

First ever Fibre to the Home Business Guide shows road to profitability

BRUSSELS, 25 February 2010 – Unveiled today at the FTTH Conference in Lisbon, the FTTH Business Guide presents essential practical advice on how to develop a business case for fibre to the home, and analyses the major influences on income and expenditure, and their effect on the business plan.

The Business Guide is aimed at the complete range of prospective FTTH stakeholders, including bankers and investors, municipalities and local government, utility companies and alternative telecoms operators, real-estate developers and residential associations, as well as community and grass-roots projects.

“The complexity of starting up an FTTH project often does not get as much attention as needed,” said Karel Helsen, President of the FTTH Council Europe. “The Business Guide addresses this issue by providing a framework for new entrants in the FTTH space, to help them move forward with confidence and a quicker step.”

Chapters cover key topics relevant to the crucial early stages of planning FTTH networks, including demographic analysis, FTTH business models, services and pricing, deployment strategies, types of funding, and the business plan. A selection of case studies shows how different business strategies have been applied in the real world.

The Business Guide is available free of charge on www.ftthcouncil.eu.

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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, contribute to a better environment and increase economic competitiveness. The FTTH Council Europe consists of more than 130 member companies.

www.ftthcouncil.eu

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