A voluntary certification scheme for in-house coax cable material in the Netherlands

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Cable in the Netherlands

- High coverage, 97%
- All bands occupied:
  - Cable TV
    - PAL, analogue
    - Digital and HD
    - Video on demand
  - Internet access, including uplink
  - Radio
    - Digital
    - FM, analogue
Cable industry in the Netherlands

- NLkabel is their national trade organization
- 2 major players
  - Ziggo
  - UPC
    - LGI headquarters in Amsterdam
- About 12 smaller companies

- Each in their region owner of the network
- Competition on technology
  - ADSL
  - Glass
  - Mobile dongle
Kabel Keur

- NLkabel has set up voluntary certification
  - In house material often bad quality
  - Consumer has no quality indication

- Triggered by 2001 problems in cable TV due to DVB-T

- Problems in cable systems will come up ad hoc
  - Consumers with disturbance have a solution
  - Other consumers do not have extra cost
Kabel Keur, what is it?

- Initiative of NLkabel to diminish possible in-house cabling problems
- Quality mark for passive and active in-house coaxial materials
- Cooperation between Dutch cable operators and manufacturers
- Testing is organized by a certification institute: KMI Zoetermeer
Kabel Keur, how to get the mark?

- Testing is executed by a qualified lab: Telefication Zevenaar
- Technical requirements are defined by a College of Experts consisting of delegates of Cable operators and manufacturers
- All non-technical aspects are defined by participating MSO marketing people
- Currently version 4.0 is defined
- Products: all in-house coaxial materials including SCART, HDMI, amplifiers etc
Distribution

• Hundreds of retail- and webshops in the Netherlands and Belgium
• Supported by an interactive website (www.kabelkeur.nl)
Questions