

A Bumper Crop of Awards at the Summit

Broadband Properties gave 2009 Cornerstone Awards to two providers, Greenfield Communications and Connexion Technologies, that have taken differing paths to success in deploying fiber-to-the-home networks during the economic downturn. The Summit also played host to a new set of awards – the Outstanding Multifamily Partnership Awards – that were selected and presented by the several dozen multifamily property owners attending the Summit. The owners' awards went to Verizon Enhanced Communities for the MDU optical network terminal; to Velocity for its utility billing services; and to Energy Advisory Service for its energy management and purchasing services. **BBP**



Award winners (L to R) Carter Steg of Connexion Technologies; Ashley Chaffin Glover of Velocity; Mike Powers of Greenfield Communications; Steve Gunther, Nancy Hovind and Rick Woodward of Energy Advisory Service; and Eric Cavis of Verizon Enhanced Communities.

An Economic Engine During Stagnant Times

Despite the financial crisis, overall computer and video game sales climbed to \$22 billion in 2008






- Annual software sales grew to a record \$11.7 billion last year
- December, 2008 sales exceeded \$5 billion
- Analysts expect software and advertising sales worldwide to top \$68 billion by 2012

➤ North American gamers spent \$1.9 billion downloading games last year



An Increasingly Interconnected Relationship

- Today, microtransactions, downloadable content, and online game play reshape the industry on a daily basis
- 500 million online EA Sports games have been played since its launch in June, 2008—equates to 2.2 million EA sports games are played each day

Keynoter Michael Gallagher, president and CEO of the Entertainment Software Association, told the BBP Summit audience that gaming is one of the bright spots of the current economy – and that it relies critically on fast broadband connections.

“The view from 30,000 feet” of a service delivery platform combining offerings from Great Lakes Data Systems, IBBS and Momentum. The billing system is the brains of the platform and drives all of the critical pieces of the network.

