


Verizon Business Media & IT Convergence

WBU – ISOG
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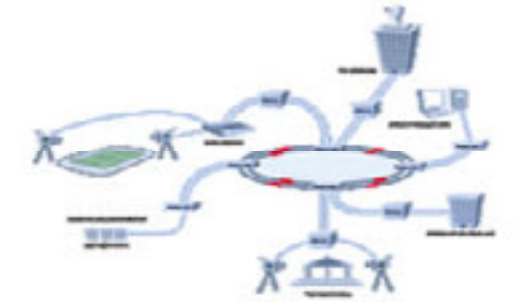
Features and Benefits

Verizon Business

- Large investments made in optical and IP infrastructure
- Emerging markets segment focus
- Simplicity means lower customer of maintenance expenses than previous
- Smaller, Greener Energy Footprint

Media Companies

- Standards-based media interfaces (SD/HD, ASI/SDI ~SMPTE 292)
- Reliable and secure transport
- Selectively replace costly satellite t
- Higher quality in production
- Flexible service offering
- Service and platform consolidation
- Ring and Network Protection



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Feature and Benefits

OBJECTIVES

Integration on to the VzB network has its advantages:

- Service Provider Business Model
- Network Integrator - Pool / Affiliate Platforms
- Hardware Vendor agnostic
- Meet Performance Specifications
- Inter-Operability
- Self – Provisioning Capabilities for In-Band Application Management
- Comply to standards so we can expand the footprint at the source/destination
- Bidirectional traffic is always available – not confined to Media Applications accommodates dedicated com lines as well as contribution/contribution or contribution/distribution configuration
- Unified network management end-to-end
- Global coverage via optical interfaces
- Best Signal Quality (SLA, very low latency - 8.5 ms per 1,000



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Layer 1 – Global Cable Investments



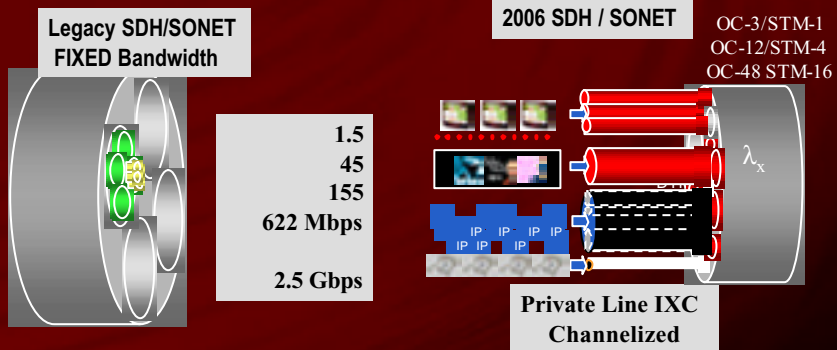
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Layer 1 – Global Network – Not Media Friendly



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Efficient Allocation of Bandwidth and Convergence of Services / Platforms

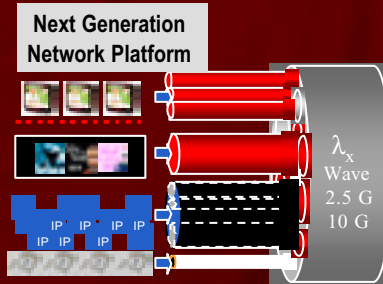


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Example: Customer Site – Conceptual Potential

150M EVPL flow to HQ (WAN)*
 150M EVPL flow to Bureau (WAN)*
 100M Internet
 100M MPLS Private IP Port
 Private Line to Teleport
 1.485G HDTV North
 1.485G HDTV South
 2.5 G or 10G via IP, DTM, TBD but not TDM

*EVPL : Ethernet Virtual Private Line



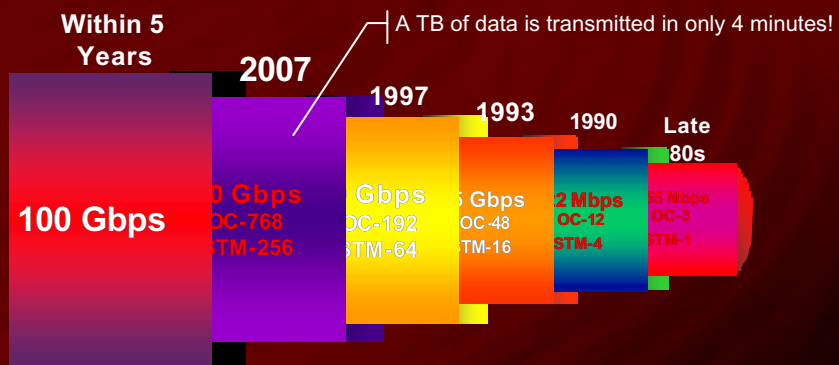
any size, any mix

- Each individual customer service can be allocated exactly the bandwidth needed through the network in granular increments.



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Higher and higher IP Networking



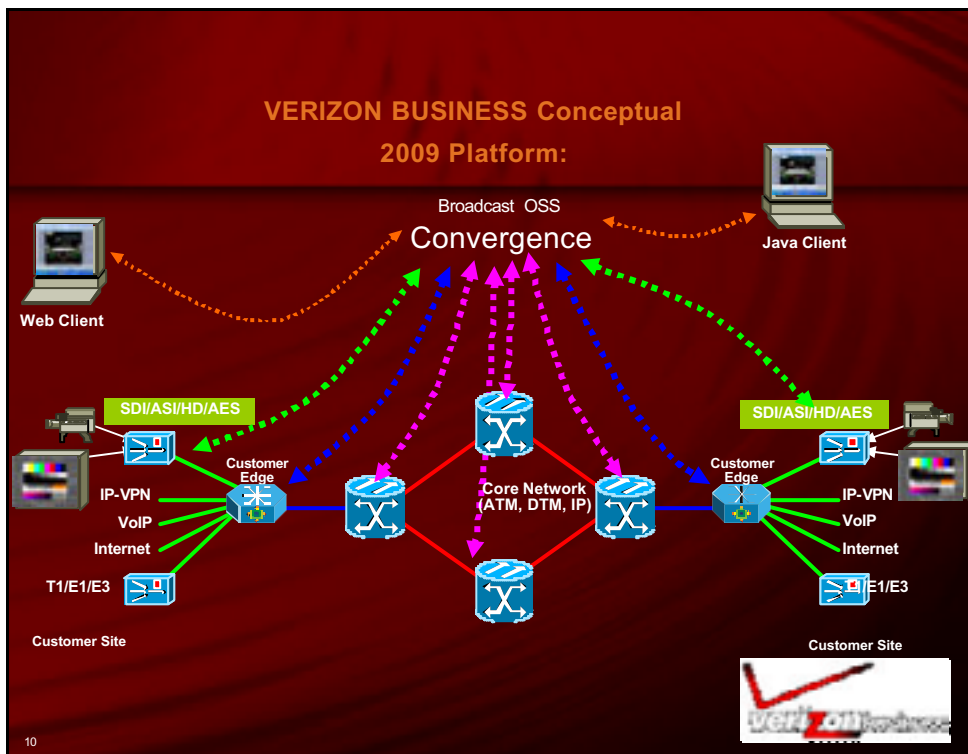
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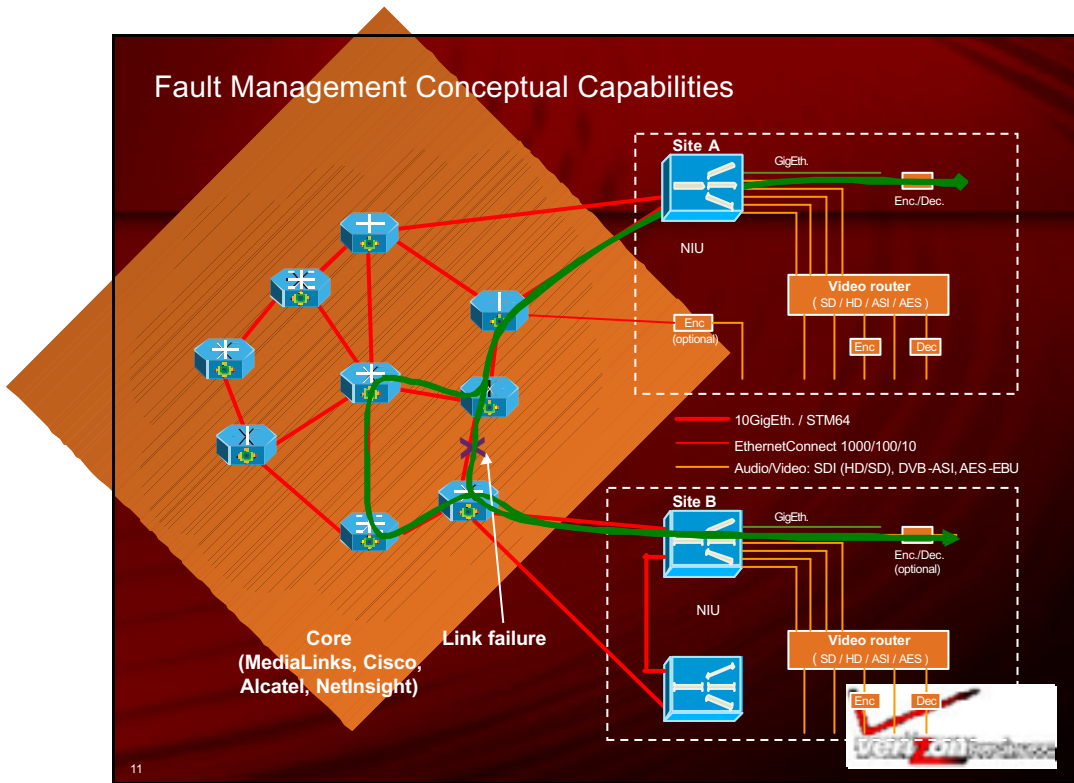
Verizon Business Media Friendly Network Network Convergence

SDI
ASI
ETHERNET
VOICE

- Supports different forms of Video
- Supports Internet and Voice
- Supports global connections on one network
- Hub / Ring – Global Diversity/ Extensibility
- Network convergence of IP, Ethernet, VOIP, LAN/WAN, HD Distribution

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Integration on Verizon Business Unregulated Network has its advantages

- **FOUNDATION for Growth – Backbone Network**
- **CONVERGENCE of IT & MEDIA**
- **Features and Benefits “We have listened to you.”**
- **International Network Architecture and Management**
 - Fiber route diversity, latency, SLA’s, Management
- **Broadcast Media Architecture - Easily Shared by IT**
- **Multiple Protocols via Common Interface - Configuration and Management**
- **Accommodates other applications – avoids wasted overhead bandwidth**

THANK YOU

QUESTIONS?

- <http://www.verizonbusiness.com/us/about/network/maps/maps.fxml>
- Email: sean.sullivan@verizonbusiness.com

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