

CABLE MODEM TECHNOLOGY

**AN INFORMATION SERVICE DEFINING
THE BUSINESS OPPORTUNITY FOR
CABLE MODEM TECHNOLOGIES**

- **WHAT ARE THE BUSINESS MODELS
THAT BUILD A PROFITABLE
BUSINESS?**
- **WHAT COMPETITIVE TECHNOLOGIES
ARE INVOLVED?**
- **CAN MSOs SUCCEED WITH
CABLE MODEMS?**
- **PROFILES OF CABLE MODEM
VENDORS, MSOS AND TELCOS**
- **“WHAT IF” SOFTWARE
SPREADSHEETS**
- **CMT II PRIVATE CONFERENCE**

Planning Tools Disk
NOW INCLUDED!

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TEAMS

TECHNOLOGY EVOLUTION & APPLICATIONS OF MEDIA SERVER SYSTEMS

VIDEO OVER THE INTERNET (VOI)

- WHAT TECHNOLOGIES WILL BE CRITICAL FOR VOI TO BECOME A COMMERCIAL REALITY?
- WHICH TECHNOLOGIES PRESENT THE BEST BUSINESS OPPORTUNITY, AND WHY?
- HOW WILL TECHNOLOGY ARCHITECTURES EVOLVE?
- ENTERPRISE AND CONSUMER MARKETS: WHAT ARE THE KEY MARKET DRIVERS & INHIBITORS?
- WHAT PLAYERS WILL INFLUENCE THE MARKET?
- FORECASTS OF THE VOI MARKET SIZE AND TIMING & TECHNOLOGY AVAILABILITY.

PROGRAM PROSPECTUS

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THE INTERNET CONTENT OPPORTUNITY

- **HOW CAN NETWORK OPERATORS BUILD A PROFITABLE INTERNET CONTENT SERVICE?**
- **WHAT BUSINESS MODELS WILL GENERATE THE MOST REVENUE FOR INTERNET PROGRAMMING?**
- **WHAT CONSTITUTES “MUST HAVE” INTERNET CONTENT?**
- **WHERE ARE THE BEST DIFFERENTIATION OPPORTUNITIES: EXCLUSIVE/TARGETED CONTENT? PACKAGING? PRICING? MARKETING? CUSTOMER SERVICE?**
- **WHAT ARE THE MOST SUCCESSFUL LICENSING MODELS AND STRATEGIC RELATIONSHIPS THAT SECURE ACCESS TO INTERNET CONTENT PROGRAMS?**

PROGRAM PROSPECTUS

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STAR VI

SYSTEMS FOR TELECOMMUNICATIONS: ANALYSIS & RESEARCH

**AN INFORMATION SERVICE
DEFINING CORE TRANSMISSION
TECHNOLOGIES FOR THE NORTH
AMERICAN TELECOMMUNICATIONS
NETWORK**

- **PHOTONIC NETWORKS &
WAVELENGTH DIVISION
MULTIPLEXING (WDM)**
- **SONET, DIGITAL CROSS-CONNECTS**
- **ACCESS SYSTEMS**
- **PROFILES OF KEY VENDORS
AND OPERATORS**
- **FORECASTS**
- **STAR VI PRIVATE CONFERENCE**

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