

Supplementary submission to the Senate Select Committee on the National Broadband Network.

From Fraser Swift. (Please refer to Fraser's earlier submission)

Fraser's conclusion:

FTTH should be free and FTTH should be connected to Television's. A government supplying FTTH for free is not socialism, rather, it is enlightened capitalism. The free FTTH network provides a base from which to build. And all industries will benefit from the connectivity. Even though the initial service will be merely free videoconferencing for everyone in Australia, it will provide extraordinary benefits to all, because regardless of physical location we will all be able to see people via videoconferencing and "add vision to the decision".

The government can just supply a very basic videoconference service for free and let the free enterprise market take it from there. The FTTH network should be free and the free high bandwidth availability will attract new services and products which industry can profit from, just not through the "carriage". In the same way we all benefit from Oxygen and Oxygen is free.

The government can afford to buy any telecommunications carrier that they want. Even Telstra is affordable because as I write this the market capitalisation of Telstra is down to about \$40 billion. The government may buy one of the existing Telecommunications companies that has already rolled out Fibre to the nodes and then do the vital work of connecting the fibre optic cable's to people's homes and the TV – this is vital because nobody lives in a node! Once the FTTH network is connected and switched on the govt should pay the ongoing costs of the core network engineers needed for maintenance.

Switching the FTTH network on all at once gives all industry participants notification and time to develop innovative products and services that connect to FTTH or even compete with FTTH. We need innovations from the private sector to help FTTH evolve. Switching on the free videoconferencing creates a level playing field at a designated time.

People will still pay to use mobile phones, make phone calls, download information from the internet to their computer, receive RSS feeds, do internet searches, send and receive SMS's etc etc. All the industry participants can innovate and deliver devices that connect to the TV because the TV will be *the* device to connect to.

It will take years to roll out FTTH and some of this time can be spent developing and selecting a new "next generation" touch screen TV (with a basic remote control). The government may choose to supply one of these TV's to each home, along with the basic software needed for using and recording videoconference face-to-face conversations. (a bit like what Foxtel does, but Foxtel supply a set top box instead of a TV).

So the solution is; Connect every home TV to every home TV and to every business TV and to every school TV. Instead of calling it FTTH, it now has an even sillier abbreviation which is FTHTVTTBTVTTSTV (Fibre-to-the-home-TV-to-the-business-TV-to-the-school-TV). May I suggest that we give it a simple name like "Clear". I am offering the name "clear" because I own the name Clear Pty Ltd. As long as you adopt my submission as policy then the price I ask for the name Clear is zero dollars, because everybody knows that the best things in life are free.

Cheers,

Fraser Swift
Director
Clear