

# SCTE

## Professional Development

*The Business Model for All-IP Network*

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*May 31, 2012*

# The Business Model for All-IP Network

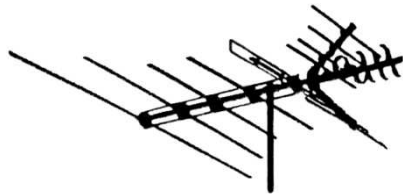
## *Agenda*



- Introduction
- Options
- Over The Top
- Rationale For Change
- The Question of How
- Final Thoughts

# The Business Model for All-IP Network

## Introduction



# The Business Model for All-IP Network

## *What Are The Options?*



- Traditional HFC
  - Embedded Legacy
  - Set Top Boxes
  - Operations
- All IP
  - Network
  - Services
  - Operations
- Hybrid
  - Transcode in Home
  - User Perspective
  - Embedded Legacy

## The Business Model for All-IP Network *Over The Top*

- Tablets & Smart Phones
- Anyplace & Anytime TV
- Live TV on Second Screens
- Whole House DVR
- Home Security
- Home Automation



Aggregator



Content



Bandwidth



Device



TV Set

# The Business Model for All-IP Network

## *The Rationale For Change*



- Economies of Scale
- Competition
- Capacity
- Operations
- Customer Demand
- Convergence of Services
- User Experience & Customization
- Customer Behavior

# The Business Model for All-IP Network

## *Going All-IP...How?*



- Greenfield
- Flash Cut
- Cap & Grow I
- Cap & Grow II
- Bridging Strategies

# The Business Model for All-IP Network

## *Final Thoughts*



- Certification
- Personnel
- Technology
- Creative Destruction