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## **NEW STUDY AIMS TO DETERMINE LINK BETWEEN SOCIO-ECONOMIC PROSPERITY AND FTTH**

***Conclusions from first significant European comparative market study of its kind will be presented at FTTH Council Europe annual conference in Copenhagen (11<sup>th</sup> – 12<sup>th</sup> February)***

The results and full report of a groundbreaking study into the socio-economic impact of European FTTH deployments, undertaken in conjunction with analyst firm Ovum, will be unveiled by the FTTH Council Europe at its annual conference in Copenhagen next month. The study has been carried out using a wide range of metrics that determine relative 'prosperity' and its correlation to FTTH deployments at the local/regional level.

In summary, the study will deliver definitive results to the following questions:

- Which socio-economic benefits does FTTH engender, and to what extent?
- How does FTTH change the way in which subscribers use telecommunications services?
- Does adopting FTTH increase customer satisfaction in broadband services?

"Advocates for FTTH frequently use the hypothesis that it enhances social inclusion and positively impacts the social and economic welfare of its consumers, and this study is designed to substantiate that claim once and for all," explained Joeri Van Bogaert, President of the FTTH Council Europe. "This is one of the exciting new developments most keenly anticipated by our delegates who are looking forward to learning the results at next month's conference."

The study will test the presence of quality of life improvements among FTTH subscribers by using a large range of metrics (from levels of computer literacy to distributions of income/wealth), and validating these further via consumer interviews and surveys in order to provide accurate social commentary. The study will further apply detailed comparative analysis with areas not currently served by next-generation fibre broadband services. Full details of the study's methodology and findings will be disclosed at next month's annual conference.

For more information about the conference speaker programme, and about the FTTH Council Europe in general, visit [www.conference.ftthcouncil.eu](http://www.conference.ftthcouncil.eu).

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**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.

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