

Alexander Bard is the keynote speaker at the FTTH Conference 2013 in London

Tech revolution in the FTTH era is key topic of 10th edition of the world's largest FTTH event

BRUSSELS, 13 September 2012 - The FTTH Council Europe announced today that Alexander Bard, Swedish philosopher and 'Internet sociologist' will be the keynote speaker at the FTTH Conference 2013, to be held in London from 19 to 21 February 2013.

Alexander Bard, international speaker and co-author of the globally successful *Futurica Trilogy*, claims that the current global Internet revolution is arguably the most profound and radical of all historical technology revolutions. "This completely transforms society, politics, economy, culture, social power structures and our collective world view. We need fundamentally new models to understand what is happening to us, to adjust ourselves properly."

"We are only at the beginning of this ongoing revolution, but we understand enough to know we must act now to prepare for the future. Countries and regions that prioritise broadband expansion and future economic growth over the next 20-30 years will enjoy payoffs like those Europe and North America enjoyed from 19th and 20th century railroad and highway investments. The more you invest, the bigger the pay-off. The most important underlying factor for the future in Europe is who invests the most in its own youth; investing in your children equals investing in broadband, media, and creative arts education." An interview with Alexander Bard, complete with profile and photo, is available at:

<http://www.ftthcouncil.eu/ftth-conference/programme/keynote-20-february>

The theme for the 2013 edition of the FTTH Conference is 'FTTH – Celebrating a brighter future'. A wide variety of topics will be discussed, including the Film and Entertainment Industry in the FTTH Era, Financing of FTTH Networks, and FTTH-enabled Content, Services and Applications. "This year's FTTH Conference in Munich attracted over 3,300 attendees, and we expect an even bigger turnout in 2013", says Hartwig Tauber, Director General of the FTTH Council Europe. "We're proud to be the world's largest FTTH-focused event for several consecutive years already and look forward to celebrate the 10th anniversary in London. We also hope our event can make a contribution to stimulating broadband rollout in the UK." A video of the conference can be found here: www.ftthconference.eu.

This year, 3 euro will be donated to The Carbon Trust for every paying visitor to the conference. The Carbon Trust is an independent company with a mission to accelerate the move to a low carbon economy. It is a world-leading organisation helping businesses, governments and the public sector to accelerate the move to a low carbon economy through carbon reduction, energy-saving strategies and commercialising low carbon technologies. www.carbontrust.com

Registration is now open for the FTTH Conference 2013. Sponsorship response to this year's event has been unprecedented, 70% of exhibition booths have been sold out, with 82 sponsors already signed up. For further information and registration, please go to www.ftthconference.eu.

-ends-

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 enhance the quality of life, contribute to a better environment and increase economic competitiveness. The FTTH Council Europe consists of more than 150 member companies. www.ftthcouncil.eu

Media Contact:
Nadia Babaali
Communications Director
FTTH Council Europe
+33 (0) 6 20 88 72 38
nadia.babaali@ftthcouncil.eu