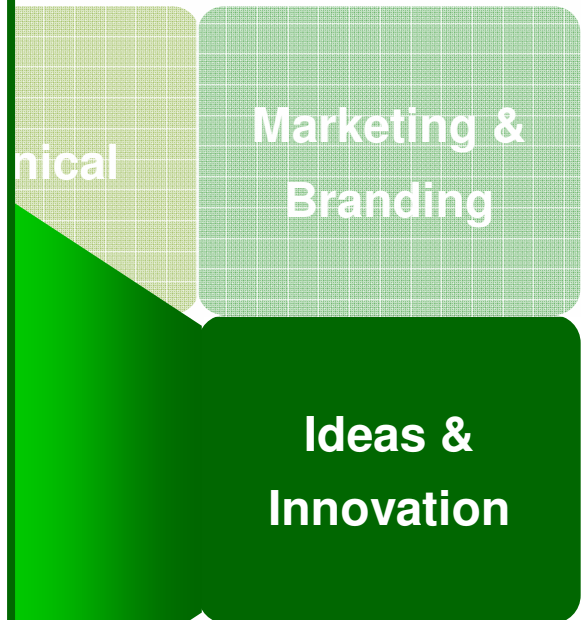
Venue: Fusionopolis

Workshop #4*

Topic: Introduction to InterOp Centre by
Nucleus Connect

Date: Jan 2010 (3pm - 5pm)

Venue: Nucleus Connect office



**Workshop topic, venue & schedule subjected to change depending on response.*

Specialised Track

Inter-Connect Offer (ICO)



	30 July 2009 Workshop*	18 August 2009 Briefing*	3 September 2009 Workshop*
Objective of Briefing	Introduction to OpCo Services To present an overview of the services provided by Nucleus Connect	The ICO Experience To show what it means to buy services under the ICO	Services in Action To explore service possibilities and business opportunities
Target Audience	Technical	Regulatory: FBOs, SBOs & broadcast licensees only (excluding class)	Product Development, Business Development, Marketing
Details	<ul style="list-style-type: none"> > Overview of technical network and service ports > Listing of OpCo ICO services 	<ul style="list-style-type: none"> > OpCo Regulatory Framework: <ul style="list-style-type: none"> ▪ OpSep Framework ▪ EOI Framework > Details of key Ts & Cs of OpCo ICO > ICO public consultation 	<ul style="list-style-type: none"> > Service Scenarios

**Workshop topic, venue & schedule subjected to change depending on response.*

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IDA Industry Contacts

Lighthouse Series

Account Management

**Application Service Provider
(ASP) & Software Developer**



Evangeline Loh

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**Next Generation Innovation
Centre (NGIC) & Consultants**



Ng Nam Guan

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**Equipment
Manufacturer**



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**System
Integrator**



Ng Cailin

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**Telecom
Operator**



Liang Huiping

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Lighthouse Series

Account Management

Research & Development



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Research House



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Business Associations



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Government Institution



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Media & Entertainment



Low Boon Kiat

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Thematic Workgroup

Recap

Lighthouse Thematic Workgroups

Objective

**Focused discussion around
new ecosystems to create new market opportunities**

**Foster conducive environment for the
development of next generation services**

**Creating new industry value chains and
generate new business opportunities**

Industry Consult

**Workgroup
meeting 1**

...

**Workgroup
meeting n**

Key Outcomes

Process

Next: Launch of First Thematic Workgroup

Coming Up Next **& Mini Booth Display**

Lighthouse forum #3: 17th Sept 2009

Next Lighthouse Specialised Tracks:

- ***Technical Workshop #1: 30th Jul 2009***
- ***Technical Workshop #2: 3rd Sep 2009***
- ***Regulatory Workshop #2: 18th Aug 2009***
- ***Marketing & Branding Workshop #1: 27th Aug 2009***
- ***Ideas & Innovation Workshop #1: 13th Aug 2009***

**Mini Booth Display proposal submission for next
Lighthouse Forums**

(Contact: jacky_tan@ida.gov.sg)

For more information,

please visit: www.ida.gov.sg/ngnbnlighthouse

Or email: broadband@ida.gov.sg

Thank You