

Telecoms - Taiwan

Chunghwa Telecom takes on over-the-top content challenge

Contributed by **Shay & Partners**

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Chunghwa Telecom, Taiwan's largest carrier of both wireless and fixed networks, is planning to launch its own-brand over-the-top content (OTT) service in the latter half of 2015. Chunghwa Telecom is the latest domestic telecoms carrier to adopt the idea of offering OTT video (ie, content delivered over an internet connection rather than via cable).

Chunghwa Telecom has been testing G.fast (a digital subscriber line standard) and will launch G.fast broadband internet access services at a download speed of 300 megabits per seconds (Mbps) in September 2015. G.fast technology will be implemented through the installation of G.fast multi-dwelling unit equipment at nodes of copper wire networks and the installation of G.fast terminal devices at the homes of end users.

By 2014 Chunghwa Telecom had established a nationwide fibre-to-the-home (FTTH) network with a download speed of 100Mbps. It now has approximately 7.2 million household subscribers to its FTTH service. However, Chunghwa Telecom believes that telecoms rivals, cable systems and OTT service providers are aggressively eroding its customer base.

Chunghwa Telecom provides fixed-line broadband internet access services at high speeds through its fibre-to-the-x (FTTx) networks and at low speeds through asymmetric digital subscriber line (ADSL networks). Currently, 300Mbps internet-access services are provided through FTTx networks only. Chunghwa Telecom admits that it is experiencing certain difficulties in deploying FTTx networks and must use G.fast technology in vast areas covered by its copper-wire ADSL networks in order to address the challenge presented by the increasing demand for broadband services in the consumer market.

Chunghwa Telecom has clarified that the application of G.fast technology on its copper wire networks is unlikely to defer future deployment of its new FTTx networks. However, it has disclosed no details of its FTTx construction plan.

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