

## Fibre to the Home Council Europe

### Media Update: November 2012

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#### Meet us at the 'Smart Cities' conference in Barcelona

Visit the FTTH Council Europe booth and our e-health World of Applications showcase at the Smart City Expo World Congress 2012 in Barcelona, Spain ([www.smartcityexpo.com/en](http://www.smartcityexpo.com/en)).

Our booth, number 452, is located hall P2, isle D.

On Tuesday 13 November, from 12:00 to 13:30, we are also holding a press conference with the subject "Fibre your way out of the economic downturn" when we will examine how investment in future-proof infrastructure can create economic benefits, including new jobs.

To register for the press conference, send an e-mail to [nadia.babaali@ftthcouncil.eu](mailto:nadia.babaali@ftthcouncil.eu).

#### Media invitation to 'Salon des Maires' in Paris

Representatives of the media are warmly invited to a cocktail lunch at the "Salon des Maires et des Collectivités Locales" event in Paris on Tuesday 20 November. Join us in Hall 3, conference room 31, from 12:15 to 13:15, to learn about the benefits that Fibre to the Home brings to communities followed by a visit to our dome of FTTH-enabled applications. General information about the event is available online: [smcl.salons.groupe-moniteur.fr](http://smcl.salons.groupe-moniteur.fr).

To register for the lunch simply send an e-mail to [nadia.babaali@ftthcouncil.eu](mailto:nadia.babaali@ftthcouncil.eu).

#### Free webinar: Marketing Fibre to Global Consumer

*Tuesday 20 November 2012 @ 2:00 – 3:00PM CET*

In this webinar, SNL Kagan will present success stories of marketing strategies and tactics employed by FTTH operators. They will analyse how multinational telecoms operators promote fibre-optic broadband services to consumers in their local and global markets, and how this affects subscriber acquisition and revenues. Findings will be based around case studies of three multinational telcos, namely France Telecom-Orange, Telefónica, and TeliaSonera.

**REGISTER NOW**

#### Spain and Luxembourg join leading FTTH economies

The latest FTTH panorama update at end-June 2012 was unveiled at a press conference held at Broadband World Forum in Amsterdam last month.

The update, prepared for the FTTH Council Europe by IDATE, ranks the 22 European economies where more than 1% of the households are FTTH/B subscribers.

We welcome Spain and Luxembourg to the FTTH Ranking.

[Read the press release](#) (PDF) >

[Download the press conference material \(PDF\) >](#)

The press release has been published in other languages.

Read it in [Catalan](#), [Dutch](#), [French](#), [German](#), [Italian](#), [Lithuanian](#), [Spanish](#), and [Ukrainian](#).

### **Brussels workshop focuses on new proposals for FTTH financing**

On 6 November 2012 in Brussels, the FTTH Council Europe held a very well-received workshop where we reviewed the financing instruments available for deploying new telecoms infrastructures and proposed a new approach to policy makers and the industry. The workshop was attended by more than 40 high-level attendees, including members of the European Commission, as well as representatives from financial institutions, banks, infrastructure funds and operators.

[Download the workshop materials \(PDF\) >](#)

### **FTTH Council Europe calls EU Member States to support CEF budget proposal**

The FTTH Council Europe confirmed its support for the Connecting Europe Facility (CEF) and for the development of fibre-based high-speed communication networks in Europe.

Karin Ahl, President of the FTTH Council Europe, said “Those governments that adopt a more holistic view of society and the benefits that spread across the economy will realise the importance of maintaining the CEF for network build. We very much need to build communication networks for the future that look beyond the next quarter’s returns and that can put Europe on the front foot for economic growth and innovation.”

[Read the press release \(PDF\) >](#)

### **Opinion: Europe should choose future-proof broadband!**

Internet, broadband and next-generation information and telecommunications are the pillars upon which Europe’s future economic and social prosperity will be built, says Karin Ahl, President of the FTTH Council Europe. If we make the right decisions today, then Europe can emerge from the current economic crisis as a strong player in the global market. But that’s a big “if”. Although political leaders in Brussels have clearly stated their expectations in the Digital Agenda, national and local government are starting to question those objectives. In a new opinion article, Karin counters those objections and explains why it is so important that Europe rises to the digital challenge.

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

### **CEO interview: Michel Riva, Reichle & De-Massari**

The subject of the November interview is Michel Riva, chief executive of Swiss cabling specialist Reichle & De-Massari (R&M). Michel talks about why his company is investing heavily in research and development of fibre-optic connectivity products, the evolution of broadband in Switzerland where the company is headquartered, and the contrasting telecoms markets of Europe and the Middle East.

[Read the interview online \(PDF\) >](#)

## Help us promote our 'I WANT FIBRE' campaign

Tired of your slow internet connection? Want fibre-to-the-home? You're not alone! Join us in our mission to spread the word about why fibre is so fantastic. We've set up a new page on Facebook so "[Like](#)" our page, and share it with friends and family.

We're inviting everyone to post photos of themselves, family and children, friends and colleagues, alone or in a group, with a clear "I want fibre" message. The medium is entirely up to you – it could be a homemade T-shirt, hat, poster or sign. We are looking for entertaining and inspiring photos, so let your imagination go! Links to articles and photos are also welcome.

We particularly welcome contributions from teenagers.

[Visit our Facebook campaign now](#) >

(You will need to log into your Facebook account).



## Have you registered for the FTTH Conference 2013?

Registration for the 10<sup>th</sup> anniversary edition of our annual FTTH Conference is now open. Taking place on 19-21 February at the ExCeL London, UK, the conference promises to be the biggest and best yet! Journalists are welcome at this event. To request a press pass simply contact [nadia.babaali@ftthcouncil.eu](mailto:nadia.babaali@ftthcouncil.eu).

## Upcoming Media Events

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

12 – 15 November	FTTH Council Africa Conference <a href="http://www.ftthcouncilafrica.com/conference/">www.ftthcouncilafrica.com/conference/</a>	Cape Town, South Africa
13 – 15 November	Smart City Expo World Congress <a href="http://www.smartcityexpo.com">www.smartcityexpo.com</a>	Barcelona, Spain
14 – 15 November	DigiWorld Summit 2012 <a href="http://www.digiworldsummit.com">www.digiworldsummit.com</a>	Montpellier, France
15 November	2nd Workshop on Municipal Fiber Networks <a href="http://www.terrainproject.be/WSMFN2">www.terrainproject.be/WSMFN2</a>	Ghent, Belgium
20 – 21 November	Broadband Russia Forum 2012 <a href="http://www.comnews-conferences.ru/bb2012eng">www.comnews-conferences.ru/bb2012eng</a>	Moscow, Russia
20 – 22 November	Salon des Maires et des Collectivités Locales <a href="http://smcl.salons.groupemoniteur.fr/">smcl.salons.groupemoniteur.fr/</a>	Paris, France
21 – 22 November	APDC's 22 <sup>nd</sup> Communications Congress <a href="http://congresso12.apdc.pt/Homepage/Artigo.aspx?tipo=VersaoInglesa">congresso12.apdc.pt/Homepage/Artigo.aspx?tipo=VersaoInglesa</a>	Lisbon, Portugal

22 – 23 November	Southeast Europe Business Forum <a href="http://www.biforum.org/event-1.html">www.biforum.org/event-1.html</a>	Istanbul, Turkey
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26 – 28 November	ECTA Regulatory Conference 2012 <a href="http://www.ectaportal.com/regulatory2012/">www.ectaportal.com/regulatory2012/</a>	Brussels, Belgium
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12 – 13 December	FTTH MENA Conference 2012 <a href="http://www.ftthcouncilmena.org/ftth-conference/">www.ftthcouncilmena.org/ftth-conference/</a>	Doha, Qatar
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19 – 21 February 2013	FTTH Conference 2013 <a href="http://www.ftthconference.eu">www.ftthconference.eu</a>	London, UK
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*Journalists are invited to interview the FTTH Council Europe executive team at events where they are speaking, or by phone at any time.  
For an appointment, please email: [nadia.babaali@ftthcouncil.eu](mailto:nadia.babaali@ftthcouncil.eu).*

## 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 about 2,655 members in our LinkedIn Group, 1157 followers on Twitter and 476 “likes” on Facebook – so you’ll be in great company!



## About the FTTH Council Europe:

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 will enhance the quality of life, contribute to a better environment and increase economic competitiveness. The Council consists of more than 150 member companies.

[www.ftthcouncil.eu](http://www.ftthcouncil.eu)

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