

Java for iTV

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Hongkong Telecom IMS

Agenda

- **Who we are**
- **Our business and services**
- **Overview of our system architecture**
- **How and why we use Java**



Who is Hongkong Telecom?

- **Hong Kong based telecom operator**
 - Publicly traded (HK, NYSE & Pacific)
 - 3.1 million residential subscribers
 - US\$3.3 billion in revenues (FYE 3/97)
 - 15,500 employees
- **IMS = Interactive Multimedia Services**
 - Software & Digital Media Production
 - Service Delivery via Internet and iTV

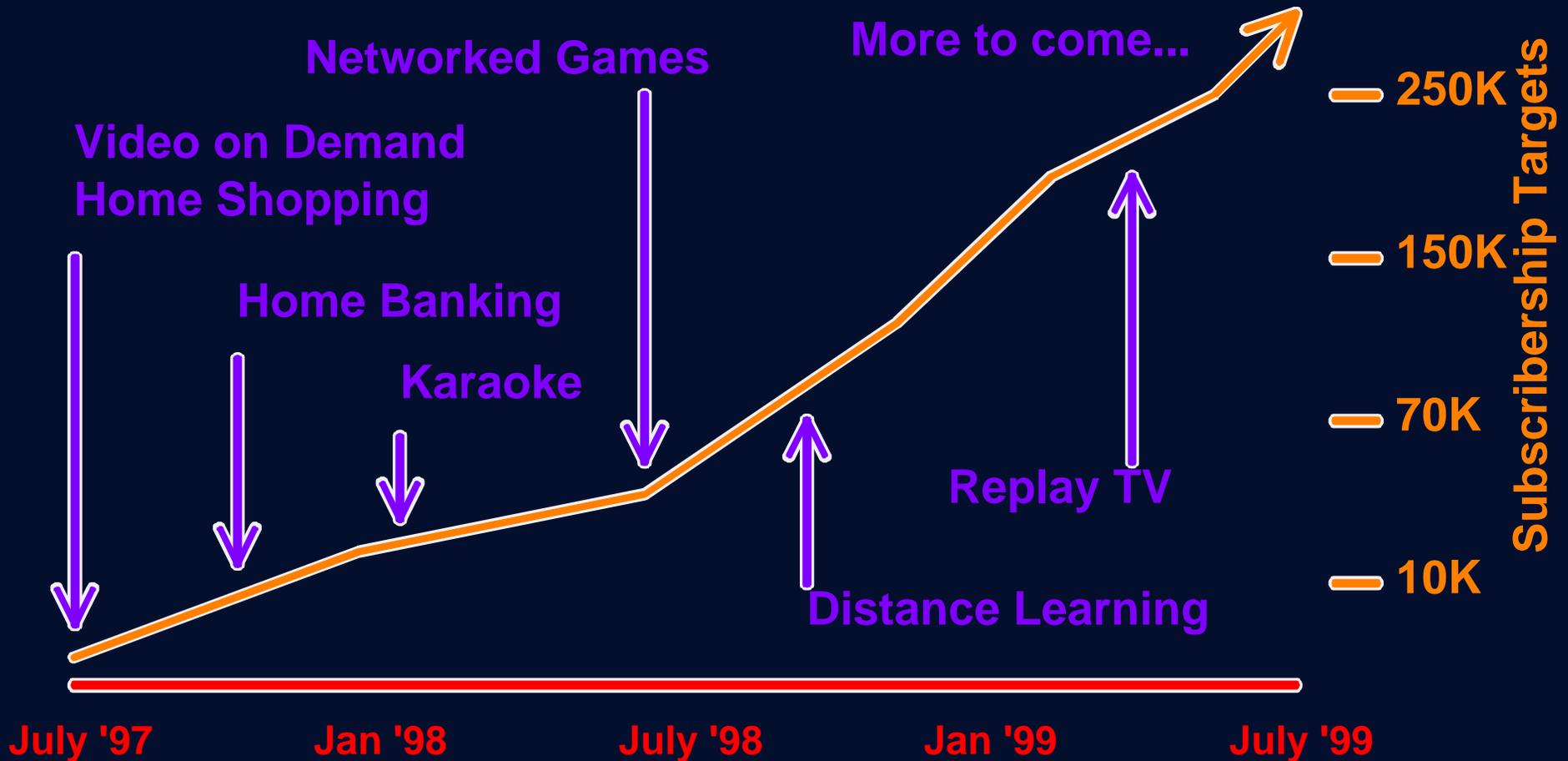


Wait A Minute. Isn't iTV Dead?

- **Hong Kong is a unique market**
 - 2nd highest disposable income in Asia
 - 3x US per capita expenditure on entertainment
 - High rise apartment buildings everywhere
- **Hongkong Telecom is committed**
 - Will invest US\$2 billion by 2000
 - Competitive pressures mandate change
- **“It's the software, stupid.”**
 - Immature software killed iTV in 1995
 - Java (and CORBA) have changed the rules



iTV Service Rollout Plan



How Much Will It Cost?

Subscription (includes):	\$30/mo.
STB rental fees	
Telecom network charges	
Premium program package	
Children's programming	
Premium programs (PPV)	\$4/each
Subscription based programming	\$8-15/mo.
Home shopping	Free
Networked games	\$3/hr.
Home banking	\$6/mo.

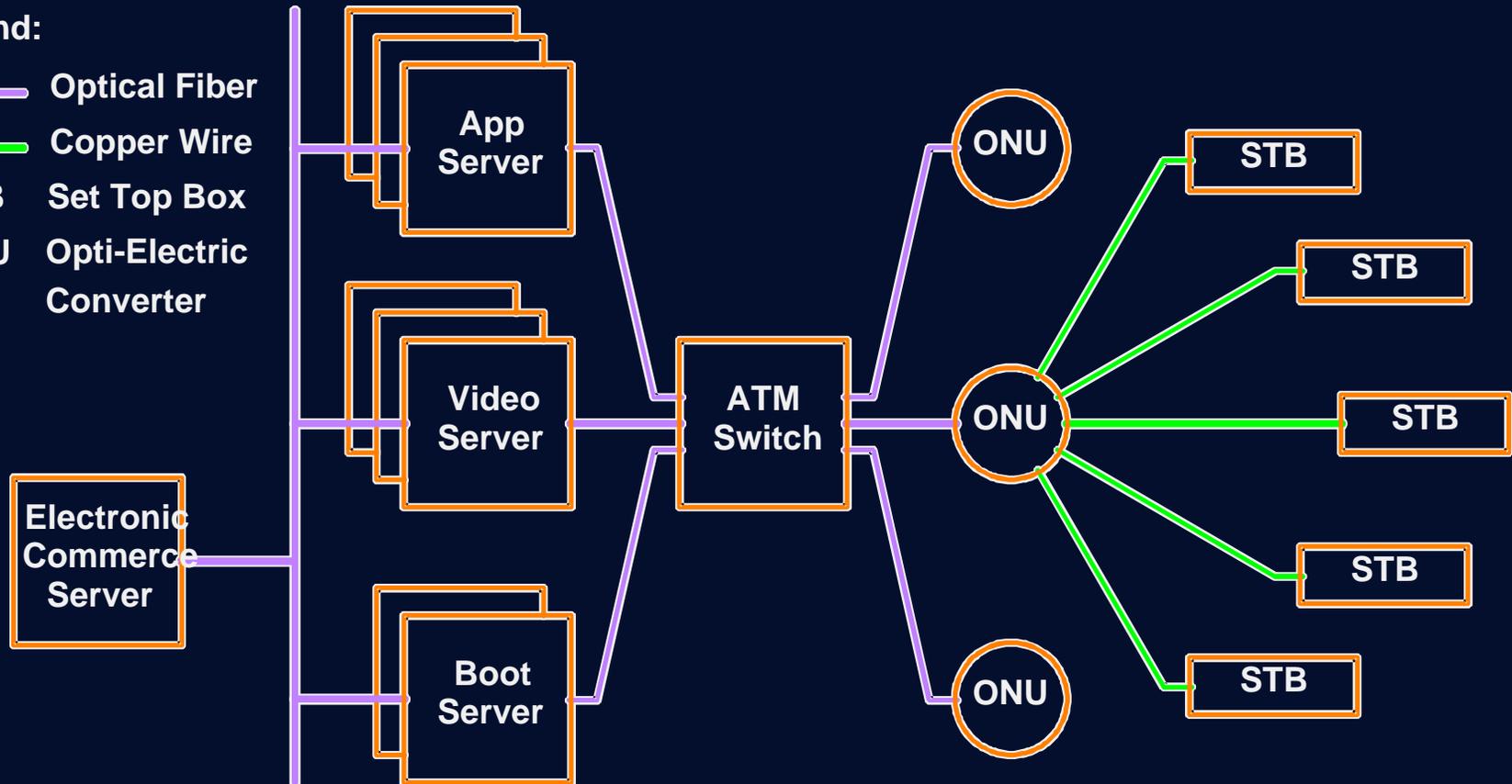
*Notice: prices shown are indicative and not finalized



System Architecture

Legend:

- Optical Fiber
- Copper Wire
- STB Set Top Box
- ONU Opti-Electric Converter



STB & Remote Control



How We Use Java

- **Where we use Java**
 - STB runs embedded Java + Java-based ORB
 - Authoring + sys management tools also Java
- **Why we use Java**
 - Need a tight, interpreted language
 - Allows us to enhance system little by little
 - Universal development tool
 - Encourage third-party developers

