

# **Global Forum — Paris**

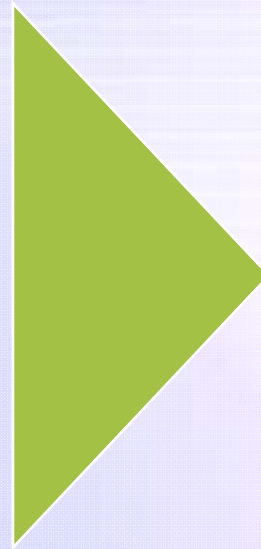
***Ubiquitous Infrastructure in Europe,  
the Americas, Asia and Emerging Markets***

**November 9, 2006**

**Kathryn C. Brown  
Senior Vice President  
Verizon**

## ► From:

- **Wireline**
- **Narrowband**
- **Voice-centric**
- **Circuit-switched**
- **Copper infrastructure**
- **Proprietary architecture**
- **Traditional Regulation**
- **Government in charge**



## ► To:

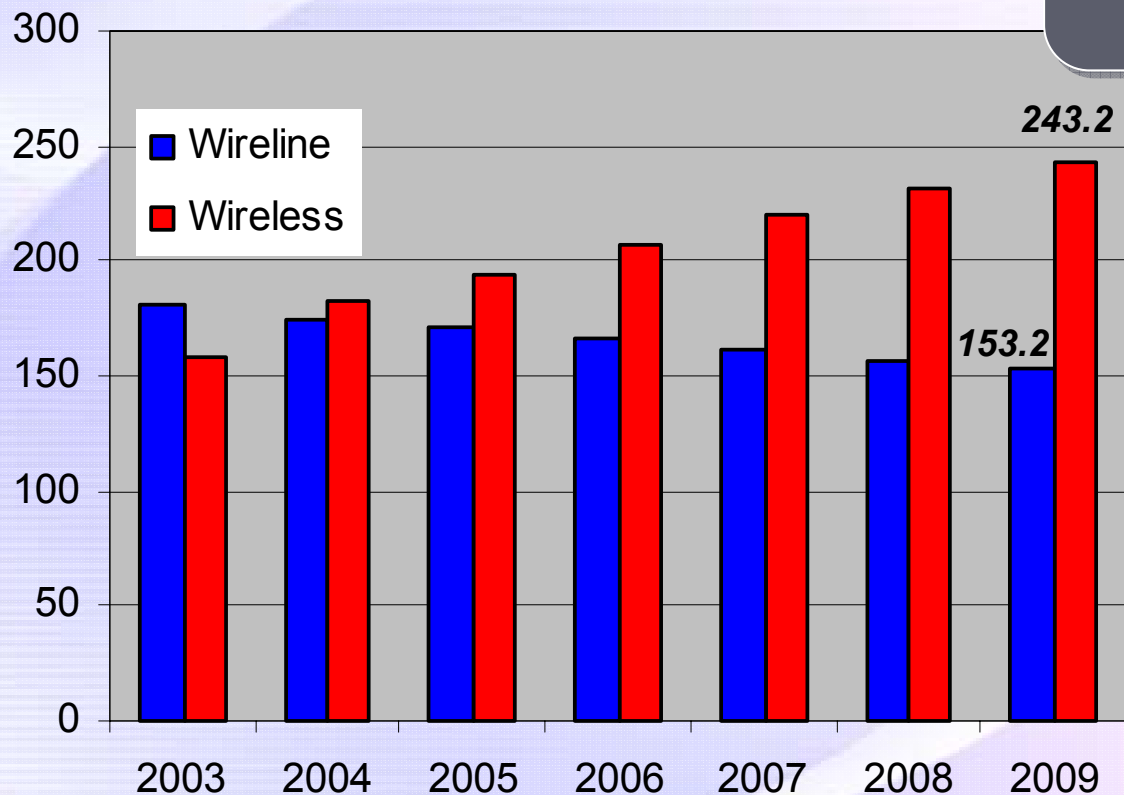
- **Mobile and Converged**
- **Broadband**
- **Video-centric**
- **Packetized**
- **Optical Infrastructure**
- **Open architecture**
- **Market-based policy**
- **Consumer in charge**

# U.S. Wireline Voice Declines, Wireless Grows



## U.S. Wireline and Wireless Subscribers, 2003-2009 (millions)

Wireless subscribers will exceed wireline by 58% in 2009



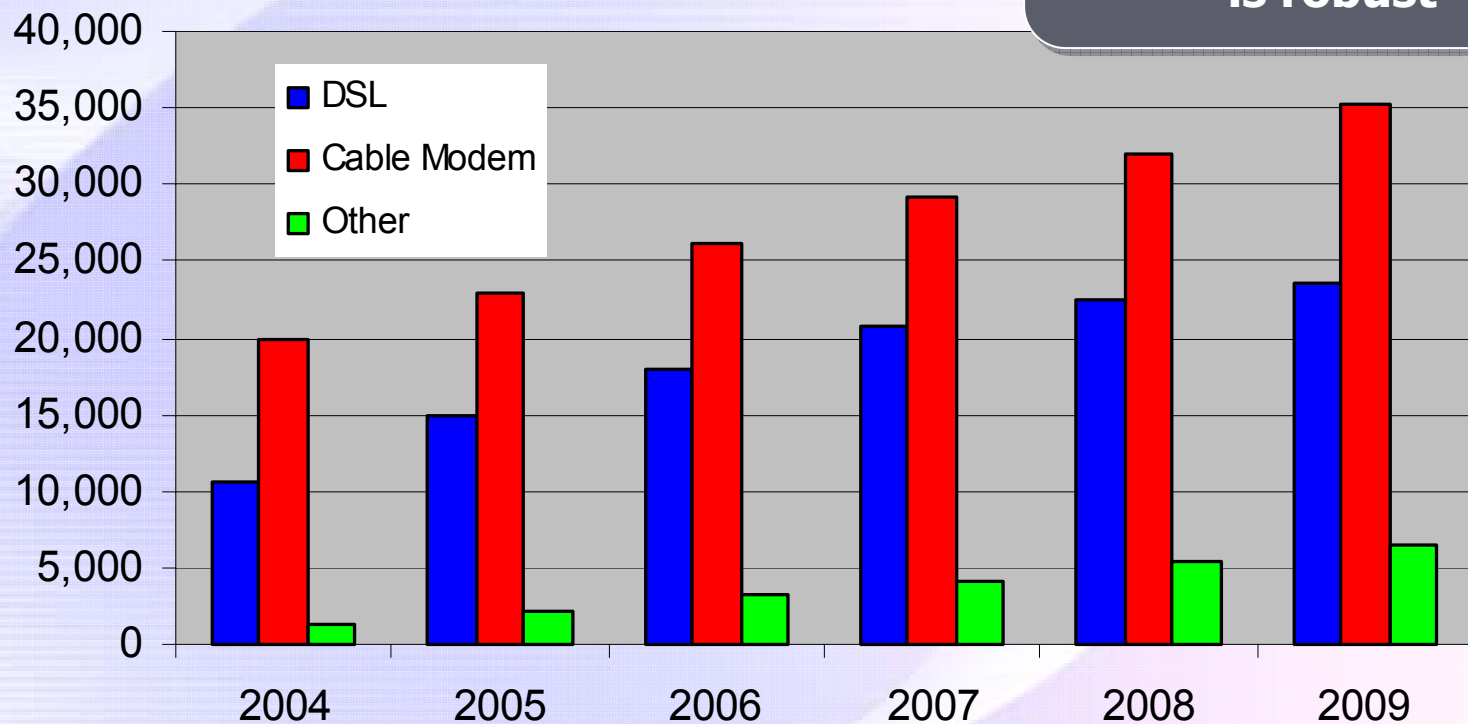
Source: Instat March 2006

# Rapid Growth in U.S. Broadband



## U.S. Homes Connected, 2004-2009 (thousands)

Broadband growth  
in each technology  
is robust



Source: Instat March 2006

# Verizon is Boosting Bandwidth & Services to the Home



- ▶ Building fiber-to-the-home network in parts of 18 states
- ▶ Deploying in approximately 400 communities across the U.S.
- ▶ Recently announced 50 megabit service in some states and offering television service in 7 states
- ▶ 3 millions homes/businesses passed by YE 2005 with fiber technology
- ▶ On target to pass another 3 million this year



# Verizon is Boosting Bandwidth & Services to the Home

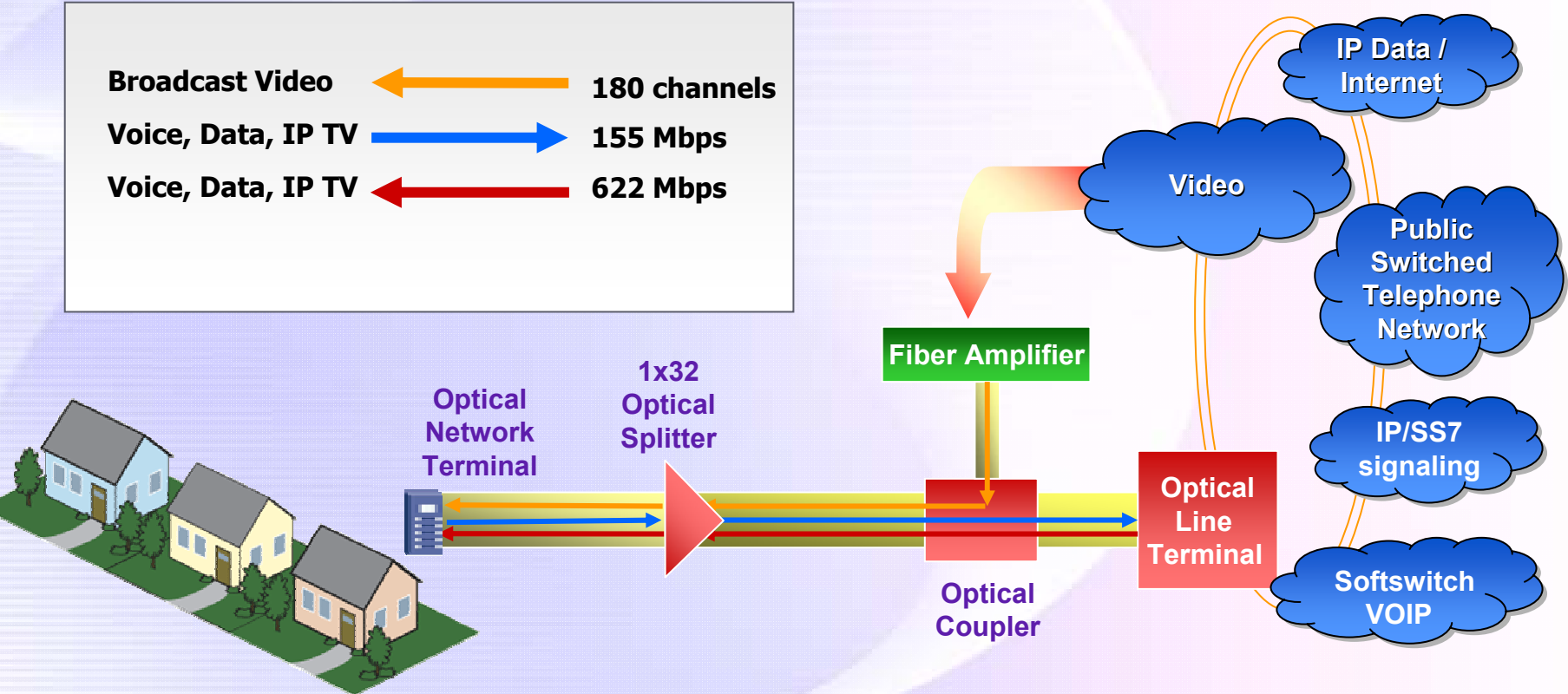


- ▶ Current plans:
  - 18 million homes passed by 2009
  - Total investment: \$22B
  - 100 megabit connections
- ▶ Verizon opportunity:
  - 33M households & 3.6M businesses
  - \$50B voice/data/video market (U.S.)



## Verizon is Building Highest Capacity Network to the Home in the U.S.

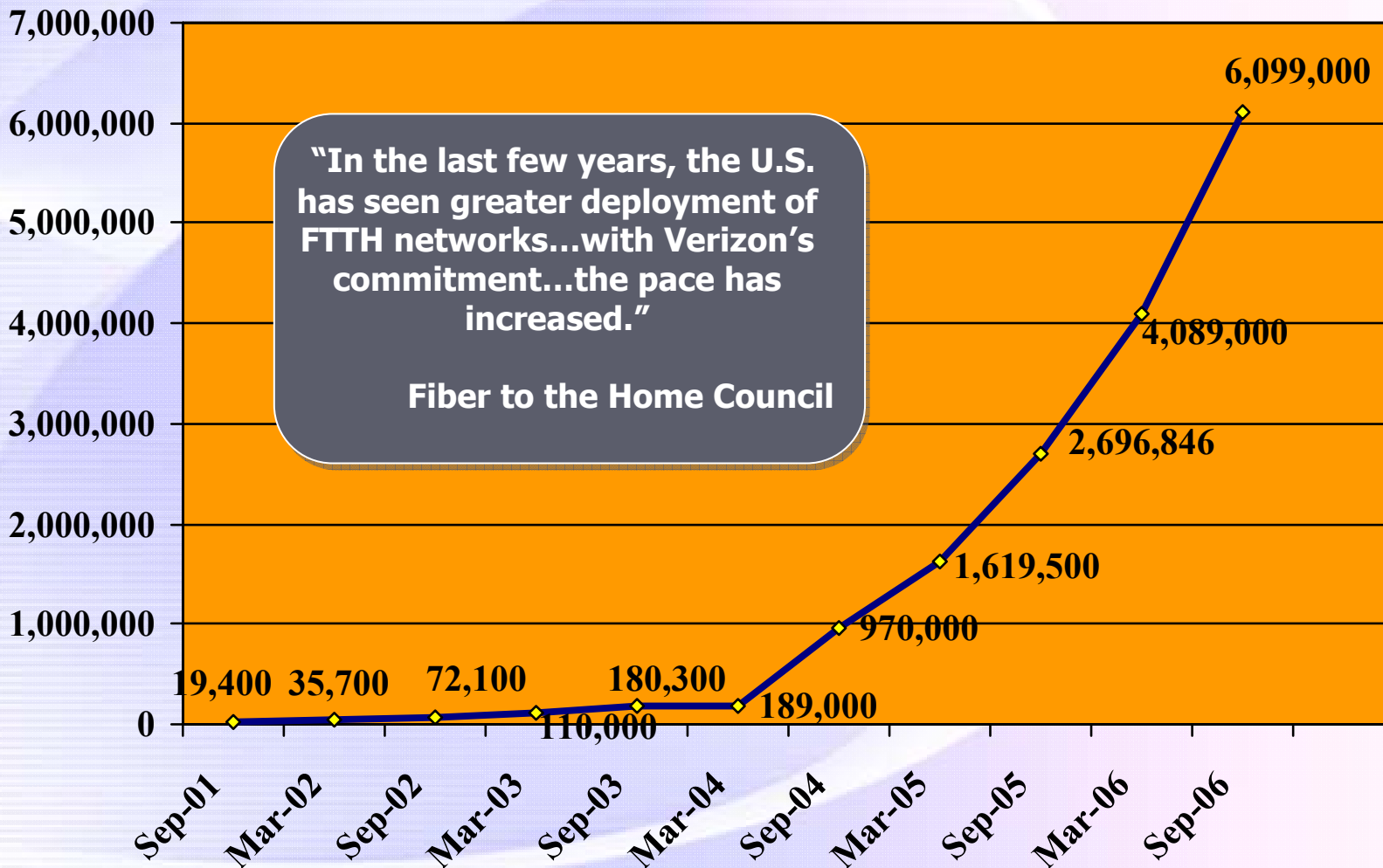
Broadcast Video	←	180 channels
Voice, Data, IP TV	→	155 Mbps
Voice, Data, IP TV	←	622 Mbps



# FTTH Deployment Increasing



## FTTH Homes Passed in North America

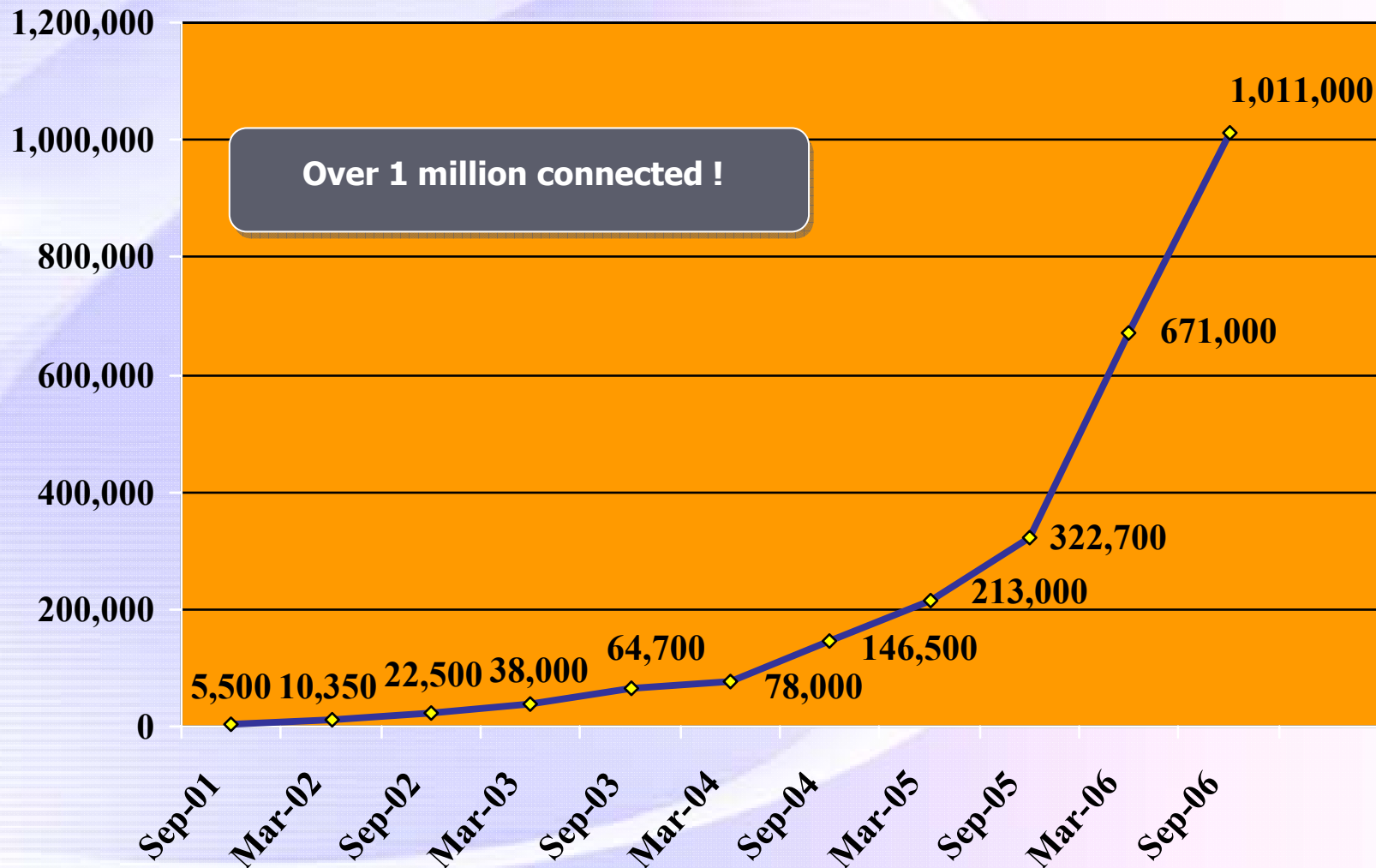




# FTTH Deployment Increasing



## FTTH Homes Connected in North America



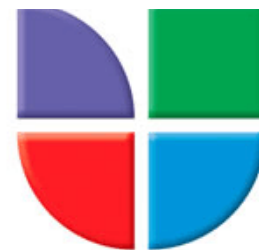
Source: RVA Render & Associates, LLC 2006

# Verizon FiOS Pricing & Packaging



## Basic Service: 24 channels @ \$12.95

- ▶ Analog or Digital
- ▶ Local Broadcast Stations
- ▶ Weather Channels
- ▶ Compelling local content
- ▶ 47 music channels
- ▶ Access to more than 2,000 On Demand titles with STB
- ▶ Access to over 20 HDTV channels with STB



UNIVISION

## Expanded Basic: >180 channels @ \$39.95

- ▶ 100% digital line-up
- ▶ 24 basic channels
- ▶ 100 + additional video channels
- ▶ 47 music channels
- ▶ Access to more than 2,000 On Demand titles with STB
- ▶ Access to over 20 HDTV channels with STB

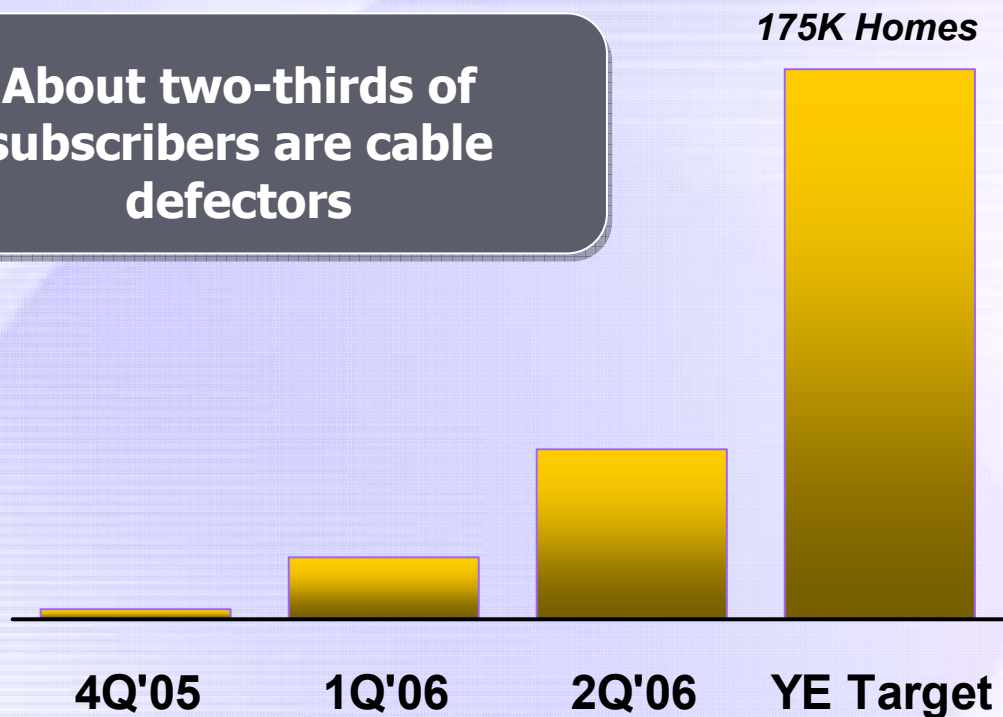


HBO



## Verizon FiOS TV Subscribers

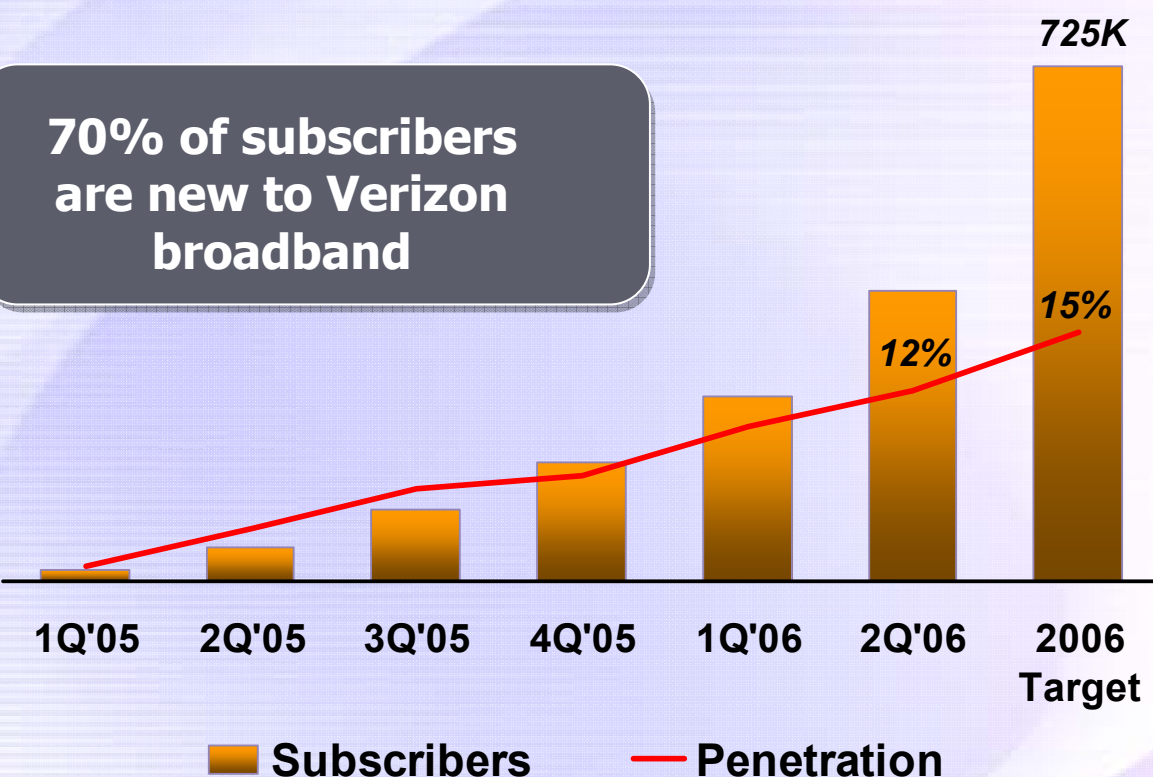
About two-thirds of subscribers are cable defectors



- ▶ Monthly Churn < 1.5%
- ▶ 99.4% subscribe to Premier Tier
- ▶ 60% have HD and/or DVR
- ▶ 37% subscribe to movie or sports package
- ▶ 12% of gross sales have included Home Media DVR

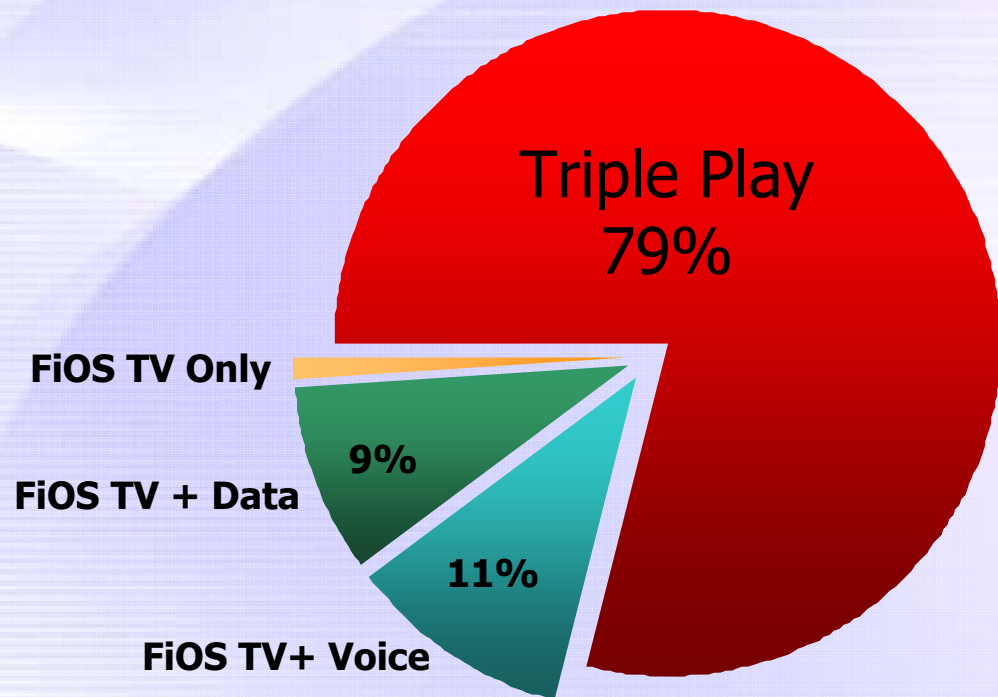
## Verizon FiOS Internet Subscribers & Penetration

70% of subscribers are new to Verizon broadband



- ▶ Average penetration in wire centers open for sales
  - 6 months = 8%
  - 9 months = 12%
  - 12 months = 15%
- ▶ Monthly churn < 1.5%
- ▶ 5 mbps: \$39.95 per month
- ▶ 15 mbps: \$44.95 per month
  - 50 mbps service in NY, Mass., Rhode Island

## Verizon FiOS TV Customer Base



- ▶ 99% of FiOS base has 2nd product
- ▶ Bundled line churn is 50% lower than voice-only lines
- ▶ 56% of FiOS TV sales include FiOS Internet

# Challenges



- ▶ Privacy
- ▶ Broadband availability and access
  - Rural, disabled, seniors
- ▶ Evolve and reform regulatory role
  - Recognize platform competition by refraining from anticipatory regulatory model
  - Markets—not functions—need to be defined to encourage competition
- ▶ Ease of Use/Seamlessness
  - Bundling is important and making software/hardware “consumer friendly”



# Challenges, cont.



- ▶ DRM/copyright models that work for the consumer—commercial models, not government mandates
- ▶ Consumer safety online, especially safety of children
- ▶ Key challenge is to stimulate innovation, choice for consumers and innovators

