



Representing the ecosystem of Internet -Bharat Model

**CCAIOI News Bulletin**

**Jul 15th, 2011**

Dear CCAOI Members,

To keep you updated and abreast with the industry developments, we have started a weekly industry news bulletin.

We hope this will help you to take well informed decisions.

Regards

CCAIOI Team

### **Copyright: ISPs Agree To What They Have Always Done**

For many years entertainment companies in the United States, have been trying to get everyone to strangle downloading of music and movies over the Internet.

The ISPs have always stood by their subscribers rather than the RIAA and MPAA.

Last week the media ballyhooed the sellout of some major Internet Service Providers:

"...leading ISPs and the movie studios and record labels announced a voluntary deal to begin monitoring ISP accounts for possible piracy. Pirates would be subject to a series of "alerts," each increasingly threatening in tone."

"The first alert would simply be to inform a user that their account may have been used for copyright infringement, and what the consequences are for getting caught and where to find legal material. These warnings would get more stern in tone until the sixth alert, where the user would find his or her Internet connection slowed or disrupted until the problem is addressed."

Before anyone buys into this, note that no ISP has agreed to monitor their subscribers. That's just more nonsense from the press releases of the entertainment companies.

ISPs have agreed to send up to six notices to alleged infringers. During this time, each person has the opportunity to either contest the claim or stop breaking the law.

If they refuse to do so, the ISP will -- under their own Terms of Service agreements with their subscribers -- act to reduce or terminate the subscriber's access.

None of which is any different than what ISPs did prior to the agreement, except that subscribers get more notices. Other elements of the release, including the entertainment industry's assertion that those who run open Wi-Fi networks will lose their protections under the law, are fluff that will have to be proven in court.

*(Source: USIA and betanews)*

### **US Broadband Providers Pushing Ambitious Plans**

A comprehensive report based on research conducted by the Columbia Institute for Tele-Information finds that US service providers have ambitious broadband plans, but still have a significant way to go before those plans are realized.

The 176-page report -- titled "Broadband in America 2nd Edition: Where It Is and Where It Is Going (According to Broadband Service Providers)"--updates a similar report issued in 2009 by the people at the FCC who wrote

the National Broadband Plan. Based on data collected from service providers and third-party sources, the new report could be a valuable reference tool for anyone involved in the US broadband market.

Here are some key findings:

\*\* If just the two largest telephone companies (AT&T and Verizon) achieve their stated goals for wireline broadband deployment, at least 50 million homes will be able to receive advertised downstream speeds of 10 Mb/s or more within the next two years.

\*\* By 2013 Verizon expects that LTE will provide subscribers with download speeds of 5 to 12 Mb/s in a deployment that aims to reach all of its covered population (at the end of 2008, Verizon's wireless network covered 288 million people or 94% of the U.S. population).

\*\* Two new satellites with greater capacity are expected to become operational beginning in 2011, with the operators claiming that each satellite will be capable of providing service at speeds of 2 to 10 Mb/s.

\*\* While the majority of fiber-to-the-home (FTTH) connections (approximately 5.2 million) are provided by the nation's largest telcos (AT&T, Verizon and Qwest), there are also 770 other service providers that deliver FTTH service to approximately 1.9 million homes.

\*\* Cable television companies currently provide broadband Internet access to an estimated 39% of households (versus 31% for telco broadband). Cable penetration numbers increased by 2% between 2009 and 2010.

\*\* Cable company DOCSIS 3.0 rollouts will increase available broadband speeds substantially but deployment Schedules are not yet set.

\*\* Investment analysts and other research firms estimate year-end 2010 wireline broadband penetration at approximately 70% of all U.S. households, with 31% by telephone companies and 39% by cable companies.

**(Source: Connected Planet)**

### **Now visitors to any Mylife café can enjoy radio while browsing.**

**Sify added another feature with the launch of Web Radio; Radio on Sify.** This tie-up will enable visitors to enjoy Bollywood, Indi-Pop and other genres of music 24x7 **with a single click**.

The content broadcast on Radio on Sify will be different from the terrestrial radio. Some of the special features of **Radio on Sify** are:

- **Uninterrupted streaming:** Visitors can listen to their favourite songs without any buffering.
- **Popular RJ's:** Visitors/audience can select songs from a given list and dedicate it to friends/loved ones. The RJ will announce the dedications during particular shows.
- **Facebook apps:** Users can post their comments/dedications via any mail id or their Facebook account. Comments/dedications will also be posted to their Facebook walls.
- **Show Time:** Show Time features the day-wise list of all the shows.

Speaking on the launch, **Mr. Natesh Mani, President, Consumer Infrastructure Services, Sify Technologies, said,** "The launch of the **Internet Radio channel** I believe will enable stickiness to the mylife cafes and hence will offer more value to our café partners. Visitors to any mylife café will now be treated to the entire entertainment spectrum making it an preferred destination for brands to engage with their consumers."

Radio on Sify will now appear as a tab on the homepage in all *Sify mylife* cybercafés and for all Sify Broadband users.

To listen to Radio on Sify please visit: [www.sify.com/radio](http://www.sify.com/radio)



BEST DATA CENTRE at the CMAI 5th National Telecom Awards 2011 | Launch of Online Radio in partnership | Sify Movies is 3rd highest user visited portal for cinema related news in India | BEST PRODUCT IMPLEMENTATION at the First Fortinet India VIP Forum at Hong Kong

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CCAOI, 258 Okhla Industrial estate, Phase III, New Delhi -110 020. Visit us online at: [www.ccao.in](http://www.ccao.in) .

For any comments/suggestions email: [info@ccaoi.in](mailto:info@ccaoi.in)