



FTTH
CHALLENGES
&
OPPORTUNITIES

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CHALLENGES

READINESS

- ❖ Just about 2 crore out of 27 crore homes with semi-ready infra accessed by Telcos

CAPEX

- ❖ High Customer Acquisition cost in case of end- to- end exposure on Active-Passive components

UNCERTAINTIES

- ❖ ARPU pressures with Wireless competition
- ❖ Unpredictable and Uneven off-take

LOGISTICS

- ❖ Necessity for localized Sales and Service Support Teams
- ❖ Off-site Active devices (OLT)
- ❖ ONT supplies and shuffling on upgrade

OPTIONS

- Cross-vertical Infrastructure sharing
- Indoor and Outdoor Partnerships
- Alliances with Innovative Revenue recognition parameters
e.g. “Yours, Mine and Ours”

CABLE TV SCALES & ISSUES

- 10 Crore Customers
- 1250+ Head-ends serving 50% Market
- Subscribers range 2,000 to 50,000
- Rest Market with 6 Large Players , 3/5 now part of Telco
- 95% Customer Ownership with 100,000+ Local Distribution Networks

KYCO

The term LCO undermines the Contributions as-

- Pioneering Technology services Entrepreneur preceded the arrival of Satellite Channels and MSOs
- The Catalyst who facilitated mass arrival of Channels
- First successful case study for Hyper Local Wired Network
- Self-funded Infra Developer with constant upgrades
- Creator of Affordable entertainment model
- Provider of Ethernet Internet where ADSL posed feasibility challenges
- Performed better than Telcos when faced with Wireless Competition (holds 60% Share after a Decade)

KYCO: Know Your Cable Operator

SHORTCOMINGS

- Low Profile, SOSO (Self Owned, Self-Operated) business
- Individually too small to evoke interest
- Image issues
- Lack of Systems

STRENGTHS

Aspects	Edge
Access	10 Crore connected Homes, 5 Cr reachable neighbourhood homes
Infrastructure	FTTB Network/cumulative HFC Network>35 Lac KM
Manpower	500,000+ dedicated personnel
QoS	Rare Downtime, quick TAT(Connect/Services)
Acceptance& Relationship	Preferred, Local and Accessible Service Provider Post-paid, Informal
Knowledge Topography Demography	Connectivity/Approvals/Redundancy Circuits Customer profile, budgets, aspirations...
Approach	Long term, deep roots, open to collaborate

POSSIBILITIES

- Semi-formal Alliance
- Penta Play offerings with Something for Every Individual served
- Monetizing Spare SSID on Home Gateways
- Local Data Centres
- Fibre connectivity for 5G
- Fibre leasing for Back haul

BENEFITS

- Fast track Access and Roll out
- Minimal CAPEX
- Strong Ground Support
- HFC/FTTH/FTTD Catering to Low -end to Top-end Customers

THANK YOU

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