

<http://fibresystems.org/cws/article/newsfeed/37752>

IOP A community website from IOP Publishing

[Sign in](#) | [Forgotten your password?](#) | [Sign up](#)

fibresystems.org

[Home](#) | [Magazine](#) | [Industry](#) | [Technology](#) | [Video](#) | [Blog](#) | [Buyer's guide](#) | [Jobs](#) | [Events](#) | [Contact us](#)

Search [Go](#)

LATEST INDUSTRY NEWSFEED ARTICLES

- ▶ FTTH services generate up to 30% higher revenue Than DSL
- ▶ Environmental impact of fibre can now be predicted
- ▶ Emtelle awarded 3 further FTTH projects
- ▶ Lattelecom selects ECI Telecom's GPON solution
- ▶ LG-Nortel WDM-PON technology gains momentum

RELATED LINKS

[Yankee Group](#)

INDUSTRY NEWSFEED

Feb 11, 2009

FTTH services generate up to 30% higher revenue Than DSL

Yankee Group and FTTH Council Europe Reveal Results of Global FTTH Study

COPENHAGEN — That fiber to the home (FTTH) is broadly implemented is not news, but what services are making profits and where the future trends are is the subject of Yankee Group and FTTH Council Europe findings released in conjunction with the FTTH Council Europe Conference today.

As part of the study, Yankee Group analyzed the portfolios of 20 global next-generation access service providers and interviewed key executives in these organizations. Following up on the December 2008 Yankee Group Report "Fiber to the World: A State of the Union Report on FTTH", Yankee Group Senior Analyst Benoit Felten and Program Manager Vince Vittore chart the course for the global expansion and profitability of FTTH. Key findings include:

Providers with legacy DSL services have found that FTTH generates ARPU of 20 percent to 30 percent higher than DSL.

A number of FTTH operations around the world have broken even already, after only a few years of operation. HDTV is increasingly a key acquisition driver but requires the whole content ecosystem to shift to HD to succeed.

The next wave of revenues will come from further integration of wireline and wireless networks as well as wider economy services such as home security and tele-education.

Two-way video communication will be the enabler service that truly allows the bloom of partnership-driven wider economy services.

"The market is always in search of the killer app, the holy grail of future revenues that will justify network investment. Our study demonstrates that the value to the customer and therefore the revenues to the service provider are in the bundling of many and diverse services," said Felten. "Some applications (HDTV, bandwidth offerings over 50 Mbps symmetric) are 'killer' in that they drive the customer to

KEEP UP TO DATE

fibresystems.org's regular newswire makes it easy to keep on top of all the important news and developments in the optical networking industry. Delivered every two weeks, it includes all published news and analysis articles. [Sign up](#) now to get your copy.

CORPORATE PARTNERS



For maximum exposure, become a Corporate Partner. [Contact our sales team.](#)

[Corporate Partners](#)

<http://fibresystems.org/cws/article/newsfeed/37752>

subscribe, but once he's become a customer, it's the whole panel of services that make a profitable, satisfied and loyal customer."

Joeri Van Bogaert, president of the FTTH Council Europe adds, "Here is an answer to the persistent question of 'will anyone pay for fiber'? Consumers have, are doing so and will likely pay more in the future because of the compelling basket of services that is only possible with FTTH. The results of this definitive joint study prove that FTTH is a critical enabler of innovative applications that can deliver real-world benefits on both a social and economic level."

Source: Yankee Group

SHARE THIS

[E-mail this article to a friend](#)

[Add to Connotea](#)

[Add to Cite-u-like](#)

[Add to del.icio.us](#)

[Digg this](#)

[Share on Facebook](#)

[Be the first person to comment on this article](#)

[All content](#)

[Magazine](#)

[News & analysis](#)

[Companies](#)

[Products](#)

[Jobs](#)

[Events](#)

[Home](#)

[Magazine](#)

[Industry](#)

[Technology](#)

[Video](#)

[Blog](#)

[Buyer's guide](#)

[Jobs](#)

[Events](#)

[Contact us](#)

A community website from IOP Publishing

[Copyright](#)

[Privacy policy](#)

[Disclaimer](#)

[Terms & conditions](#)

[Environmental policy](#)