

ENUM Day Australia

15 November 2006

ENUM trial partners



Australian Government
Australian Communications
and Media Authority



The role of ENUM in a converging communications environment

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ENUM trial partners

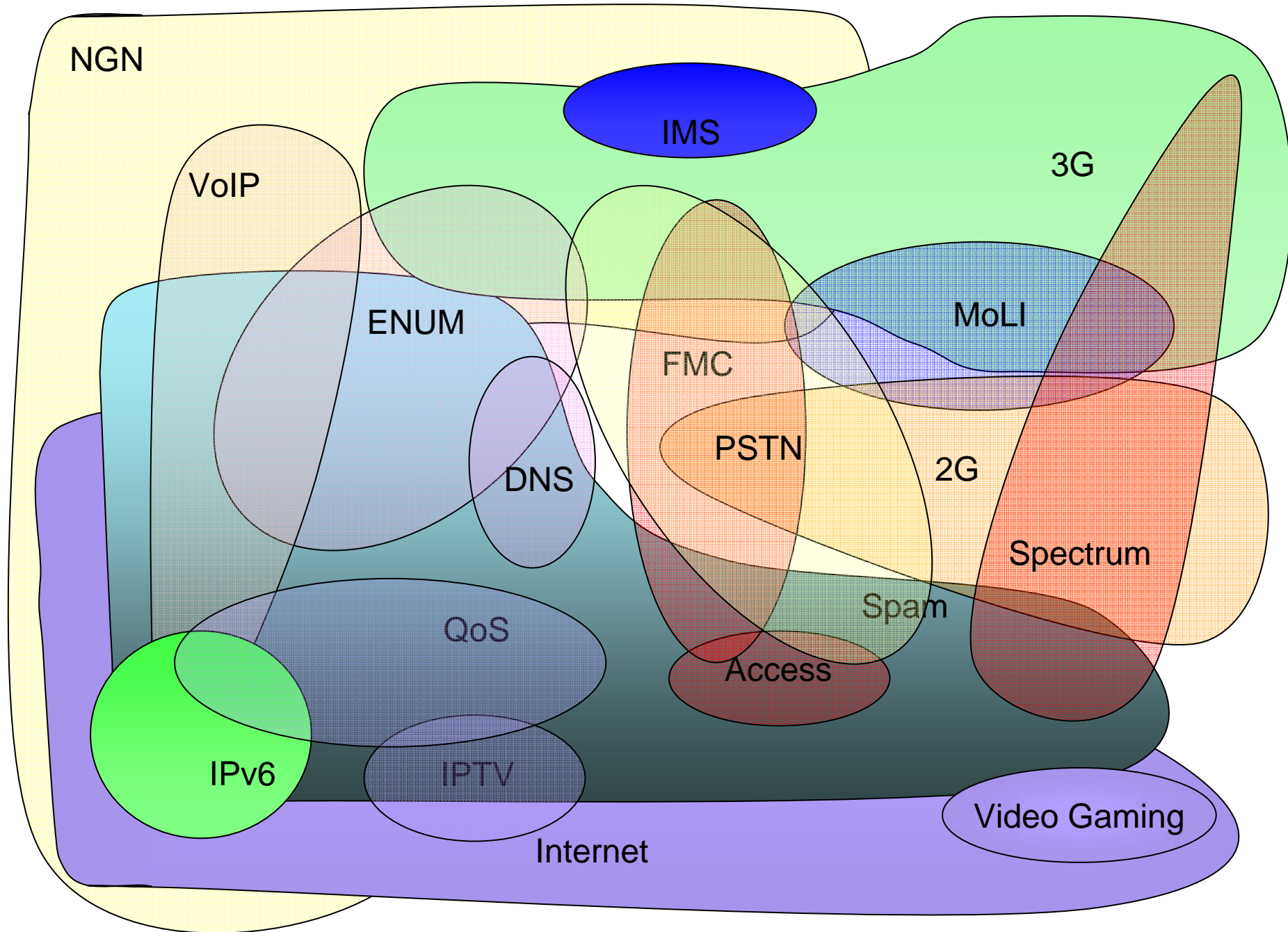
Welcome to ENUM Day

- Australia's own ENUM Day
- Why ENUM Day?
- What do we want to achieve and why?
- Why ENUM?

What is convergence, anyway?

- Traditionally, separate services operated over unique platforms and required unique end-user devices
- Convergence is the overlapping of previously separate and distinct technologies
- Drivers of convergence:*
 - Increased bandwidth capabilities
 - Advanced software and intelligence embedded in networks and equipment
 - Increasing use of IP-based technology
 - Digitisation of various forms of communications, which has enabled infrastructure owners to provide voice, data and broadcasting over multiple types of networks

**Source: Licensing approaches in an era of convergence, Trends in Telecommunication Reform 2004/2005:
Licensing in an era of convergence, ITU*



CONVERGENCE

New ways of communicating

- Public switched telephone network is no longer the only means of communicating
 - Messaging (email, instant messaging)
 - Web pages
 - Video
 - Voice – mobile, over the Internet, over IP-based networks

New ways of communicating

- Usage of VoIP increased during 2005–06
 - VoIP usage increased from 3% of population (aged 14+ years) in July 2005 to 4.8% in June 2006*.
 - A further 14% of the population or 2.2 million people are likely or very likely to use a VoIP service in the next 12 months*.
- So why do we need ENUM?

**Source: A Roy Morgan single source survey conducted during 2005-06*

New ways of communicating

- Multiple communications platforms means multiple numbering, naming & addressing schemes:

Telephone

+61 3 9963 6800

Email

info@company.com

Fax

+61 3 9963 6899

Web

http://www.company.com

VoIP

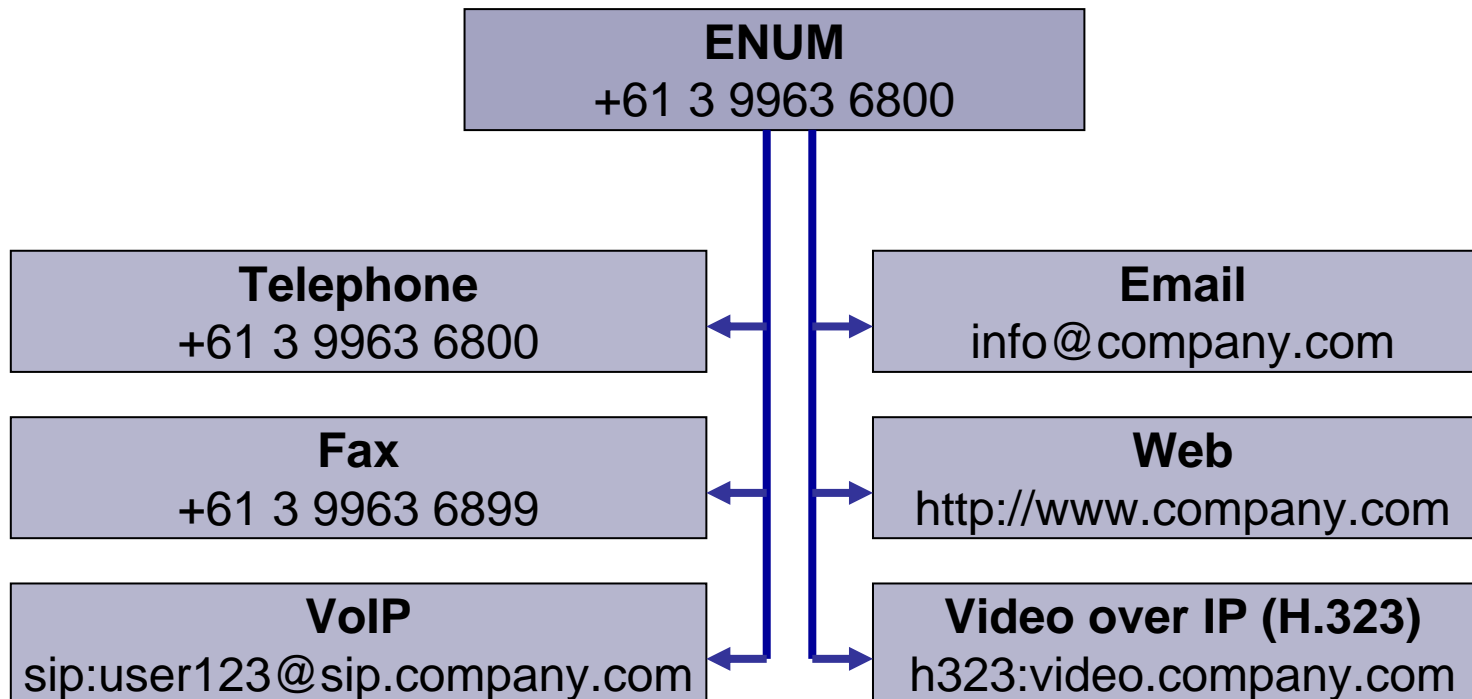
sip:user123@sip.company.com

Video over IP (H.323)

h323:video.company.com

ENUM – a convergence enabler...

- ENUM provides a means of bridging these addressing “islands”



ENUM – a convergence enabler...

- ENUM is an important step in the transition to Next Generation Networks
- ENUM provides a standardised approach to the problem of mapping between different communications services

Stay tuned to explore the practical applications of ENUM

Thank you for your attendance
and enjoy the day