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# Conversations

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# Establishing Revenue Stream in The Internet Economy, Panel Discussion

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# Establishing Revenue Stream in The Internet Economy, Panel Discussion

**Alex Salour**  
British Telecom



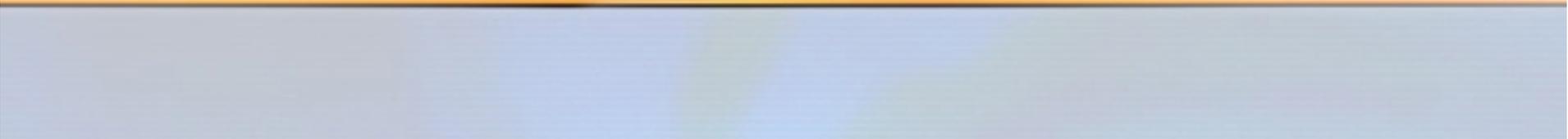
# **Wholesale Dial IP....Case study**

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**But we also offer.....!**

**Consumer Broadband and Narrow band  
Business Internet Access  
IP/VPN services  
Security Services  
VOIP  
etc.**

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## home

HOME

NEWS

SPORTS **TOP STORIES**

ENTERTAINMENT **WORLD**

BUSINESS **UK**

TRAVEL **BUSINESS**

FILMS **SPORTS**

GAMES **TECHNOLOGY**

JOBS **ENTERTAINMENT**

MONEY

AUTOMOTIVE

FOOD & DRINK

AUCTIONS

SHOPPING

CLASSIFIEDS

### Welcome to BTopenworld

What are the biggest frustrations with the internet? Slow modem access, call charges, an engaged signal on your phone, and a feeling you're missing out.

#### THIS WEEK'S CHANNEL PICK



#### sports

- Keegan's World Cup plans
- England vs. W. Indies
- Wimbledon finals

#### film

- Chicken Run
- MI-2 opens this week
- Top grossing film

### Added to games?

#### Virtual 192

Fill in your information below

Full name:

Postcode:

#### UK WEATHER WATCH



- Up-to-the-minute weather
- Latest satellite images

### REUTERS **TOP STORIES**

- Fijian soldiers patrol street near Parliament
- Fijian Prime Minister at news conference in Suva
- Mexican presidential candidate gives victory sign

#### business

- Technology stocks up
- Wall Street update
- Investment advise
- UK job search
- Top ten careers
- New markets in the UK

#### jobs

### Promotion: Sign up a friend

Recommend ADSL to a friend and get free service for a month

ADSL checker

Find out if your telephone exchange is ADSL enabled

### JOBS @ BTopenworld

The idea of Changejobs stemmed out of the confusing amount of job sites in the UK and aims to offer job surfers a gateway to all the leading UK job sites.

### ADSL Newsgroup

The online bulletin board explained in full by our experts

**PlanetRugby**

www.planet-rugby.com

**TRAVELCARE**

Established 1989 Limited

Travelcare Limited,  
the travel insurance specialists  
Phone us FREE on 0800 181532



**LIVE F1**  
coverage  
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# The UK Dial IP Market

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- **Consumer Internet Access**
- **Satellite TV Interactive channel**
- **Business remote LAN access**
- **WAP phone access**
- **VOIP**

**Consumer Internet Market Dominates Today!**

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# UK Consumer Dial Internet Market Size

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<b>Year</b>	<b>98</b>	<b>99</b>	<b>00</b>	<b>01</b>	<b>03</b>	<b>04</b>
<b>Users (M)</b>	<b>4.6</b>	<b>7</b>	<b>9.1</b>	<b>10.9</b>	<b>12.1</b>	<b>13.3</b>

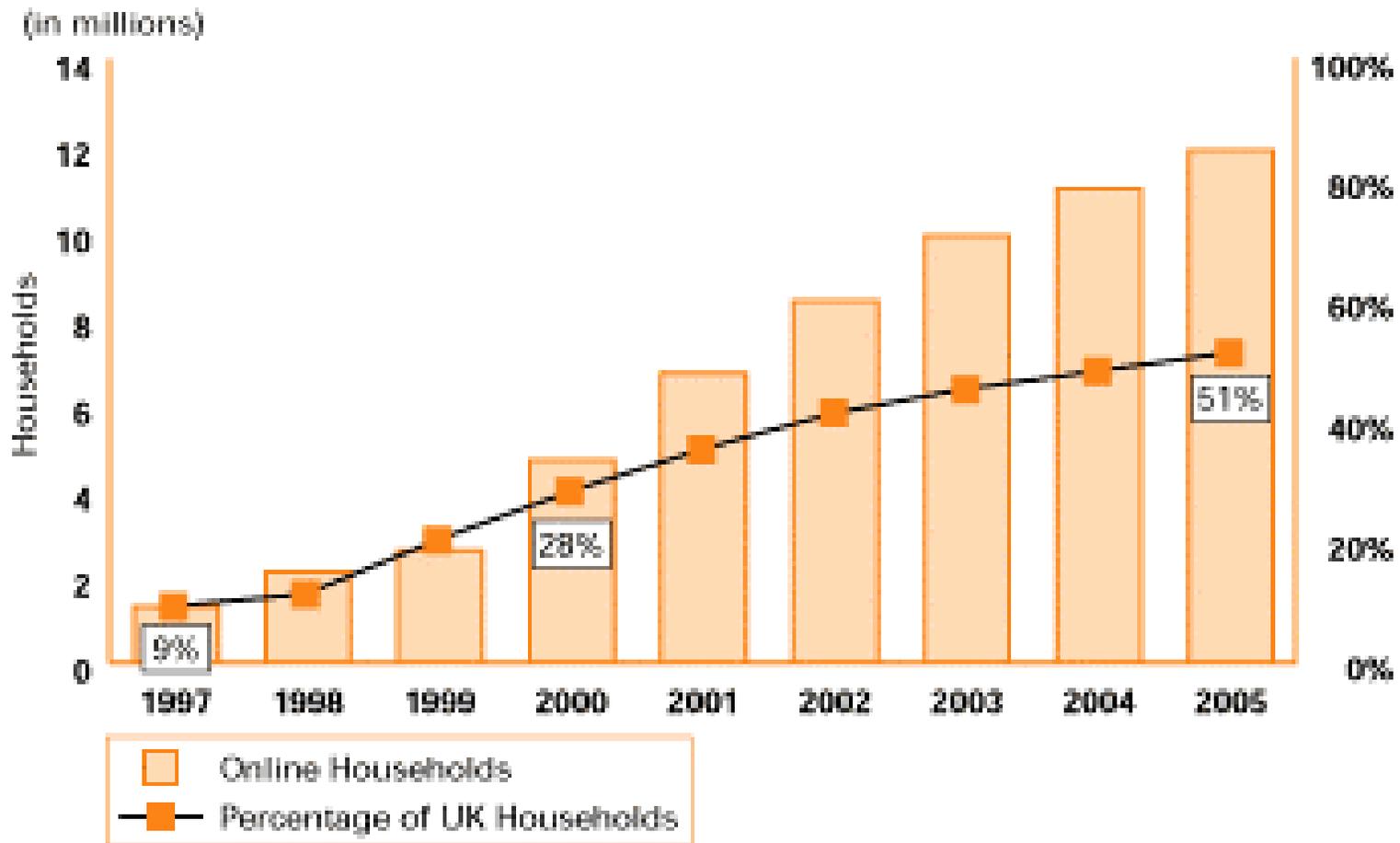
*Durlacher 1999*

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# UK Consumer Market Share

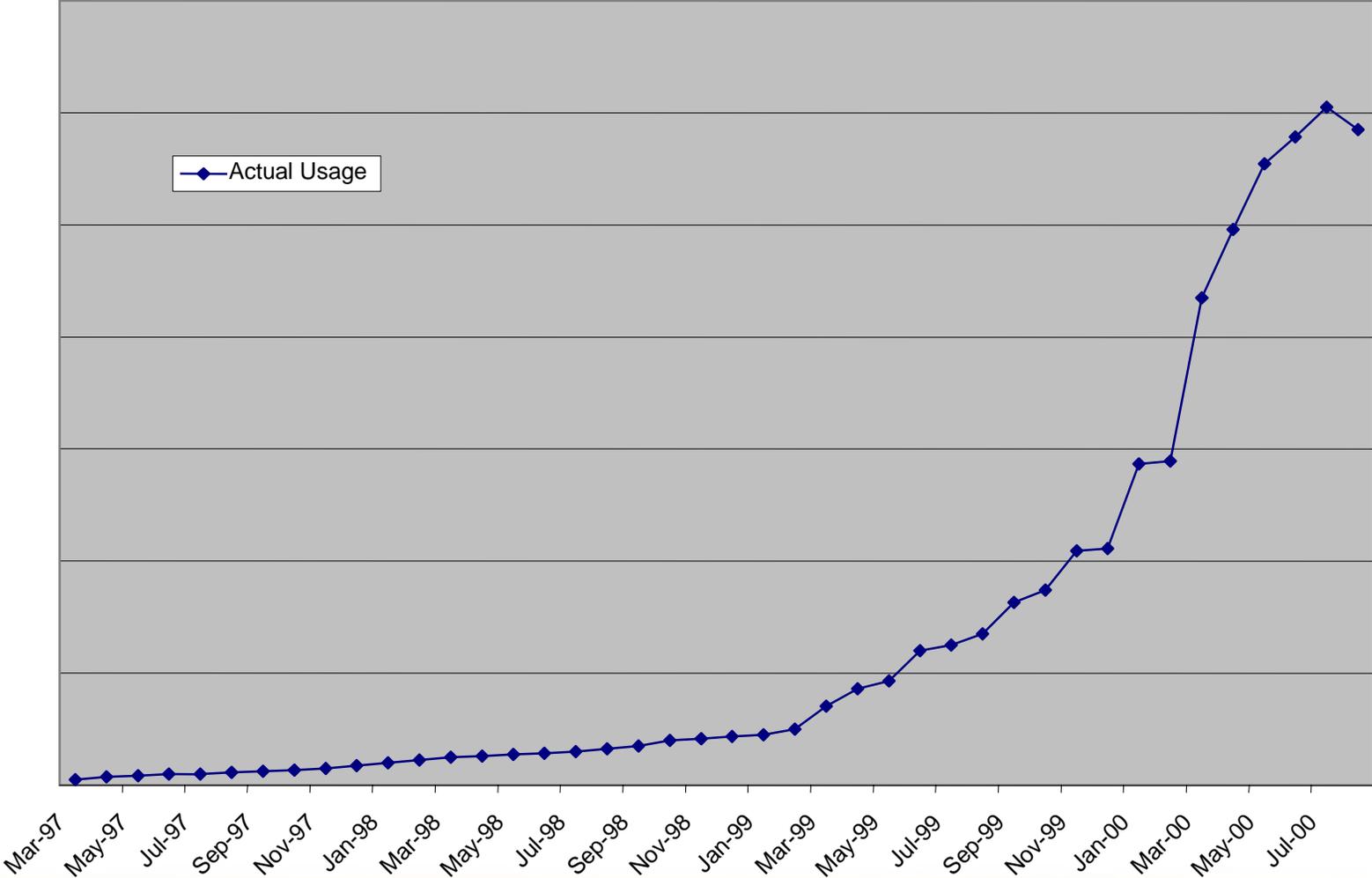
	Market share	adult users
Freemove	31%	2,400,640
AOL	15%	1,161,600
BT	14%	1,084,160
Virgin Net	7%	542,080
MSN	6%	464,640
CompuServe	5%	387,200
Cable & Wireless	4%	309,760
LineOne	4%	309,760
Yahoo	4%	309,760
Tesco Net	3%	232,320
Other	3%	232,320
Demon	2%	154,880
Currant bun	1%	77,440
IC24	1%	77,440
<b>TOTALS:</b>	<b>100%</b>	<b>7,744,000</b>
Source NOP survey Feb 00		

# Online Households, Penetration in the UK, 1997–2005

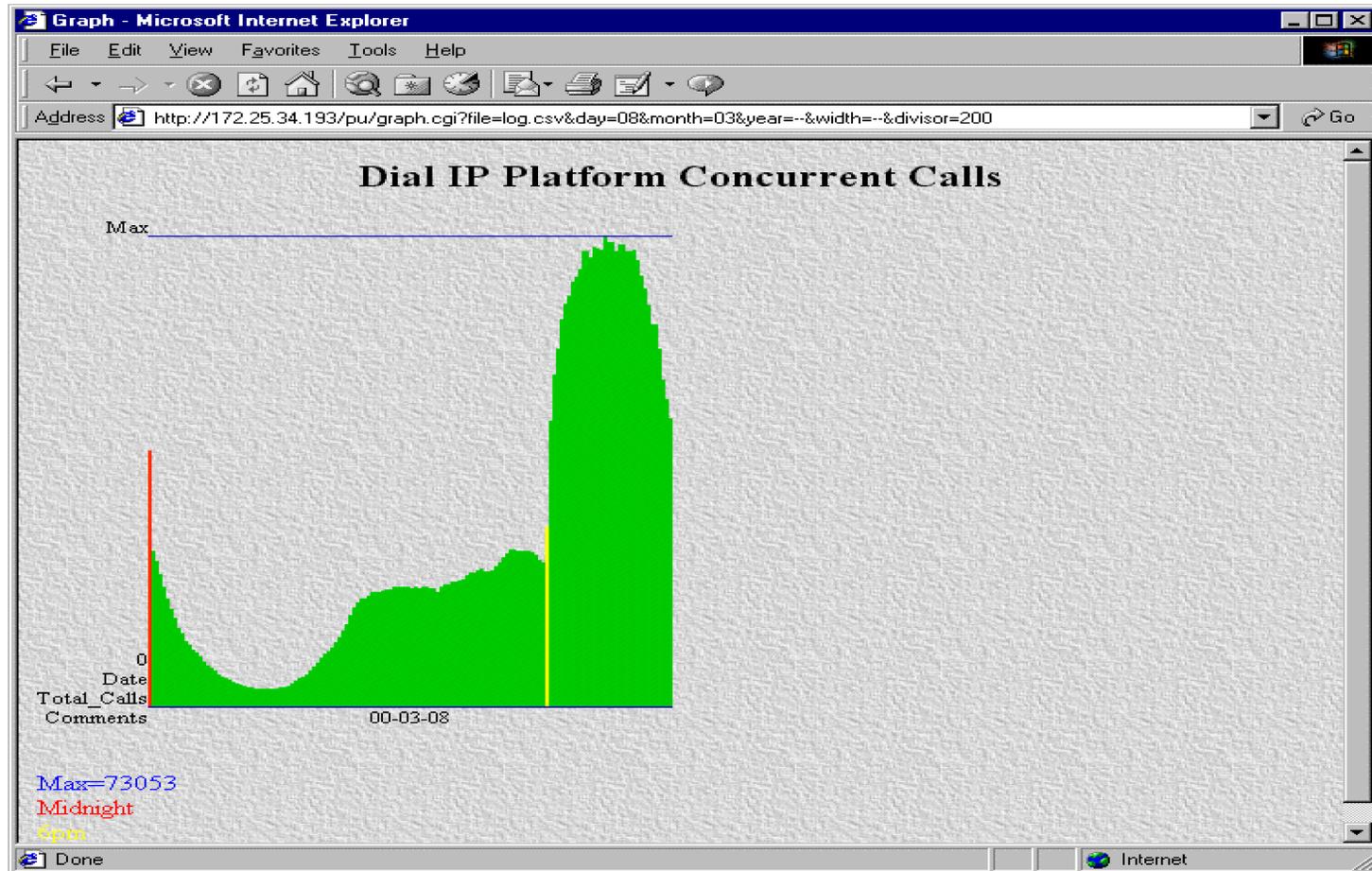


Source: Jupiter May 00

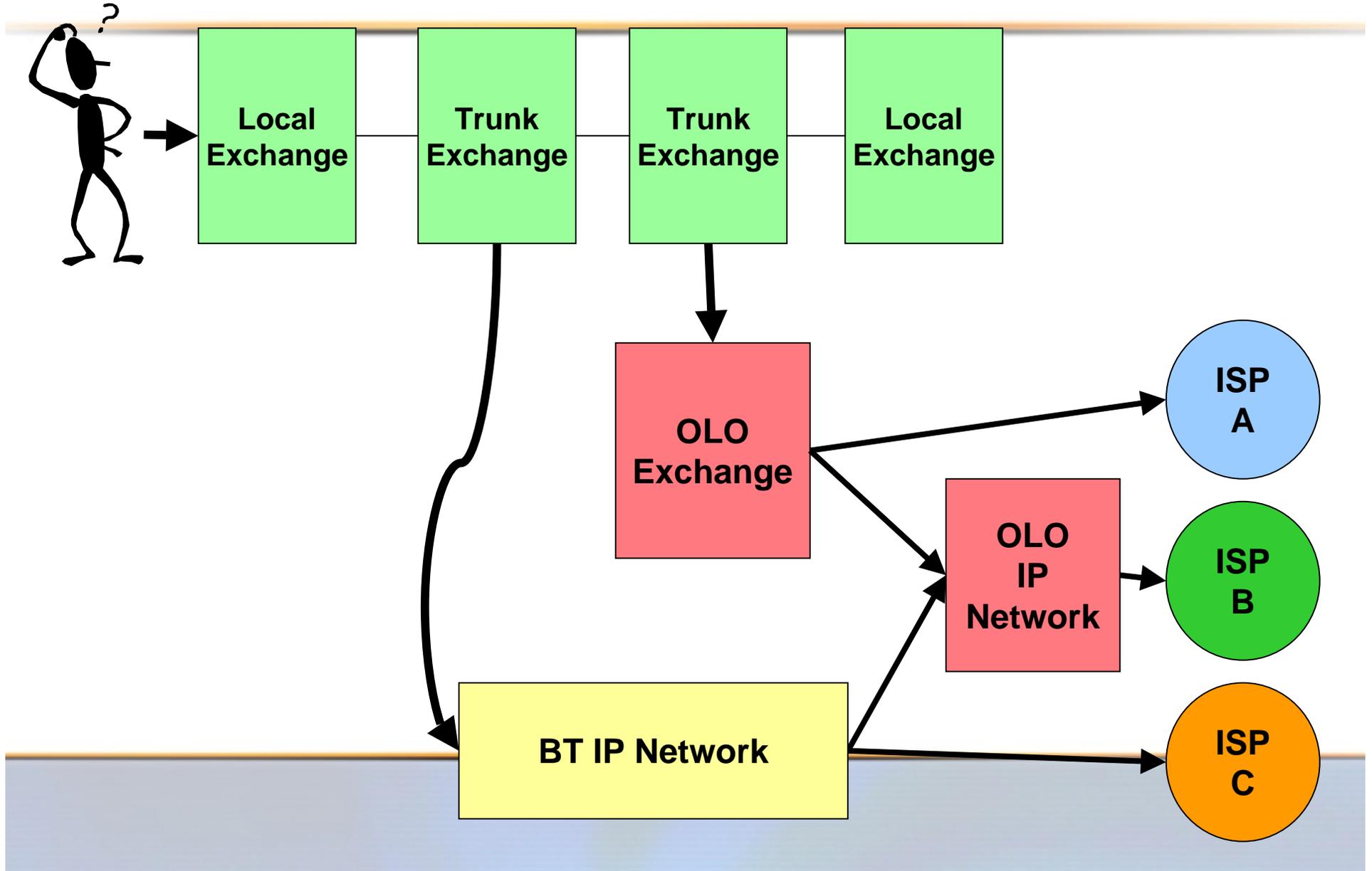
# Dial IP Growth



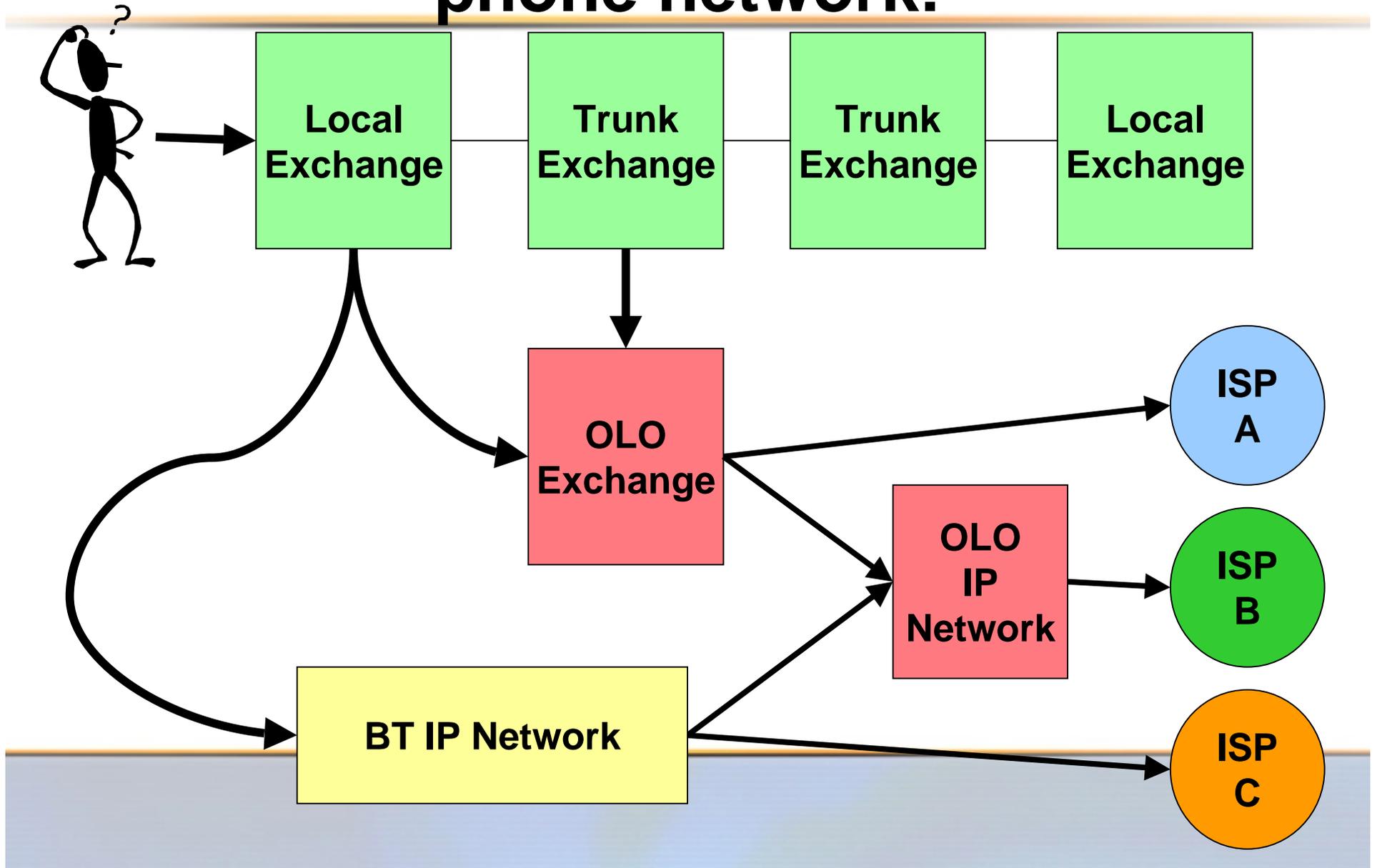
# 6pm Dial IP step function!



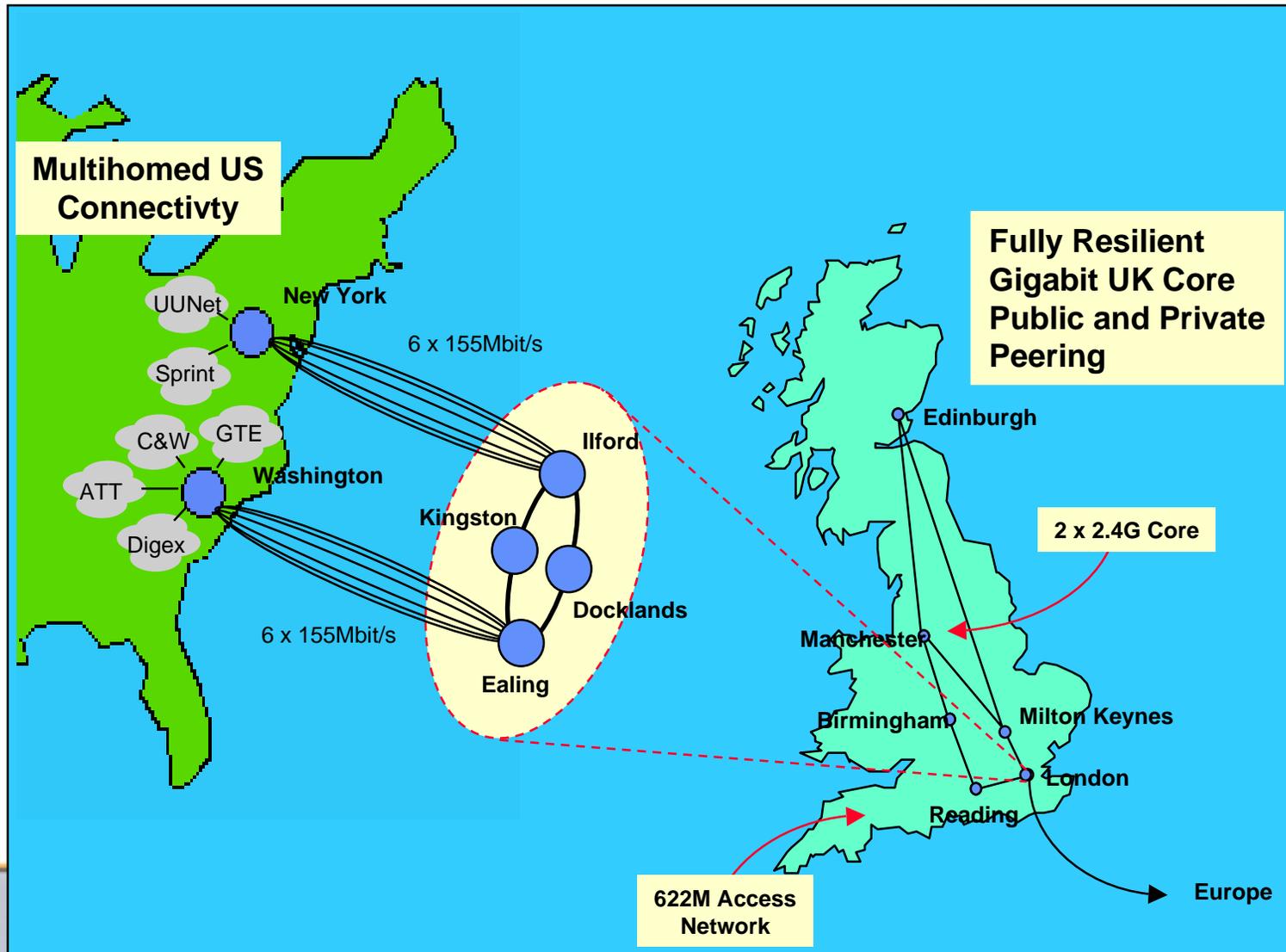
# UK Internet call routing!



# Getting Internet calls off the phone network!



# BTnet Core Network

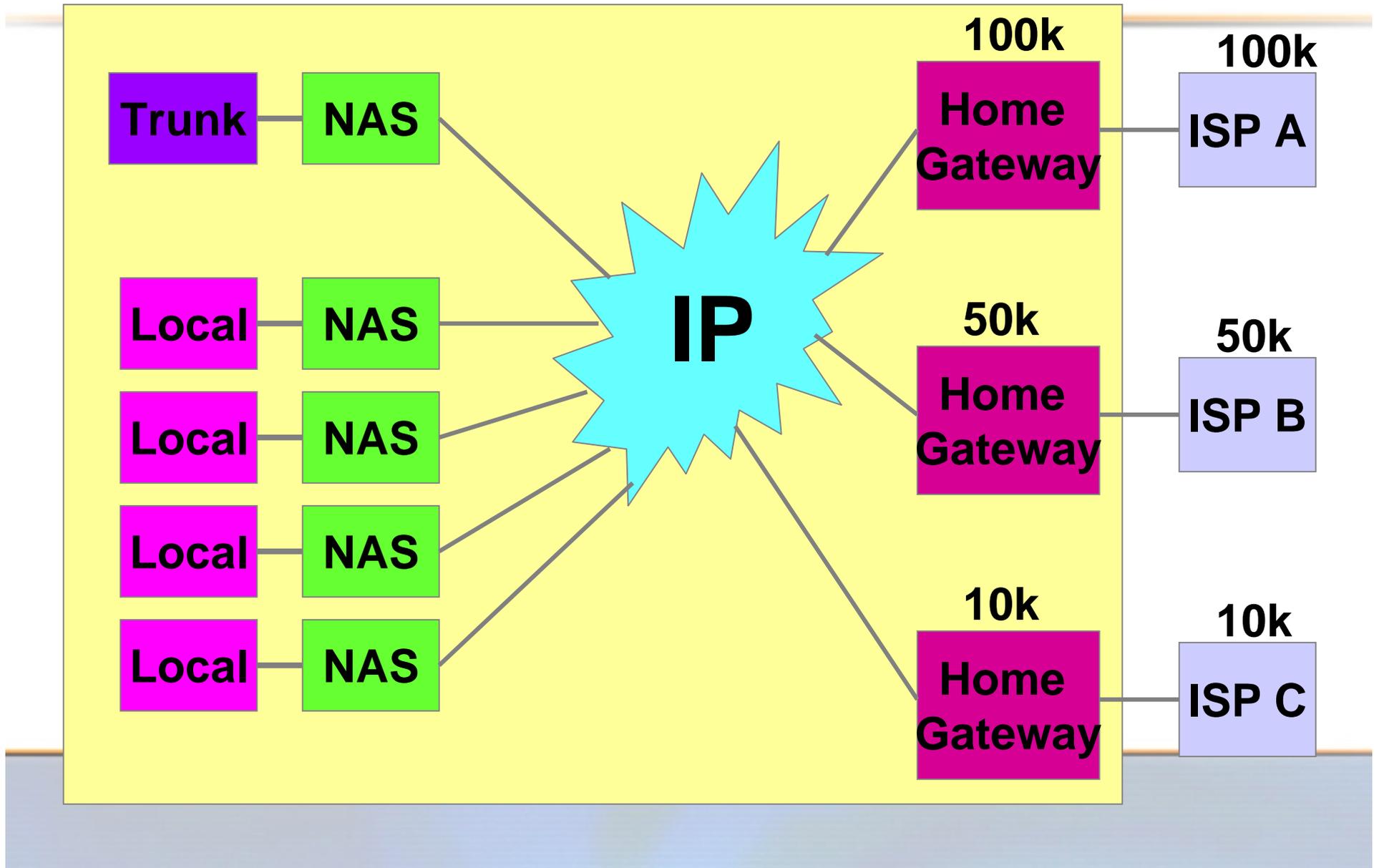


# BTnet Access Network

- **750k Dial ports directly connected c800 Local exchanges**
- **109 ATM access nodes providing ubiquitous low speed access**
- **Direct fibre solutions up to STM16**

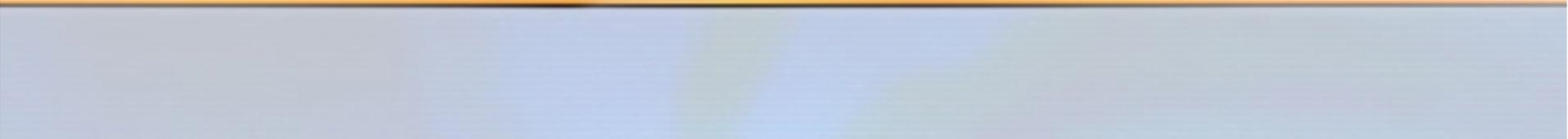


# Dial IP Platform



# BTnetDial IP

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- **Fully connected to BT local exchanges**
  - **Shared platform providing**
    - **Dedicated IP address pools for each ISP**
    - **Dedicated dial in numbers for each ISP**
  - **All available BT calling tariffs supported**
    - **metered and un-metered**
    - **Free, Local and Premium**
  - **Resilient delivery up to STM4 any where in UK**
  - **WAP support**
  - **Managed and Proxy Radius**
  - **Service level Guarantees**
  - **Direct to Internet options**
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# Summary and Conclusions

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- **Telco Market position**
- **Key Drivers**
- **Retail and Wholesale propositions**
- **ISP's are key customers**
- **Developing serious scale and skills**
- **Avoiding buying the wrong stuff!**

**The Internet future (for BT) is Ignite!**

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