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# The Devil is in the Details

## Broadband Summit: Dallas Sept 10-12

Our cover story this month, an in-depth look at the latest report on Fiber-to-the-Home from Michael Render at RVA Market Research confirms what our own readers have been telling us: The broadband business is booming, and that goes double for FTTH.

The number of American homes connected by fiber reached 1 million only last fall. As of March, the total reached 1.34 million. The number of homes passed by fiber was about 8 million in the US. Plans already announced by carriers will double that again by next year.

The boom, of course, is being driven by telephone carriers' desire to compete for video customers, by content providers' new uses that soak up bandwidth, by developers' desire to build better than their neighbors, and by municipalities' desire to keep and attract new jobs in a world economy where information is the most important natural resource.

It is little wonder that we had more than 600 attendees at our first Killer App conference in Ft. Wayne this month.

That's the "Why." But what about the "How?"

That's where our annual Broadband Summit comes in. And business is booming there, too. Even after moving to a bigger – and more convenient – venue right by the airport, we've already sold out all regular exhibit space.

### Special Utility Program

One reason: Our extra-special last-day Summit program aimed at helping managers and investors in publicly owned utilities add broadband to the services they already offer. It's sponsored by PacketFront, a company that helps many public utilities build networks, mainly in Europe, and especially its native Sweden, but also here in North America.

The emphasis: Fiber-to-the-Premises and how WiFi and WiMax complement rather than compete with FTTP. Find out from leading experts in the broadband industry and in the utility business:

- How to get started
- Technologies for using your existing utility rights of way for fiber

- Adding fiber to help finance needed upgrades to existing plant
- Do's and don'ts
- Business models and operating structure
- Funding options
- Social and economic benefits
- Utility applications such as equipment control and monitoring
- Public-private partnerships
- ... And much more.

### More for MDUs

Attendees at last year's Summit got an ahead-of-the-curve look at what FTTH means for the multi-unit housing market and for owners and operators of multi-tenant commercial and office space. There's even more this year:

- New ways to save deployment design dollars
- New ways to save on equipment and operating expense
- New business models to accommodate the latest FCC regulations issued in December
- New twists on carriers' contract documents
- New resident expectations

Just as important as the formal program is the unrivaled opportunity to mix with developers, financial whizzes, service providers, public officials and technical experts from all across the country. What works. What doesn't. What could, if you follow the ideas of the folks from Iowa or Kentucky or California. What went wrong, and why.

It's all understandable. It has to be. The Summit has always been unique: It brings together leaders from many fields, to learn from each other.

If your organization is considering broadband or FTTP, or is simply on a fact-finding mission, don't miss this perfect venue to obtain insight and answers to all your questions. If you already have deployed fiber, learn the latest on how to do it better. Register today!