Q&A

Webinar Name

Why Consumers Love FTTH - The FTTH Consumer Experience Study

Session Details

Questions Asked by Attendee	Answer
How were FTTH and DSL actually defined to the people in the survey ? Most users don't actually know the difference. eg in UK both main FTTC providers market their product as "Fibre Boadband"	We asked people to specifically point out which offer they had, so they didn't have to tell us whether it was fiber or DSL, we already knew.
OFF-top: will there be a seminar or information that is relevant for vendors in the CPE equipment? in what way will the big players such as Telenor, Telia and Comhem change the Swedish market (does he expect that the market will become more vertically integrated and that they will push out the smaller ISP's such as Alltele, Bahnhof etc)	After years of uneasy coexistence between the vertically integrated players (Telia, Comhem), the locked contract players (building on open dark fiber, like B2) and the three-layer open access players, the market is now shifting to a broader three-layer model where the vertically integrated players are buying into the middle (communications operator) layer: Telia bought Zitius, B2 is opening-up its properties as an intermediary, etc.
Do you have any figures relating to the provision of FTTH by community benefit-type organisations like B4RN in Lancashire?	No, and these were most likely only a very small part of the sample.
What are the bandwidths offered ? What are the prices ? DSL , FTTH: same operators or different operators ? If same operator perhaps the operator tries to drive customers to fiber by decreasing the service level of DSL?	Bandwidth offered is generally 10 or 24 on DSL and 10, 100 or 1000 on FTTH. Prices can be found on the operators' website. Three operators were included in the survey: Telia and B2 who have both platforms and Bahnhof only on FTTH. We have no evidence that there would be deliberate degradation of DSL, but considering most of the country (geographically) is not covered with fiber still, that would be somewhat suicidal...

Are FTTH networks really less maintenance intensive compared to DSL networks? Are FTTH infrastructure builders obliged to open their networks to the competition in Sweden? If yes on what terms? Are you aware of any similar studies comapring FTTH with cable TV? Do FTTH operators charge an installation fee to their customers to recover some of the capex involved?	They are, if only because they are brand new as opposed to 40-80 year old copper networks. // Apart from Telia, there is no regulated obligation to open the networks, but most municipal networks are open at the dark fiber level at least. // I'm not aware of similar studies that would include cable. // Install fees are not always charged, but customers are increasingly receptive to them in Sweden, especially when they can switch ISPs once they're on.
What kind of DSL service is the survey based upon? vDSL? Also is there similar surveys result comparing against Docsis?	VDSL and Cable were excluded from the survey due to complexity in tracking users or budget.
is there any significant difference in the associated home gateway to either DSL or FTTh service that eventually may distort report (e.g offering better wifi)	Not that we are aware of, but even were that the case, having more features to drive customers to FTTH is a valid strategy.
Can you talk about retail price levels of DSL and fibre in Sweden and potentially reflect on the willingness to pay more for high speed fibre services?	There's a slight ARPU difference in the survey for the incumbent's customers (about 5% ARPU difference). There's no ARPU difference or a negative ARPU difference for the competitive operators. Prices are not necessarily a good indication. In Sweden there's a limited willingness to pay more at least at the initial point of switchover. Continued upgrades once on fiber may create a revenue differential in time.
Do you really believe that these "future services" offering can be offered by ISP's, or by some other "OTT" provider? Maybe ISP's can only offer a super-highway, and maybe slow lanes and fast lanes on that highway. Super-services maybe far from core-competency of ISP's...? What do you predict will be the power balance between ISP's and content providers, especially in light of recent Netflix-Comcast deal ?	I absolutely believe that an ISP can offer these services. These types of services actually require a customer intimacy that Online Service Providers generally lack. That doesn't mean the ISPs will succeed: some will, some won't.
when we've gotten through your presentation and questions arising is there any chance you could elucidate the key high level principles for regualtors/policy developers that govern their forward thinking? I'm thinking here of the sort of things that Swedem may have adopted 15 years ago. [Context is UK/DCMS running a scenario planning session tomorrow and it might be useful to inform attendees at that event.]	Apart from some initial subsidies for municipal fiber network in the 90s, the Swedish policy has actually been mostly non-existent on these topics. Stockholm (Stokab) led the way in muni-fiber and that in turn generated interest from other munis and the incumbent.