

# DASAN enables VTVcab to enhance the Internet experience in Vietnam



## Summary

### Customer:

- VTVcab (Vietnam Television Cable Corporate)

### Challenges:

- In the past 20 years, VTVcab has been providing paid TV services only, without any experience in internet service.
- There is an apparent trend of Internet TV in the globe, including Vietnam.
- There was a strong competition in Vietnam network market.

### Solutions:

- Customized FTTH GPON solution for high-speed and cost effective network

### Benefits:

- Stable, high-speed bandwidth with triple-play service
- Significant increase in the number of internet subscriber
- Lower CAPEX and OPEX through efficient use of fiber

### Results:

- An increase of 23% GPON subscribers per month
- VTVcab launched internet in 12 cities and provinces in 8 months.

## Background and Challenges

Vietnam Television Cable Corporate (VTVcab) is the only pay TV provider directly under the Vietnamese Television. It provides pay TV and telecommunications services, including CATV, IPTV interactive TV, Broadband Internet, etc. The company has also been ranked as the #1 pay TV provider in Vietnam and its vision is to provide essential services in every Vietnamese family.

VTVcab was originally established as a TV provider. It has been well-known for the paid TV services in Vietnam for the past 20 years. However, since 2000s, convergence among telecommunications, television and internet has become an indispensable trend in the world, including Vietnam.



Having recognized this trend, VTVcab decided to step in the market with many difficulties and challenges. In comparison with other traditional internet service providers already operating in the market at that time, VTVcab had struggled to position themselves as an internet provider. The connection and speed were not stable and slow. Customers preferred to use services from the well-known internet providers rather than a new player like VTVcab.

VTVcab made a strategic decision to change customers' mindset when invested on FTTH (Fiber-to-the-home) beside its existing CMTS (Cable Modem Termination System) network. They decided to partner with a well-known and reliable network device provider to improve their quality of internet service at the most effective cost.

Website: <http://www.vtvcab.vn>

## Solutions and Benefits

### GPON for High-speed and Cost Effective Network

DASAN Network Solutions was finally selected to provide GPON for VTVcab across Vietnam thanks to its quality of service, reliable and cost-effective products and solutions at high-speed and secured environment.

Fiber network solutions from DASAN for VTVcab includes: FTTx GPON devices (OLT, ONT, NMS), namely OLT V8102, ONT H660DW, ONT H665GR, NMS INAS.

FTTH GPON provides cost advantages that service providers need to deliver services profitably to their subscribers. When using a single shared optical fiber, GPON delivers high speed internet over 100Mbps services to multiple users over long distances while eliminating the use of several heavy and expensive switches. Instead, DASAN's GPON utilized cheaper connection methods than a traditional xDSL and AON through the use of inexpensive passive optical splitters that do not require a power source and thus, is easier to manage.

FTTH GPON is the perfect solution to provide triple-play services (data, video and voice) because it provides higher bandwidth – 2.5Gbps downstream and 1.25Gbps upstream. It uses larger, variable length packets to transmit data and employs frame segmentation to five higher qualities for voice and video traffic. These advantages of GPON are why service providers want to adopt fiber, particularly in high-density urban areas.

Korea has been ranked as the most developed country in fixed broadband globally. For years, DASAN has been the number one network solution provider for leading telecommunication

*"Internet of Things is emerging as the next technology mega-trend across the business spectrum globally. All electronics and devices, from the most advance to the simplest ones, are now connected by internet. High-speed with secured network are the key and fundamental for any enterprise to survive and compete in this digital market. VTVcab believes that the long-term partnership with DASAN Network Solutions has been paving the wave for VTVcab to grow tremendously in the IoT arena."*

[illegible]

After the first launching in Nov 2015, VTVcab has deployed GPON solution of DASAN across 12 cities and provinces across Vietnam, an increase of 23% GPON subscribers per month. The upload speed is now equal to download speed, ranging from 10Mbps to 30Mbps. Also, the rate of disconnection has been reduced significantly after 6 months of deployment.

DASAN Network Solutions is a leading global network solution provider that established end-to-end capabilities across the carrier and enterprise markets. Our main solutions are FTTH, G.fast, DSL, Mobile Backhaul/Fronthaul, Ethernet Switch and Wi-Fi solutions. With more than 60 customers over 25 countries, we are continuously expanding global business followed by the company's success in Europe as well as Japan, Taiwan and Vietnam.

For more information, please visit website  
[www.dasannetworks.com](http://www.dasannetworks.com)