

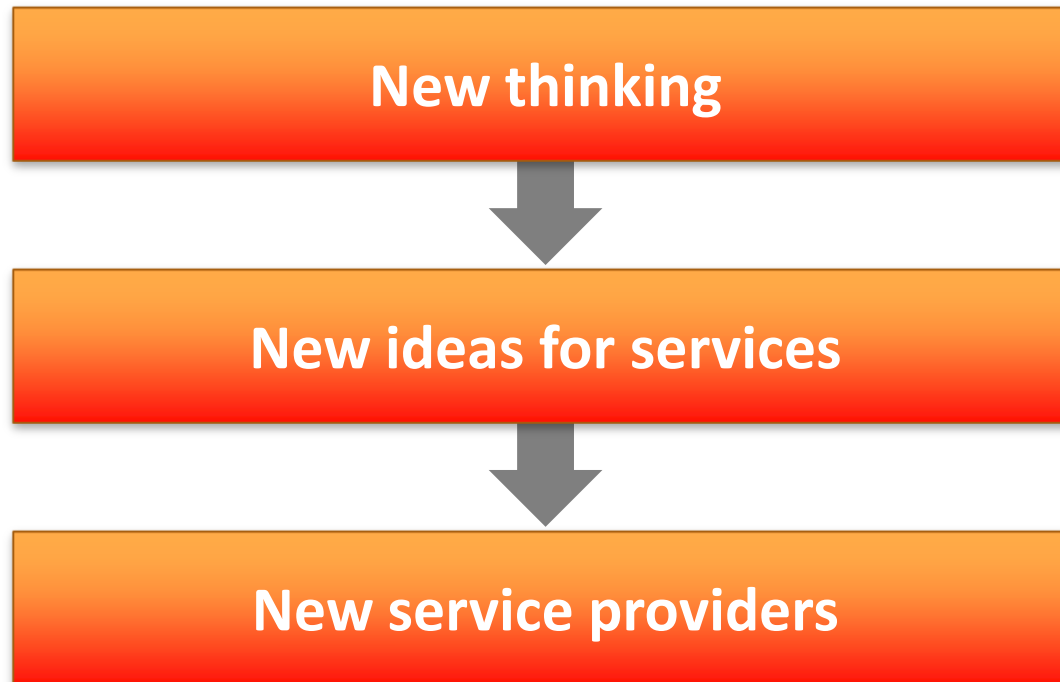
Not just 100Mbps

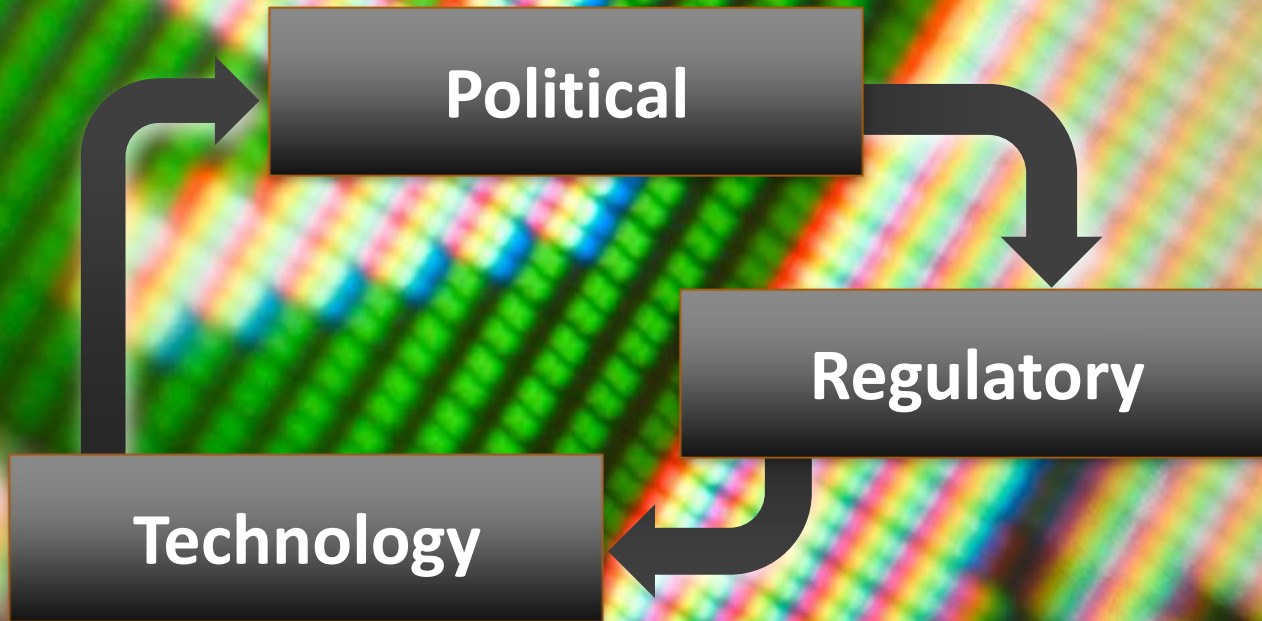
Challenges and opportunities for ISPs in an NBN environment

Michael Malone, iiNet CEO

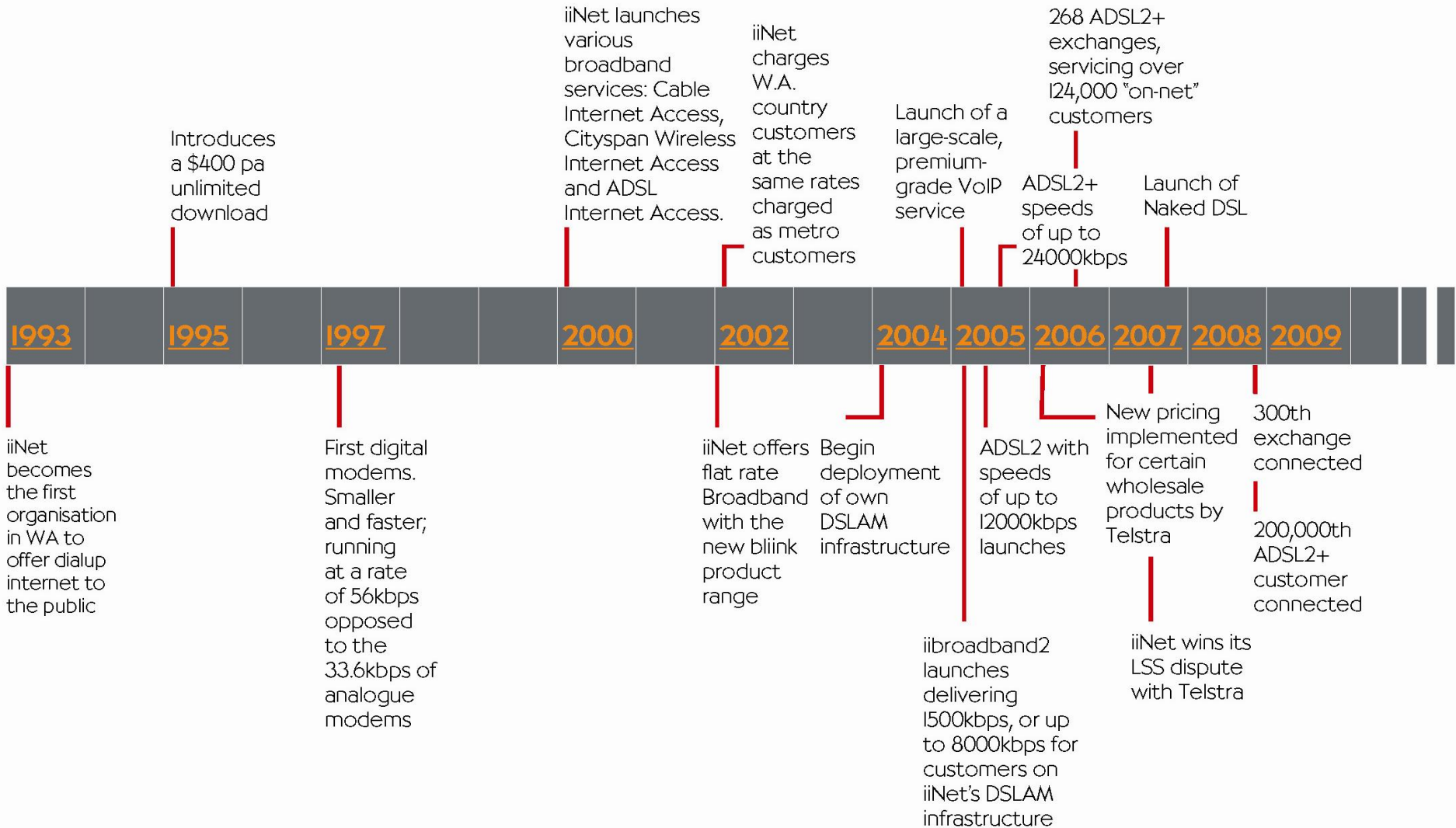
NBN Industry Connection #4, Perth, Tuesday 2nd February 2010







Let me take you back





Phone company still got you
by the short and curlies?



Free Calls & Fast Internet

From
\$49.95
per month

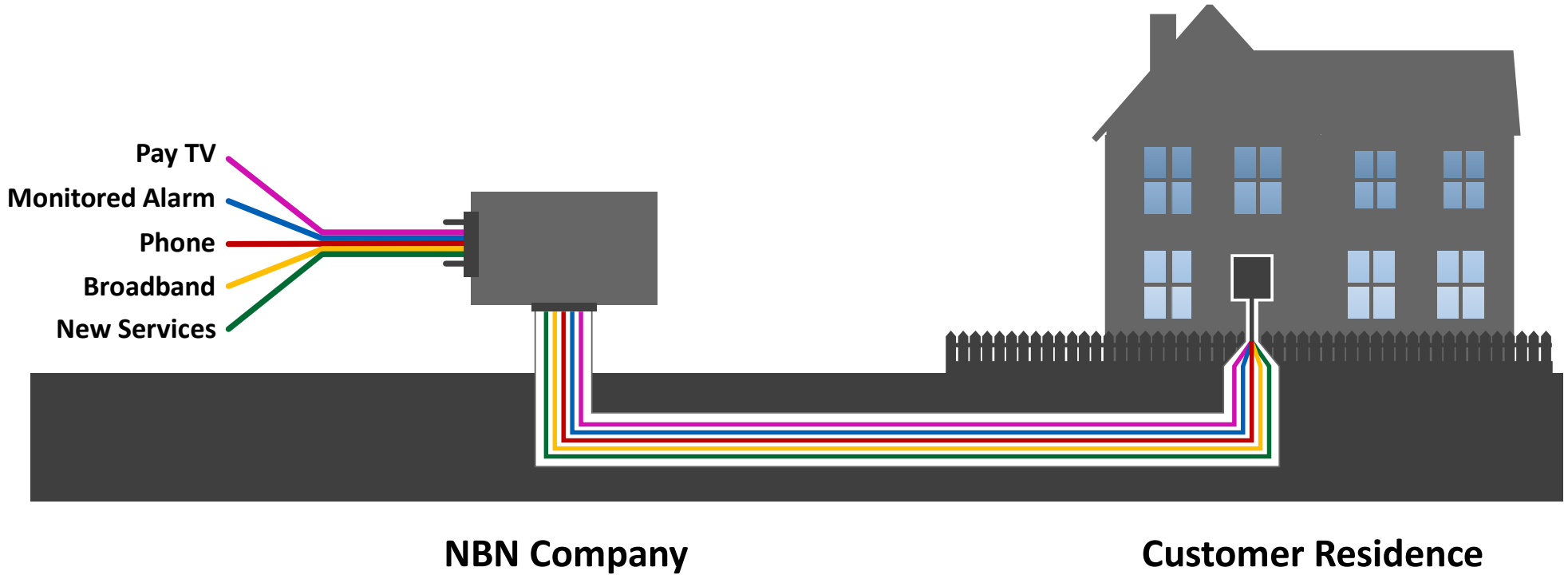
Naked DSL from iinet gives you:

- Zero phone line rental
- Free local & national phone calls
- Fast ADSL2+ broadband

iiinet.net.au
13 19 17

Set up costs apply. Fair use policy applies to free calls. Naked DSL is available in areas covered by our ADSL2+ broadband network (the inetwork). There are a few conditions that affect your ability to get Naked DSL at your home. Call us or visit our website for more information.

The customer's migration experience needs to be as seamless as possible



Australia's first national wholesale-only, open access broadband network

Allowing multiple suppliers

We need to give Australians affordability, innovation, choice & awesome service

An 'outside in' approach

Mandurah
2,350 customers

Albany
1,677 customers

Busselton
1,635 customers

Bunbury
1,412 customers

Warnbro
1,137

Broome
980 customers

Gulliver
951 customers


Esperance
903 customers

Buderim
831 customers

500 million apps downloaded.
And counting.



Filtering is not a separate issue



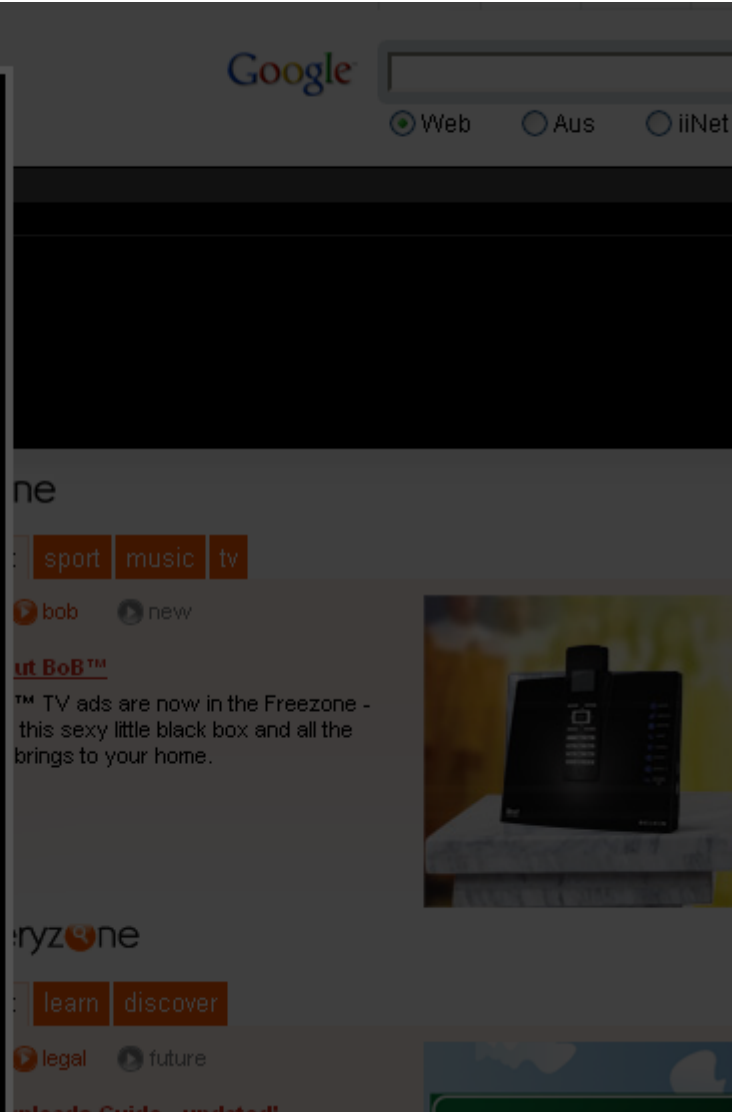
“Governments should not prevent people from connecting to the internet, to websites, or to each other...”
Hillary Clinton

We've joined the [Great Australian Internet Blackout](#) this Australia Day, because we believe in every Aussie's right to responsible freedom of speech.

The Rudd Government has said it will introduce a new law requiring Internet service providers to **filter all Internet connections** - including yours.

But there's still time to make your voice heard.

- [Join GetUp and have your say about the great firewall of Australia.](#)
- [Visit the EFA website to learn more about Internet filtering & censorship.](#)
- [Learn where iiNet stands on Internet filtering.](#)



Google

Web Aus iiNet

ne

sport music tv

bob new

ut BoB™

™ TV ads are now in the Freezone - this sexy little black box and all the brings to your home.

ryzone

learn discover

legal future

**This poster breaks all the rules
of trendy modern advertising.**

Too many words.

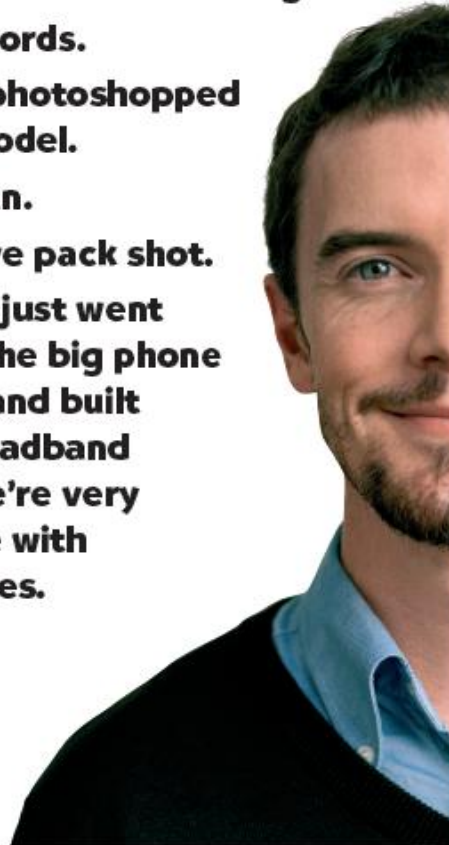
**No heavily-photoshopped
stick-thin model.**

No visual pun.

No expensive pack shot.

**But hey, we just went
up against the big phone
companies and built
our own broadband
network. We're very
comfortable with
breaking rules.**

iinet
connect better



We're excited

Question: NBN

Answer: iiNet

