



Tom Starr
President & Chairperson



DSL Forum

- ✓ **Organization**
 - **Forum founded 1994**
 - **Approximately 200 global members**
 - **Members include:**
 - ✓ **Service Providers**
 - ✓ **Equipment Suppliers**
 - ✓ **System Suppliers and Integrators**
 - ✓ **Independent Testing Laboratories**
 - ✓ **Content Developers and Providers**
 - ✓ **Other Interested Parties and Companies**



Game Plan

Vision: Global mass market for DSL; 200 million customers by 2005

Mission: Maximize global broadband DSL opportunities and success

Strategy: Stimulate consumer and business demand for broadband DSL services. Engage industry stakeholders to ensure that all aspects needed for successful DSL services are specified and resolved.



DSL Subscriber Growth Beats Predictions

December 2002 – March 2003

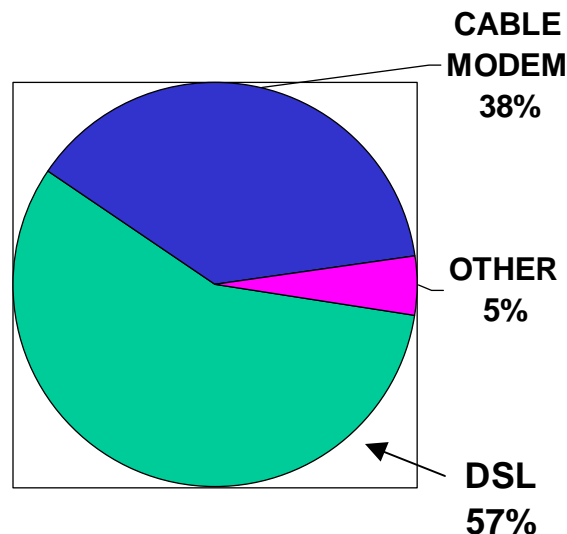
DSL-#1 Broadband Method in the World

Global DSL Subscribers end March 2003

41.3 million

Global growth in the quarter 15%

Global growth year on year 90%



Source:





2003 DSL Forum Strategic Initiatives

- ☑ **Develop effective DSL support of emerging applications and advance end-to-end architecture evolution**
 - ☐ **WT-080** : Multi-Service Architecture & Framework
 - ☐ **WT-081** : DSL Evolution - Architecture Requirements for the Support of QoS-Enabled IP Services
 - ☐ **WT84** : FS-VDSL EMS-NMS Function specification
 - ☐ **SLAs** : Determine key parameters/metrics for different DSL services and applications (e.g. IP, ATM and leased line substitution connectivity services)
 - ☐ **Management of Next Generation DSL networks** :
User configurable personalized services – “mass customization”
 - ☐ **Focus on Peer to Peer network affects, and alternative content delivery models.**



2003 Strategic Initiatives

Foster the linkage of DSL to Home Networking

- Launched the DSLHome initiative, which incorporates technical and marketing elements to promote the strong fit DSL is to Home Networking excellence.
- WT-076 : Security for Autoconfiguration
- WT-082 : LAN-Side DSL CPE Configuration Specification
- WT-086 : Dual Port Router Requirements
- WT-087 : WAN side DSL CPE Management
- WT-088 : Update to CPE autoconfiguration TR-037



2003 Strategic Initiatives

- Focus on the needs of emerging markets**
 - Multi-lingual content development, and regional tutorials
- Broaden interoperability for all DSL types**
 - [WT085](#) : ADSL Interoperability Test Plan (issue 2)
 - [WT-079](#) : SHDSL: Interoperability Test Plan for SHDSL
 - [WT-072](#) : VDSL Interoperability Test Suite
Supporting ITU FS-VDSL work
 - [PD-013](#) : ADSL2 Interoperability Test Plan
- Expand consumer & business awareness**
 - More active engagement with consumer media, and new initiative to promote the DSLHome.
 - Active Global media campaign.



Areas for Cooperation

Education-

- **DSL Technology Updates held in conjunction with study group meetings.**
- **Shared online tutorials on ADSL, VDSL, SHDSL, Home Networking User Guides, and DSL provisioning.**

Support of Emerging Markets

- **ITU could assist with translations of key documents and tutorials for emerging markets around the world.**



Get Involved

Four DSL Forum meetings per year

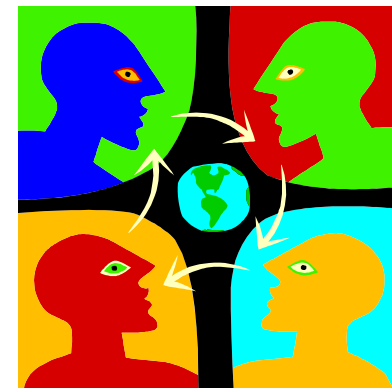
Upcoming in 2003:

Boston September 2-5

Paris November 10-13

- ✓ **Between meeting conference calls**
- ✓ **Summits, open to industry members**
- ✓ **Lead by a Board of Directors**
- ✓ **Liaisons with many key organizations**

Contact Debbie Hetland at 510-608-5907
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Valuable DSL Forum Resources

- ✓ **Technical reports and white papers available online or via CD-Rom.**
- ✓ **Attendance lists provided to meeting attendees.**
- ✓ **Quarterly DSL Forum newsletters and the Annual Report help drive awareness of critical initiatives.**
- ✓ **Extensive DSL Forum website content available for members' websites, free with a simple "Provided by DSL Forum" recognition.**
- ✓ **Sponsorship programs available to build company recognition and to support the various efforts of the Forum.**
- ✓ **DSL Deployment postings and service providers links online for free to drive customer traffic to DSL provider sales centers.**



DSL Forum Web resources

www.dslforum.org

- ✓ **Contribution site of all the technical & marketing key documents and efforts.**
- ✓ **Conference Call Calendar**
- ✓ **Industry Tradeshow & Conference Calendar**
- ✓ **Latest News**
Including DSL press stories updated weekly
- ✓ **Press Room, including latest Analyst reports**
- ✓ **Online Registration & Distribution list assignment**

www.dsllife.com

- ✓ **Consumer oriented site w/FAQs, Tutorials, Videos and Point-n-Click map for providers**



Contacts

For more information on the DSL Forum

Check out

www.DSLForum.org

Or contact

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