

## Fibre to the Home Council Europe

### Media Update: May 2012

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#### **Webinar: Successful services strategies for FTTH operators**

FTTH service providers need to optimise their business strategy if they are to recoup the substantial investment in optical fibre. The greatest challenge for these service providers is to choose between an acquisition strategy (to maximise customer adoption) and a service strategy (to maximise value-added revenues). What is best? The FTTH Council Europe commissioned a study from Benoît Felten at Diffraction Analysis to help answer this question. The results were presented at the annual conference and also in a recent webinar.

[Read the Executive Summary](#)

[Read the full report](#)

#### **Save the Date: Webinar on Financing FTTH Networks**

**19 June 11:00-12:00 CET TBC**

Our next webinar on “Financing FTTH networks” is currently scheduled to be held on 19 June from 11:00 to 12:00 CET.

The webinar will cover the key drivers for a successful FTTH project, the different business models including municipal, public-private partnership, incumbent and public stimuli models, and recommendations for pool financing.

Watch our website for further details and registration early June [www.ftthcouncil.eu](http://www.ftthcouncil.eu)

#### **CEO interview: Gerlas van den Hoven, Genexis**

In a new series of articles, we will be talking to leading industry figures about important issues affecting the world of FTTH. First up is Gerlas van den Hoven, CEO of home gateway manufacturer Genexis, and a member of the Board of Directors at the FTTH Council Europe. Van den Hoven has a clear vision: “Fibre is not just about making existing technology more efficient, it’s about radically rethinking the entire process.” This is combined with a strong request to operators: “We should look at next-generation concepts and how these will affect people’s lives, instead of using faster networks to continue doing what’s already been done.” He also talks about what should come first – services or applications – and what has contributed to the high rate of broadband adoption in his home country of the Netherlands. Feel free to use this interview for use in your own publication.

[Access the interview online](#)

## Save the date for the FTTH Conference 2013

The 10<sup>th</sup> edition of the annual FTTH Conference will be held on 19—21 February 2013 at the ExCeL exhibition centre in London, UK, with one day of workshops on the 19<sup>th</sup>.

If you've never been to our conference before, a short video clip available on the [conference home page](#) will give you a taste of what to expect:



To request a press pass for the FTTH Conference 2013 please contact: [nadia.babaali@ftthcouncil.eu](mailto:nadia.babaali@ftthcouncil.eu).

## Meet us at ANGACable in Cologne

The FTTH Council Europe will have a booth at the ANGACable Conference, the leading event for the cable television industry, in Cologne, Germany, on 12—14 June. Journalists are welcome to drop by to see us at **Hall 10.2 Booth A41** where you can do some networking over a free coffee or pick up the latest copy of the FTTH Business Guide, FTTH Handbook, Annual Report or latest case studies. Hartwig Tauber, Director General, and Nadia Babaali, Communications Director, will be attending this event, and are available for interviews.

To arrange an interview, please contact [nadia.babaali@ftthcouncil.eu](mailto:nadia.babaali@ftthcouncil.eu).

## Upcoming Media Events

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

30 May	NextGen Roadshow Milton Keynes <i>Speaker: Nadia Babaali</i> <a href="http://www.nextgenevents.co.uk">www.nextgenevents.co.uk</a>	Milton Keynes, UK
6—8 June	LKTA Konferencijų Informacinė Sistema <i>Speaker: Karin Ahl</i> <a href="http://conference.lkta.lt/en/">conference.lkta.lt/en/</a>	Vilnius, Lithuania
7 June	NextGen Roadshow Edinburgh <i>Workshop</i> <a href="http://www.nextgenevents.co.uk">www.nextgenevents.co.uk</a>	Edinburgh, UK

12—14 June	ANGA Cable Show 2012 <i>Speaker: Hartwig Tauber</i> <a href="http://www.angacable.com">www.angacable.com</a>	Cologne, Germany
17 July	NextGen Road Show Bristol <i>Speaker: Karin Ahl</i> <a href="http://www.nextgenevents.co.uk">www.nextgenevents.co.uk</a>	Bristol, UK

*Journalists are invited to interview the FTTH Council Europe 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).*

### **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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