



# York Region Broadband Advisory Task Force

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# Rogers Communications – Who are we?

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## **Canada's largest wireless carrier with over \$7B in annual revenue**

- 9.5m subscribers and 35% national market share by revenue
- Only national carrier on GSM, HSPA+ and LTE platforms
- 83% smartphone penetration
- Extensive national distribution with Rogers, Fido and chatr brands

## **Cable network passes ~30% of Cdn. homes, 2M homes connected**

- Fastest consumer Internet speeds in market up to 250 Mbps
- Next generation IP based network and data centre solutions for enterprises
- Leader in next generation smart home monitoring and automation

## **Strong media brands anchored in sports content and distribution**

- Sportsnet, Cdn. rights to NHL, MLB, tennis, etc. and ownership interests in Blue Jays, Maple Leafs, Raptors, TFC MLS soccer
- 95% of Canadian population reached through TV, radio, print and digital distribution
- The Shopping Channel national televised shopping network

# Rogers Communications – Who are we?



  
**500** hrs  
4K content  
in 2016

**100+** hrs  
4K movies & TV  
shows on shomi  
**shomi**

  
  
**100** hrs  
Live sports  
& events

  
**81**  
Toronto Blue  
Jays home  
games in 2016

  
**20**  
marquee  
NHL games  
in 2016

**40%**  
of new TV purchases  
during the 2015 holiday  
season are projected to  
be 4K TVs



**4X**  
the pixels of HD for  
stunning picture  
quality and higher  
resolution

**2**  
dedicated lines - cable  
and Internet - to deliver 4K  
to the home

**1st**

- > North American live sports broadcast in 4K (NBA game on Jan. 15 - Raptors vs. Magic)
- > North American NHL game in 4K (Jan. 23 - Leafs vs. Canadiens)
- > to the Canadian market in 4K

# 1 Gigabit Internet

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## What is Gigabit Internet?

Simply put, it's unbelievably fast internet speeds. Rogers Ignite Gigabit Internet offers download speeds of up to 1 Gigabit per second which is our fastest home internet yet. For example, at these speeds you can download an HD movie in less than a minute or photos and songs in seconds.

Is there a difference between how we deliver Gigabit internet vs. regular high speed internet?

Both run over Rogers hybrid fibre optic network, but Gigabit Internet uses greater bandwidth, 32 channels, to deliver the faster speeds whereas high speed uses up to 24. This also means that a different modem, the new Rocket Gigabit Wi-Fi modem, is needed to bring these faster speeds into the customer's home – the modem rental is included with the service.

# 1 Gigabit Internet

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**What does Gigabit internet have to do with the launch of 4K TV?**

**Our 4K set top boxes & Gigabit internet help bring the amazing 4K quality into people's homes —either for live TV content on the big screen, or videos online which require about 25 Mbps download per 4K stream. Gigabit internet offers more than enough speed for smooth 4K streaming on multiple devices, plus downloading, surfing, and more—all at the same time.**

**Will all the devices in my house get Gigabit speeds?**

**The speed delivered to the home by your Internet service is shared by all the devices you have online at the same time. Also keep in mind that no matter how fast that speed, your experience will depend on the capabilities of your device, the quality of its connection to the modem over Ethernet or Wi-Fi, and other factors. Newer computers, tablets, or smartphones are your best bet to make sure you're getting the best possible speeds.**

**Packages range from:**

**1 Gbps download - 50 Mbps upload**

**5 Mbps download – 1 Mbps upload**

# Rogers Communications – Network Configuration

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**How does Rogers get there?**

**Our network is there already. We had the advantage of starting as a video service first so from the outset, we used coaxial cable from start to finish unlike traditional phone companies who built using twisted pair copper.**

**Our combination of coax network and then fibre to the node lent itself perfectly to high speed transmission. Our main build objectives are moving the fibre closer to the customer (1200 hp vs., 600 vs. 120 vs. 64). This allows for improved reliability and less street furniture (compared to a series of 8 way taps – 1 box every 4 homes)**

**New area subdivisions will be fibre to the home**

**What is our 2016 focus**

**Continue to improve the customer experience**

**FTTH**

**1 Gbps rollout to entire network**

**EBU business opportunities**

**Continue to expand our wireless network**

# Rogers Communications – EBU (RBS)

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## **Rogers EBU wins big with the Government of Quebec**

**The Enterprise Business Unit has announced a huge customer win for their Public Sector Team in Quebec! Towards the end of October, the team won a 10-year contract with the Centre de services partagés du Québec (CSPQ) – the purchasing arm of the provincial government. We are providing connectivity in traffic lights to manage the flow of vehicles on roadways (and to eliminate poorly timed lights) and providing connected modems in municipal vehicles to help prioritize and manage road salt distribution.**

## **Rogers is selected as the data provider for school boards in :**

- **Durham**
- **York Region**
- **Simcoe County**
- **Kawartha Pine Ridge**
- **Many others**

# York Region Broadband – Next steps?

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**What does York Region Broadband want to be? What is your mission statement?**

- **An end to end provider complete with a complete broadband network and content**
- **A dark fibre provider, again, end to end, but just in the business of leasing fibres to third parties**
- **A dark fibre provider, network only, no last mile**
- **Last mile only, leasing main runs from those who already have a network in place and providing content**
  
- **When does York Region want to be up and running?**
- **What is the “live” date?**
- **What fibre counts?**
- **Who will your customer's be?**
- **Are you building for now and in the future?**
- **Is there going to be enough fibre for you to build when you are ready?**



# What are the risks?

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# York Region Broadband – What are the competitive advantages/financial risks?

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## **Rural Broadband**

**Continue to promote York Region as a place where companies want to relocate to because of all it has to offer**

## **Futureway**

## **Atria Networks**

## **Simcoe County Broadband Networks**

## **Lakefront Utility Networks (KPRSB)**

## **Bundled services for customers**

## **24 hour call center**

## **Network Security**

## **Back-up services**

Thank you!