

**World Summit of PLC Associations  
Brussels - June 10, 2003**

## **The PLCforum Association**

**Keith MacLean  
Chairman of the Marketing Working Group**

[www.PLCforum.com](http://www.PLCforum.com)

### **Background and Mission statement**

- **Created in early 2000**
  - Through the merger of 2 existing Associations
- **An association under the Swiss law**
  - Statutes available online
- **Mission statement**
  - A leading international Association that represents the interests of manufacturers, energy utilities and research organisations in the field of access and in-home PLC technologies

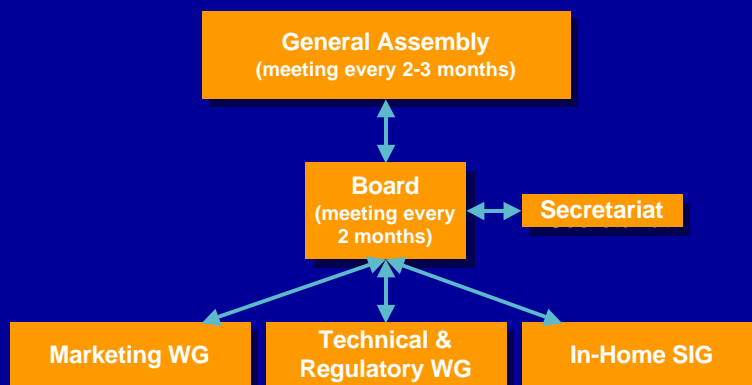
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## Objectives

- **Regulatory issues**
  - Lobby directly and support members' lobbying activities so that a satisfactory regulatory framework for PLC can exist
- **Technologies**
  - Share visions, problems and solutions between members
  - Push coexistence and interoperability / standardisation so that technology is not a market-limiting factor
- **Business Case**
  - Support members in the creation of appropriate commercial and financial models
- **Marketing**
  - Contribute to a wide awareness of PLC potential through involvement in major events, information dissemination, press activities, etc.

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## Structure



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## Board members



- **Sergio Rogai, ENEL (Chairman)**
- Ramiro Alfonsin, Endesa
- Jorge Blasco, DS2
- Michael Koch, PPC
- Rodolphe Poiroux, EdF
- Joachim Sell, Elcon
- Per Wigren, Elforsk
- Amit Yudan, Mainnet



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## Working Group Chairmen



- **Marketing WG**
  - **Keith MacLean, SSE**
    - ✓ Richard Lynn (DS2) and Jürgen Unfried (PPC), Vice-Chairmen
- **Technical & Regulatory WG**
  - **Victor Dominguez Richards, DS2**
    - ✓ Michael Koch (PPC) and Borja de Pablos (Endesa), Vice-Chairmen
- **In-home SIG**
  - **Thomas Manthei, Actima**
    - ✓ Norbert Kramer, EnBW (Vice-Chairman)



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- Operated by Sigma Consultants since 2001
  - Roger Torrenti, Manager
- Involved in 2 main tasks
  - Outsourced management of the Association
    - ✓ Administrative, financial and legal issues
    - ✓ Services to members and applicants
    - ✓ Organisation and reporting of Board meetings and General Assemblies
  - Maintenance and updating of the web site (and targeted marketing activities)
    - ✓ Newsroom, exploder, discussion forum, member area

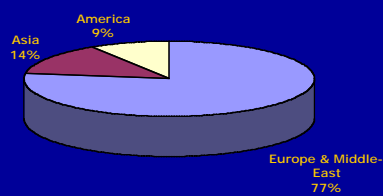


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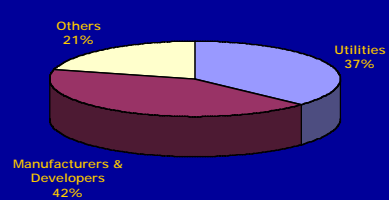
## Membership

- 45 regular members & 12 permanent guests
  - Membership list available online

Members & Permanent Guests per Region



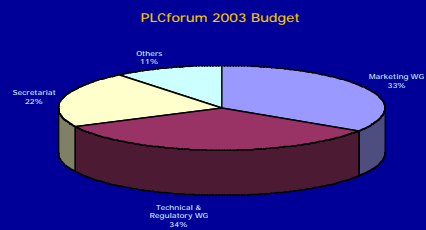
Members & Permanent Guests per Category



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## Budget

- Resources = Member fees
  - Euro 5 000 per year
- A balanced 2003 budget of around euro 280 000
  - + 40% when compared to 2002



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## Contacts with other Associations

- It is important that cooperation between PLC Associations can be strengthened
  - To the benefit of the PLC industry worldwide
- 3 MOUs already signed by the PLCforum
  - With UPLC (through UTC), PLCA and PUA
  - Establishing mutual cooperation agreement and working partnership
- The PLCforum is ready to sign MOUs with other Associations



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## The OPERA initiative

- Under the umbrella of the PLCforum
  - Coordinated by Iberdrola
- A major project
  - Involving 39 European partners
    - ✓ including all major utilities and manufacturers
  - A total cost of around euro 26 M over 48 months
    - ✓ A support from the European Commission is expected to launch the project
  - Aiming at reaching
    - ✓ Improved performance in transmission speed
    - ✓ Ready-to-sell & low-cost products
    - ✓ Complete system specification
    - ✓ Unique international regulation
    - ✓ Full interoperability with existing backhaul & in-home technologies
    - ✓ A higher market share

OPERA

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## Market status

- Examples of Trials and Commercial operations that have started in EU



- Mainly Regional Deployments including cities and rural areas
- 15-20,000 customers; 250-500,000 passed properties

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