



PRESS RELEASE

## Portugal joins the Global league of leading FTTH economies!

***Fibre to the home (FTTH) Council Europe reveals exclusive preliminary data from its highly awaited market panorama, which will be unveiled in full during the FTTH Conference in Lisbon on 24-25 February, in the presence of Portuguese Prime Minister Eng. José Socrates<sup>1</sup> during the opening session.***

**BRUSSELS, 19 January 2010** – FTTH roll-out and customer uptake in Portugal has evolved unabated in 2009, with strong competition between all operators in the race, particularly incumbent Portugal Telecom, alternative operator Sonaecom and cable TV company ZON Multimedia.

The result is clear for Portuguese citizens: the number of subscribers to FTTH has increased by 186% from 14,500 in December 2008 to 41,500 in December 2009<sup>2</sup>, and Portugal makes its historic entry into the Global Ranking<sup>3</sup> of leading FTTH economies where more than 1% of households have a fibre-to-the-home (FTTH) or fibre-to-the-building (FTTB) connection.

And this is only the beginning: homes passed by FTTH networks, ready to be connected in the near future, have grown even faster, from a total of 200,000 homes in December 2008 to 1,150,000 in December 2009<sup>1</sup>. This amazing 475%<sup>1</sup> year on year increase is hardly ever seen in Europe and the marketing efforts deployed by the Portuguese operators throughout the country augur well for the future of FTTH services in Portugal.

“We are pleased to welcome Portugal amongst the leading FTTH economies in Europe, particularly this year when the country is hosting our flagship FTTH Conference, which will be opened by Portuguese Prime Minister Eng. José Socrates”, declares Karel Helsen, President of the FTTH Council Europe. “Only a year ago the Portuguese operators were signing with their government a cooperation agreement for the deployment of FTTH, and the results are already tangible today. We hope that this success story will inspire others to join the league, and to come to our Conference next month.”

The landmark FTTH event will be held in Lisbon on 24-25 February 2010 under the theme “taking your life to new horizons”. It will focus on FTTH-enhanced content and services, such as entertainment services (online gaming, broadcast IPTV, high-definition video-on-demand, etc) but also business applications, which make it more practical for people to work from home, thus reducing time spent commuting, and contributing to a more sustainable future. Business cases, case studies, market panorama and forecasts will also be covered during the 2-day event.

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<sup>1</sup> Subject to confirmation

<sup>2</sup> Preliminary data issued by IDATE, based on Global FTTH Councils Definitions – final figures will be presented at the FTTH Conference in Lisbon on 24 & 25 February

<sup>3</sup> Compiled every six months by the three FTTH Councils in Europe (with data from market research firm IDATE), North America and Asia.

Find out all about the FTTH Conference including keynote speaker and highly regarded author of *Socialnomics* Erik Qualman on [www.ftthconference.eu](http://www.ftthconference.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, 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.

[www.ftthcouncil.eu](http://www.ftthcouncil.eu)

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