

**PRESS RELEASE:**

**18th February 2009**

## **FIBRE-TO-THE-HOME SHOWS WHY IT IS KEY TO EUROPE'S AGENDA**

### ***Landmark Conference Demonstrates Significant Economical, Social and Environmental Benefits of FTTH***

The FTTH Council Europe today announced a record number of attendees at its 6<sup>th</sup> annual conference, marking the clear growth in stature of the FTTH market environment in Europe. In spite of worldwide concerns over the slowing economy, the event easily surpassed the number of visitors of the previous year's conference in Paris, with nearly 2200 delegates walking through the doors of the Bella Center in Copenhagen last week.

Joeri Van Bogaert, President of the FTTH Council Europe, comments, "Without doubt our most successful conference to date, this has sent a strong message of momentum to the broadband industry, highlighting the rising influence and growing significance of FTTH across the continent. It is clear that FTTH is part of the solution to the challenges of our time."

With over 71 exhibitors, 19 case studies and 74 key speakers, notable event highlights came from keynote speakers such as Mr. Langeheine of the European Commission and renowned 'Wikinomics' author Don Tapscott.

In the first keynote speech of the conference, Tapscott set the scene by highlighting that FTTH is a key cornerstone of the digital economy of the future. He explained that the children of today and tomorrow, the net generation, are the key driving force in its future development - not only do they demand ubiquitous broadband now, but will soon see fibre as their birthright.

Interesting debates also arose around the theme "Building a Sustainable Future", particularly from Professor Braungart, a renowned Greenpeace activist and founder of EPEA International Umweltforschung. According to Braungart, FTTH is the only way to fulfil the future demand for information and bring broadband to everyone. He produced strong evidence on the global shortage of copper supplies, concluding that the manufacturing and deployment of fibre networks is simply common sense, and FTTH is the only way forward for environmental sustainability.

During the Conference the FTTH Council Europe unveiled its 'SUDEFIB Configurator' which enables planners and network operators to predict the environmental impact of FTTH deployments for the first time. This online tool was created by the FTTH Council Europe's SUDEFIB (Sustainable Development in Fibre) Committee and PricewaterhouseCoopers (PwC).

Other highlights from the conference include a number of pioneering research studies from the Council, including those focused upon the socio-economic benefits of FTTH, services innovation and availability, and the latest global ranking of leading FTTH nations.

Van Bogaert concludes, "We are delighted with the success of the conference. Moreover, the positive atmosphere of the event marked a clear departure from any negative feeling of financial crisis and toward the promising future of FTTH; Fibre can provide real answers to the economic crisis in Europe.

"As we at the Council continue to build on the path of FTTH ascendancy in Europe, we can be certain that the next 12 months will see even more significant developments in the European marketplace. As such, I am confident that our next annual conference in Lisbon on the 24<sup>th</sup>-25<sup>th</sup> February 2010 will continue to raise the benchmarks set in Copenhagen. "

For more information on the content and keynote sessions from the Copenhagen conference, go to

[http://www.cohesive.uk.com/ftth\\_council/european\\_conference/index.html](http://www.cohesive.uk.com/ftth_council/european_conference/index.html) or contact [ftth@cohesive.uk.com](mailto:ftth@cohesive.uk.com)

-Ends-

### **About The FTTH Council Europe**

The FTTH Council Europe [www.ftthcouncil.eu](http://www.ftthcouncil.eu) is a market development organisation with a mission to accelerate the availability of fibre based, broadband access networks to consumers and businesses.

The Council promotes this technology because it will deliver a flow of new services that make a decisive difference in the lives of consumers and companies and create value for the wider society.

Its members include leading telecommunications companies and many world leaders in the telecommunications industry.

**For more information contact:**

Jennifer Manning/ Vicky Morgan  
Cohesive Communications  
+44 (0) 1291 626200  
[ftth@cohesive.uk.com](mailto:ftth@cohesive.uk.com)