

Fibre to the Home Council Europe

Media Update: January 2015

Happy New Year from the FTTH Council Europe

The Board members and executive team of the FTTH Council Europe would like to wish everyone a bright, prosperous and connected 2015.



2015 is International Year of Light

The FTTH Council Europe supports the International Year of Light and Light-Based Technologies (IYL 2015). This global initiative has been adopted by the United Nations to raise awareness of how optical technologies promote sustainable development and provide solutions to worldwide challenges in energy, education, agriculture, communications and health. As part of this initiative, the IYL 2015 organisers invite science writers to submit interesting stories about how optical technology helps to solve global challenges. We encourage members of the media to send in their best stories about fibre to the home!

[About the Year of Light 2015 >](#)

[Write for Light in 2015! >](#)

Find Out Why We Need Fibre at FTTH Conference 2015

The speaker line-up for the FTTH Conference 2015 in Warsaw is shaping up to be one of the most exciting to date.

The event will be opened by high-level speakers from the Polish Government, the pan-European regulator BEREC and the FTTH Council Europe. Magdalena Gaj, president of the Polish telecommunications regulator UKE, responsible for Poland's broadband strategy, will be first to speak, followed by Professor Fátima Barros, Chair of BEREC and head of the Portuguese national regulatory authority for communications. Expect to hear more about Poland's digital strategy, which has just received support worth €2.17 billion from the European Regional Development Fund (ERDF).

This will be followed by an executive panel where leading industry executives will offer insights into FTTH deployment both in Europe and beyond. Confirmed speakers include Toril Nag, Executive Vice President Telecom at Lyse Energi responsible for Lyses' fibre companies in Norway and Denmark, and the successful digital services provider and franchise Altibox; and Graham Mitchell, CEO of Crown Fibre Holdings (CFH), which was established and owned by the New Zealand Government to invest NZ\$1.3 billion with private sector partners to deploy FTTH to 75% of the population by 2019.

The 12th edition of the FTTH Conference will be held in Warsaw's international exhibition centre EXPO XXI from 10 – 12 February 2015.

[More about the keynote speakers >](#)

[Read the announcement about Digital Poland >](#)

Warsaw Journalists: Join Our Press Conference on 15 January 2015

On the morning of 15 January at a special press conference in Warsaw, Prof. Hartwig Tauber, the Director General of the FTTH Council Europe, will unveil the latest information and analysis about the FTTH market in Poland – one month before the European market data is officially presented at the FTTH Conference 2015 in Warsaw.

Prof. Tauber will be available for Q&A and one-on-one interviews with attending journalists after his presentation.

For more information contact our PR Officer on pr@ftthcouncil.eu.

Reminder: How to Get a Press Pass for the FTTH Conference 2015

The FTTH Council Europe warmly invites representatives of the press and media to the FTTH Conference 2015 in Warsaw, Poland, on 10 – 12 February 2015.

To apply for a press pass, simply email: pr@ftthcouncil.eu.

The press pass includes full access to the conference and an invitation to our press event on 11 February when the latest update to the European FTTH Ranking will be revealed.

Running Out of Time? One More Month to #run4fibre

The #run4fibre competition launched on 4 November 2014, Gimme Fibre Day. Over a three-month period ending on 4 February 2015, we invite people to show us that they want fibre by posting runs (tracked with any running app) on their Facebook page with the hashtag #run4fibre. The person who runs the furthest will win a Polar V800 or the new Apple Watch!

Want to look the part and show the world you are running for fibre? Go to the Promo tab on www.gimmefibre.eu and download our Crea kit T-shirt design to get started.

Follow #run4fibre with us on Facebook at www.facebook.com/iwantfibre.

[Competition Terms & Conditions](#) >

Upcoming Media Events

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

10 – 12 Feb 2015	FTTH Conference 2015 www.ftthconference.eu	Warsaw, Poland
11 – 13 Mar 2015	'Smart Cities' Exhibition & Conference for SE Europe via-expo.com/en/pages/smart-cities	Sofia, Bulgaria

Journalists are invited to interview FTTH Council Europe executives at events where they are speaking, or by phone at any time.

For an appointment, please email: pr@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 5,264 members in our LinkedIn Group, nearly 2,508 followers on Twitter and 1,552 “likes” on Facebook – so you’ll be in good 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

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