

## FIBRE HORIZONS - A newsletter of the FTTH Council Europe

### Vol. 4, Issue 10 - 17 December 2013

FIBRE HORIZONS is a monthly newsletter published by the FTTH Council Europe and distributed to readers interested in fibre to the home networks and the activities of the Council.

### Did you hear?



*"It is really important that service providers deliver what they market. In Denmark the industry's credibility is lower than that of used car salesmen."*

*Anders B. Christjansen, CEO of Danish triple-play service provider Waoo!*

### In the Spotlight

#### Broadband speeds and unintended consequences

Buying a broadband connection can be more difficult than it first appears. In the real world, different customers of the same internet service provider (ISP) receive quite different broadband speeds. The variation in speeds can be negligible or highly significant, depending on the quality of the cables, the distance from the telephone exchange, network congestion, and a number of other technical factors. This has implications for how broadband speed claims may be communicated by advertisers.

In the UK, advertising standards organisations ruled in April 2012 that marketers should be able to demonstrate that the speeds in their advertising can be achieved by a "reasonable proportion" of the provider's customer base. This has led to some broadband packages being re-positioned with lower speeds - "up to 16Mbps" rather than "up to 24 Mbps", for example - even though the connection is exactly the same. Some ISPs responded by removing all mention of speeds from their promotional materials, requiring potential customers to use an availability checker to find out what speed their connection could support - perhaps not exactly the best way to improve clarity!

In Denmark, early attempts to improve broadband advertising also had unintended consequences, but the Danish Energy Association stepped up to the challenge of rewriting the advertising rules (energy suppliers have deployed most of the FTTH lines in Denmark). A new agreement was hammered out by Danish consumer associations in collaboration with the telecoms and energy industries in Denmark, which is intended to ensure that ALL consumers receive at least 50% of the advertised speed. ISPs must also provide clear information on upload speeds and the bandwidth consumption for IPTV. In our recent webinar, Christian Berg, Senior Advisor to the Danish Energy Association explained exactly what the organisation set out to achieve, and - importantly - how the industry has responded to the changes since they were formally introduced earlier this year.

[Download the webinar presentation \(PDF\)](#) >

[Read our opinion article \(PDF\)](#) >

### Watch Again: The Year in Webinars

Here's a roundup of all the webinars that the FTTH Council Europe held in 2013:

\*12 November: [National Fibre Strategies](#) by Arthur D. Little

\*10 September: [FTTH Basics - Architecture, Topology and Technology](#) by D&O Committee

\*6 June: FTTH - [The Solution for Mobile Broadband](#) by iDATE

\*21 May: [European FTTH Forecast, 2012-2017 - Behind the Numbers](#) by Heavy Reading

\*23 April: [The FTTH Cost model applied to Germany](#) by Comsof & al.

\*18 April: [The positive effects of FTTH for real estate projects](#) by Diffraction Analysis

\*14 March: [The FTTH Market in Europe - Status and Analysis](#) by IDATE

\*15 January: [Market potential for high-speed broadband in Germany in 2025](#) by BREKO

Past webinars and presentations can be accessed through the "Resources" section of our website: [www.ftthcouncil.eu/resources?category\\_id=10](http://www.ftthcouncil.eu/resources?category_id=10)

## Opinion Article: FTTH - What does it bring to real estate?

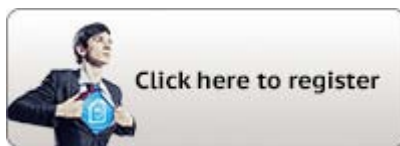
In the real estate market, there is a great deal of interest in fibre to the home (FTTH) as a means of making properties more attractive to buyers and tenants, but for many, the added value and financial benefits are unclear. With this in mind, the FTTH Council Europe commissioned a study amongst real estate firms who have experience with high-speed fibre-optic connections.

[Read the Opinion Article](#) (PDF) >

## Register TODAY for the FTTH Conference 2014

The biggest FTTH event in the world is just weeks away!

The FTTH Conference 2014 will take place on 18 - 20 February 2014 at the Stockholmsmässan in Stockholm, Sweden. Have you booked your place?



Advance registration is discounted; higher rates apply on the door. FTTH Council Europe member employees also qualify for a promotional rate - contact [info@ftthcouncil.eu](mailto:info@ftthcouncil.eu) for details.

Already registered? Use the online practical information or our mobile app [www.ftth2014app.eu](http://www.ftth2014app.eu) to plan your visit to Stockholm and work out how to make the most of your time at the conference.

The preliminary version of the mobile app was launched on 16 December.

[Plan your journey with our travel guide](#) >

[Find out more about the conference venue](#) >

[Browse the conference programme](#) >

We look forward to seeing you in February!

## Enter our Facebook competition

The Broadband is wonderful - when it works. No doubt you have experienced the long boring waits in front of your computer and chopped images on your TV right in the middle of a film.

Well, your experience could help you win a PlayStation®4 or the latest iPad!

Post a PHOTO and/or VIDEO (max. one minute long) on our "I want fibre" Facebook page. If you have a slow old connection, show us how you spend your time whilst waiting for your broadband - yawning, vacuum-cleaning your flat, and so on. If you are lucky enough to have fibre to the home, then show us how your FTTH connection enables you to do new things online - consult your doctor by video, stay in touch with friends, or run a creative business, for example.

We will select the best PHOTO and the best VIDEO, and the winner of each category will receive a prize. We will take the creativity and humour of the photos and videos into account, as well as

the number of "Likes" they receive. The competition is open until 7 January 2014.

To participate go to [www.facebook.com/pages/I-want-fibre/174248502650699](http://www.facebook.com/pages/I-want-fibre/174248502650699)

[Terms and conditions apply](#) >

## Happy Holidays!

The board and executive team at the FTTH Council Europe wish you a bright and prosperous 2014.

## Newsbeat

[Invitalia-Telecom Italia-Italtel: 61 million euro development agreement for broadband in Sicily](#)

[eircom Plans to Extend its Fibre Broadband Footprint to 1.4 million Homes and Businesses](#)

[Signing up new broadband customers in the UK becomes a challenge](#)

[BT infringed on ASSIA DSL patent rules UK High Court](#)

[Overgrote meerderheid glasvezelgebruikers tevreden met kwaliteit verbinding \(NL\)](#)

[WIK-Studie belegt: BREKO-Unternehmen sind Garanten des Glasfaser-Ausbaus \(DE\)](#)

## Upcoming events

The FTTH Council Europe will be speaking or exhibiting at the following events:

4 February: [Terminsstart Telekom](#) in Stockholm, Sweden

18 - 20 February: [FTTH Conference 2014](#) in Stockholm, Sweden

5 - 6 March: 11th Annual SEE Telecoms Forum 2014 in Belgrade Serbia



2014

5 - 6 March, Belgrade, Serbia



## Join our social media communities

Be first to find out about the latest developments at the FTTH Council Europe by joining our active social media communities. We have nearly 4000 members in our LinkedIn Group, over 1880 followers on Twitter and nearly 1000 "likes" on Facebook - so you'll be in great company!



## About us

The FTTH Council Europe is an industry organisation with a mission to accelerate the availability of fibre-based, ultra-high-speed access networks to consumers and businesses. The Council promotes this technology because it will deliver a flow of new services that enhance the quality of life, contribute to a better environment and increase economic competitiveness.

The FTTH Council Europe consists of more than 150 member companies. [www.ftthcouncil.eu](http://www.ftthcouncil.eu)

For general matters, please contact our Secretariat on [info@ftthcouncil.eu](mailto:info@ftthcouncil.eu)

The press contact is Nadia Babaali, Communications Director, [nadia.babaali@ftthcouncil.eu](mailto:nadia.babaali@ftthcouncil.eu)

This newsletter is sent to members and subscribers who have registered on our web site. Feel free to forward to colleagues and friends.

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