BBF Broadband Network 2030 Focus

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What Has the last 3 years and Covid Taught Us?

- **Nothing New!**
  - Just accelerating subscriber service needs

- **The Broadband Connection Needs to Meet Multiple Different Service Customer Needs**
  - The Consumer
  - The Homeworkers employer
  - Business
  - Application providers
    - Smart Home, IoT, Entertainment, eCare, eLearning etc.
  - Public Services

- **Speed, Reliability, QoE are all becoming as important as each other**
  - Application appropriate
  - Broadband and internal building Wi-Fi / wired connectivity are seen as the same service

Future of Broadband Services – What Matters?

01 Monetizing of New Services

02 Service Differentiation
Beyond connectivity

03 Multi-Service Broadband Network
Residential, Enterprise, Mobile, IoT, Wholesale

04 Convergence – Core, Edge (incl. Transport)

05 Agile Network Service Delivery

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Move to Services Based Architecture
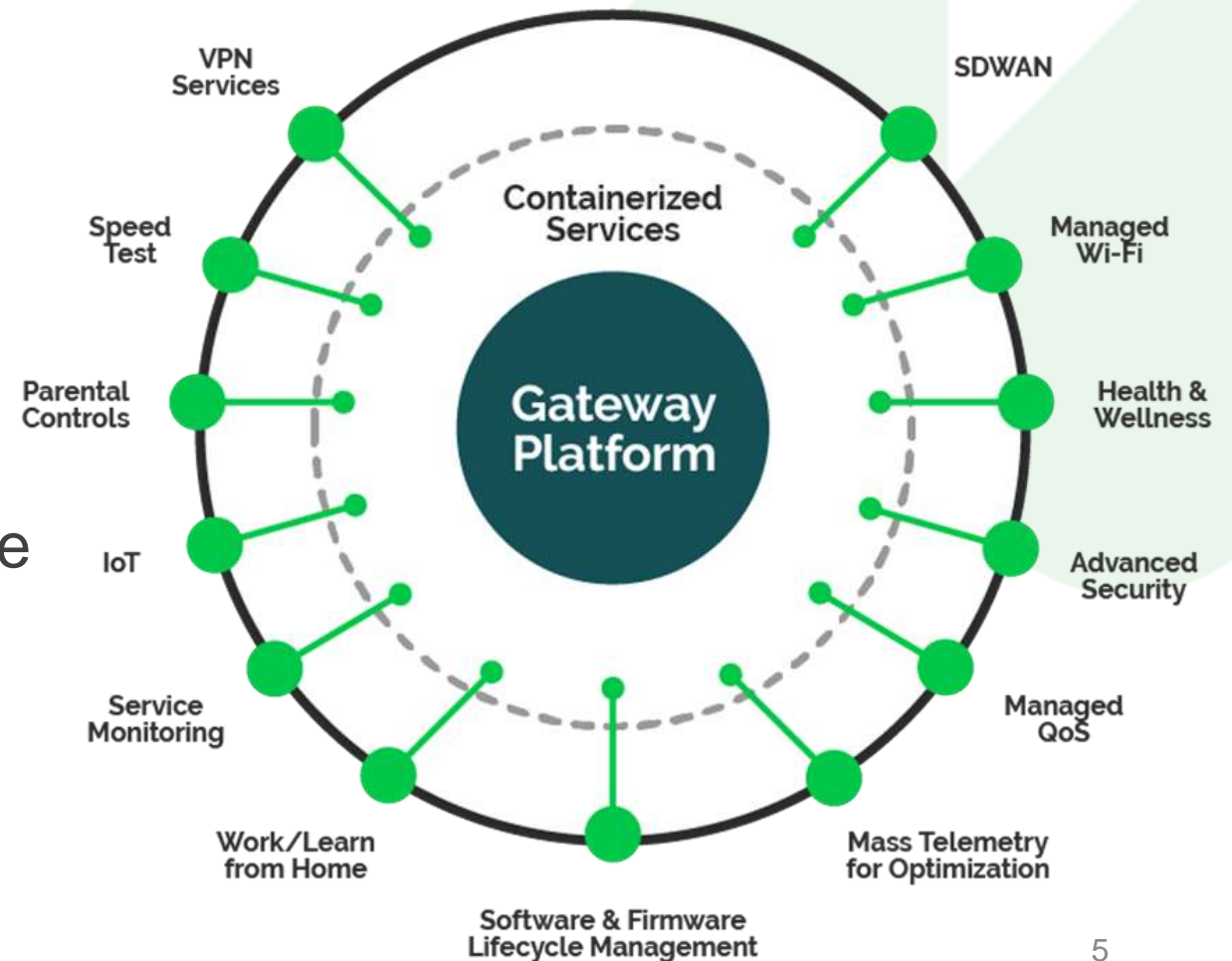## When "Speed" is no longer an Inhibitor:

- Service based not connection based
  - Services provide opportunity for increased QoE and Revenue
  - E2E QoE and Security requirements per customer / application
  - Services well defined in 5G Mobility (3GPP)
- Mobile and fixed starting to converge
- Software Driven Solutions
- Characterized across the E2E Broadband Ecosystem

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Service Orientated Containerized Broadband Network

When Speed is no longer an Inhibitor:

- Service Orientated Network drives the feasibility of multiple customers over the same connection
  - Residential / Consumer
  - Homeworking Employer
  - Smart Home eServices
    - eHealth, eEducation,
  - OTT Partnerships
- Dynamic QoE Enabled
- GOAL: A Service Provider AppStore

VPN Services · Speed Test · Parental Controls · IoT · Service Monitoring · Work/Learn from Home · Software & Firmware Lifecycle Management · Mass Telemetry for Optimization · Managed QoS · Advanced Security · Health & Wellness · Managed Wi-Fi · SDWAN · Containerized Services · Gateway Platform

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BUS
Broadband User Services

ATA
Access and Transport Architecture

FAN
Fiber Access Networks

PHYtx
Physical Layer Transmission

WWC
Wireless-Wireline Convergence

SDN NFV

COMMON YANG

Thank You