

FTTH: What does it bring to real estate?

by the FTTH Council Europe

BRUSSELS, 5 DECEMBER 2013 - 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, but for many, its 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.

A closer look at the survey results

Real estate players all stated they had derived specific benefits from FTTH and were 'very satisfied'. Landlords clearly stated that providing FTTH made their accommodation more attractive and served to increase income. In social housing, the take-up rates for fibre-based access services could reach 50% in one year, which is significantly higher than in the private market. Study participant WWHC: "Today, 78% of the 100 homes on the greenfield site have subscribed to FTTH."

Building owners also used the network to improve efficiency, using electronic services to replace letters in landlord-tenant interactions, and to control the heating and security systems. Participant Svenska Bostäder states: "It used to be difficult for us to identify heating leaks. With the fibre-enabled monitoring system, we can intervene immediately. Over a year, for 30,000 homes, we estimate it saves us around 100,000 €."

Premium services and carbon neutrality

Today, each generation lives longer, but we are also less enthusiastic about the idea of moving into care homes! FTTH can facilitate a large number of innovations – such as video monitoring and communications systems - that allow the elderly to live independently far longer. And housing corporations and landlords can charge a premium for services in the area of healthcare and elderly care. This is also the case with small business owners or company employees who wish to work from home regularly, without sacrificing the benefits of their regular office infrastructure. Supplying fast broadband connections that support high download and upload speeds can provide real estate providers with an extra source of revenue, whilst boosting the attractiveness and image of their properties.

For housing companies, especially social housing, there are also huge potential benefits in customer satisfaction. "A few years ago, we ranked really low in customer satisfaction amongst social housing companies," explains Svenska Bostäder. "Now we're in the Top 5. It may not be just fibre broadband, but it's certainly part of the story."

FTTH also enables more energy efficient homes. PFC2, who took part in the survey, have even pioneered a carbon-neutral home concept, where all computing power for PCs and other intelligent devices has been moved to the cloud. "To meet the energy requirements, we needed minimal processing power requirements inside the home. Only FTTH gave us good enough response times for all computing intelligence to be in the cloud."

Summary

All survey participants agreed that FTTH can make properties more marketable and profitable. PFC2 stated that “despite the down market since 2008, fibred projects have sold well.” Specific factors include the ability to combine communications with metering and other utilities, to make homes more energy-efficient, to support professionals working from home and to enable services for healthcare, elderly care or on-demand content. Ensuring that a rich and relevant service portfolio is available can serve to boost uptake.

The study is available at

[http://www.ftthcouncil.eu/documents/Reports/Benefits FTTH for Real Estate Market.pdf](http://www.ftthcouncil.eu/documents/Reports/Benefits%20FTTH%20for%20Real%20Estate%20Market.pdf)

STUDY PARTICIPANTS

Utility for Developers or Housing Companies

- IFNL (UK)
- Vattenfall (DE)

Developers

- PFC2 (NL)
- WWHC (UK)

Housing Companies

- Svenska Bostäder (SE)
- SABO (SE)
- UFH (France)
- Eindhoven Social Housing (NL)

Building Management Companies

- Prices Court (UK)

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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 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

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www.ftthconference.eu

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