



Deutsche Telekom – conquering the home

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Deutsche Telekom, one of the world's leading telecommunications companies, plans to roll out IPTV services in 10 German cities (including Berlin, Frankfurt and Munich) by mid 2006. As part of the company's strategy, T-Online, a subsidiary of Deutsche Telekom, will introduce an offering based on Deutsche Telekom's innovative high-speed VDSL network with a fibre-to-the-curb infrastructure. Customers will enjoy a convenient, one-stop service with a wide range of home entertainment services such as IPTV, video-on-demand and high-speed internet, and will have the possibility to use IP telephony.

This represents a major commitment by Deutsche Telekom. An alliance with Microsoft was announced in early 2006, \$3bn is being invested in building out the VDSL network. Content acquisition is a priority and the internet rights to the German Bundesliga have been acquired recently. Around 100 broadcasters are expected to be involved in the market launch of the IPTV product. T-Online signed contracts with most of the major Hollywood studios already and is running the video on demand-service T-Online Vision with more than 1,200 top movies from studios such as Dreamworks, Universal, MGM, 20th Century Fox, Paramount or Time Warner successfully.

In common with other telecom service providers, Deutsche Telekom sees IPTV as a major opportunity for offsetting declining voice revenues in an

increasingly competitive marketplace, where Fixed-Mobile Substitution (FMS), VoIP and aggressive triple-play offerings from German cable operators are all facts of life. In effect, Deutsche Telekom is positioning itself for the post-voice world, by ensuring that it can provide customers with exciting new connected-entertainment services.

Accenture began working with T-Online, one of Europe's leading internet service providers, when T-Online started to develop its go-to-market strategy for interactive TV. A team of 20 Accenture/Avanade consultants (Avanade is a joint venture between Accenture and Microsoft) is now working with T-Online, providing technical and design expertise needed to implement and integrate a seamless end-to-end IPTV infrastructure in time for commercial launch.

Andreas Kindt, CTO and member of the board of T-Online, sums up Accenture's contribution: "Our partnership with Accenture means that we have access to a unique combination of end-to-end capabilities in IPTV. Their experience in broadband, video-on-demand, cable and other IPTV roll-outs is a valuable resource for the T-Online project and an important contribution to ensure that this launch will be a commercial success."

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