



The Triple Play World from the Owners' View

Henry Pye of JPI Partners brought together Ian Davis, a lawyer with Munsch, Hardt Kopf & Harr; Chris Acker, Director at Forest City; Mark Bershenyi, Director at Archstone Smith; and Cheryl Barraco, Director at Avalon Bay.

Davis: RBOC, Comcast and a local utility all wanted in, on a project in the Mid-Atlantic States. The project will open with three triple play providers in October. They are not sharing infrastructure. It is confusing.

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Owners' panel plays to a full house. Left to right, Chris Acker, Forest City; Ian Davis, Munsch, Hardt Kopf & Harr; Mark Bershenyi, Archstone Smith; Henry Pye, JPI Partners; Cheryl Barraco, Avalon Bay.

Acker: "Owners like competition. I can't imagine not having more than one choice on the property. The residents will camp out in the management office. The \$1200 a year that they pay for service does not match the loss of rent if the resident leaves due to poor service."

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Davis: What if a provider insists on exclusive marketing rights?

Acker: I say No!

Davis: If all providers want everything and exclusivity, you take one if you have to, but then you may pay for the infrastructure for another.

Pye: I've criticized BellSouth in particular for that sort of thing. But we have a site in Or-



Chris Acker

lando where Brighthouse is the only provider. They are proving to be a good partner so far, but we have to live with whatever happens.

Bershenyi: If you are looking at the triple play coming in and



Henry Pye

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you have this choice and you have the ability to provide wiring to these people, that's OK, but it is difficult to apply this greenfield approach to existing locations. We have a lot of work to do from an owner's viewpoint as to how we address these things.

Barraco: There are a lot of concerns we have. Standard wiring designs may have to change. Do we put in RC6? We considered dropping cat5e. If we go with the one cable run and providers share the wire, they don't necessarily always share well and the resident gets caught in the middle sometimes. There are costs associated with it, cross-connects. It is easy for a provider to claim there is a problem with the wire, if the provider doesn't own the wire.

Pye: There always has to be a plan B. Video and data are important for clubhouse applications. You need old-fashioned phone lines for emergency stuff.

Whenever possible in this world you'd like a resident to have another option if they can't get the service they want. We have decided to run cat5e, and series 6 for the MSO, and microduct for fiber along the same building ducts.

Davis: Any concerns about allowing unique or proprietary

systems, whether Verizon FTTP, or AT&T FTTN?

Pye: It is acceptable. But Verizon isn't really proprietary. Rewiring costs would take out any profit you ever get from a site.

Davis: "If you are a provider and you are willing to pay for a non-exclusive marketing agreement, I'd like to talk to you."

Bershenyi: If you only have copper, the backup plan for AT&T may not work.

Pye: The AT&T video service can run over twisted pair or RC6. ... And the owner should be putting series 6 in there if for no other reason than they [AT&T personnel] are used to seeing it.

Acker: There is a concern about allowing someone to come in and do an overbuild. We have lots of experience with sloppy overbuilds. I don't want an ILEC or MSO doing that work and throwing up that cheap molding. You have to work with them.

Pye: In a high-rise property you have a lot of choke points. It is no good to have provision for three wires in the building if they can't get to it. Sometimes in our drive to save money we literally kneecap ourselves. Go all the way out to the street, because they are not going to take an X-ray and cut into the foundation.

Davis: In some of these retrofits the clients are often ecstatic. Lots of owners have allowed another provider to install phone or Ethernet or RC6 and because of that the agreements they have signed to let the triple play provider in has technically left them in default. If you don't catch them early, Verizon wants to connect to the coax and then Comcast calls!

Pye: We can lose a \$30,000



Ian Davis

leave over a \$125 bill for a 2-foot cross-connect.

Davis: If you are a provider and you are willing to pay for a non-exclusive marketing agreement, I'd like to talk to you. **BBP**