

# At-a-Glance

## PRE-CONFERENCE WORKSHOP | 07.11.2012 | 09H30-17H00

- Session 1:** Understanding and Optimising the Opportunity - COSTS
- Session 2:** Understanding and Optimising the Opportunity - MARKET
- Session 3:** Understanding and Optimising the Opportunity - REVENUES
- Session 4:** Optimising the Business for Real World Scenarios

Anyone considering an upgrade to their network (xDSL, FTTX etc), or a new deployment will benefit from the workshop as it will help their own assessment of the opportunity and help them avoid serious mistakes in terms of estimation of costs, potential revenues, penetration etc.

Commercial, strategy and finance personnel in current or proposed telecoms operators as well as utilities looking to diversify into telecoms will find this a valuable workshop in learning how to assess opportunities, exploit the good ones and avoid bad ones. No two deployments are identical. Local conditions, regulation, likely penetration, costs, geography etc will all impact the business case and so the workshop will cover key drivers of profitability and also share the key aspects of building a realistic business model.

It will include key aspects of business modelling combined with real world examples of costs, issues, best practices and potential traps for the unwary.

**50% Discount  
for Operators**

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In times of great economic uncertainty, the challenge is to invest in the right networks and then maximize the profits from them. However, high levels of competition in many countries and the high capex needed for FTTH mean that making the right investment decisions are more important than ever. Not only do you need the right compromise between fibre through to mobile, but you must understand the revenues and margins the network can deliver in the face of the challenge of over the top content and falling ARPU's.

This conference will take a pragmatic approach to what works and what doesn't, highlighting experience and learning from successful operations and asking the hard questions rather than believing everything will be fine.

*The conference will cover important issues including:*

- ➔ The real potential for dsl acceleration and the impact on strategic choices
- ➔ The business case - how to get the right balance between ftth, ftx, adsl and mobile services
- ➔ Making money from content - the two sided business model - challenges and potential
- ➔ Understanding the funding mechanisms for new networks
- ➔ Why there is plenty of finance available but projects are not able to access it

In addition, panel and interactive sessions will look at the challenges in the industry and how they can be faced.

**Conference Chairman:** Richard Jones, Partner, Ventura Team

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Praceta Luis Antonio Verney, 32  
4100-312 Porto - PORTUGAL

Tel. +351.226107015  
Fax. +351.226105971  
info@hansecom.net