

"Glasfaser-Power" A1-Telekom Austria

By Hartwig Tauber, Director General of the FTTH Council Europe

BRUSSELS, 16 July 2013 - „The FTTH Council Europe is surprised and concerned about the latest marketing campaign of A1 Telekom Austria in which slow 16 Mbps broadband-connections are sold as “Fiberoptic“-power to end customers. In countries like Denmark, Sweden, The Netherlands or Portugal real “Fiberoptic-Power” for end users means broadband products of 100 Mbps and more. This could be seen in a way that someone tries to sell the uninformed Austrians outdated and non-future-proof DSL connections as non-plus-ultra solutions on basis of fibre-technology. Even the marketing statement is correct from a pure technological point of view – because today there nearly does not exist any broadband network that has not at least a small part of the backbone based on fibre – but to communicate this with slow 16 Mbps access products is not acceptable. Especially in a time where the European Commission asks for more transparency for broadband consumers, such a marketing statement sounds like selling old wine in new bottles (remark: translation of a German saying). The FTTH Council Europe has published a position paper on this topic in January in which we called for more information and transparency in the marketing of broadband-connections towards end users.

At the same time this campaign underlines the fact that Austria is more and more lagging behind on the availability of real, meaning fast and future-proof broadband connections. The marketed 16 Mbps do not even match the lower limit of the EU broadband targets for 2020.”

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This article is also available in German on our website.

Our position paper about transparency of broadband connections can be downloaded here:

http://www.ftthcouncil.eu/documents/Opinions/2013/Transparency_Final.pdf

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.

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