



PRESS RELEASE

Denmark Sees the Light: 90% Increase in the Fibre-to-the-Home Subscribers in the Past Year

More Danish consumers discover the benefits of fast, reliable broadband, says Fibre-to-the-Home Council Europe.

BRUSSELS – 4 November 2009 – Already a world leader in broadband, Denmark is also one of the principal adopters of fibre-to-the-home technology, according to the latest update to the global ranking of fibre-to-the-home economies issued by the FTTH Councils of Asia-Pacific, Europe and North America.

Compiled every six months by the three FTTH Councils, the global ranking includes all economies where more than 1 percent of households have a fibre-to-the-home or fibre-to-the-building connection. Out of the 21 countries that meet the threshold for inclusion in the ranking, Denmark currently holds fifth place, with 5.7 percent of households subscribing to fibre-based services.

Utility companies are lighting the way, with DONG Energy, EnergiMidt and TRE-FOR and others making significant additions to their fibre networks in the last six months. As of July 2009, Denmark had more than 143,700 fibre subscribers, with 68,000 of those being added in the past year (research carried out by IDATE on behalf of the FTTH Council Europe).

The number of fibre subscribers is growing even faster than the number of new homes passed, as more consumers become aware of the benefits that superfast fibre connections can bring. Fibre-to-the-home enhances many high-bandwidth applications, such as online gaming, broadcast IPTV, video downloads etc.

For instance, LockOn home security is an innovative new product in Denmark that uses the customer's broadband connection to provide live streaming video. If there is an emergency at home, the homeowner can view the video remotely to see there is anything suspicious.

The high-speed, reliable broadband provided by fibre-to-the-home also makes it more practical for people to work from home, thus reducing time spent commuting, and contributing to a more sustainable future. According to research carried out by life-cycle assessment experts PricewaterhouseCoopers/Ecobilan on behalf of the FTTH Council Europe, one million fibre-to-the-home users would lead to 30,000 fewer commuting journeys each day on average.

Karel Helsen, President of the FTTH Council Europe, urges Denmark to maintain its momentum in deploying fibre-to-the-home, and connecting subscribers. "Denmark today has the highest broadband penetration and e-wareness in Europe. To keep their lead they should continue to look to the future, further invest in future-proof fibre technology and drive adoption of new services."

To find out more about the social, economic and environmental benefits of fibre-to-the-home, please visit: http://www.ftthcouncil.eu/home/sudefib/who_are_we/?cid=3597.

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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 enhances the quality of life, contributes to a better environment and increased competitiveness. The FTTH Council Europe consists of more than 120 member companies. Its members include leading telecommunications companies and many world leaders in the telecommunications industry.

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