

*Socio-Economic Impact of FTTH, new study released at the FTTH Conference 2018.*

- *For the majority of FTTH users, fibre is about higher speed and better value for money.*
- *An overwhelming majority of non-FTTH users want fibre*

**Valencia, 15 February 2018** – Today in Valencia, the FTTH Council Europe released the findings of [its new study carried out by WIK](#) on the socio-economic benefits of fibre. The study explores further the fact that fibre-based connectivity is transforming and enhancing the way we live, do business and interact. The objective was to identify more precisely the impact of fibre from the perspective of the end-users based on actual consumer experience.

Background and main findings:

The study analyses the socio-economic benefits of FTTH in 2 countries, Sweden and The Netherlands. It uses case-studies and a representative survey of 1,018 Swedish consumers<sup>1</sup>.

Swedish consumers are more satisfied with fibre, non-FTTH users want fibre.

Responses to the survey lead to the conclusion that for the majority of FTTH users fibre is about higher speed and better value for money.

- **87% of the FTTH subscribers mention high bandwidth as the primary reason for purchasing a FTTH connection.**
- 62% are satisfied about the higher range of services they get with FTTH
- **51% are of the view that fibre provides for a better value for money.**

**The degree of satisfaction of FTTH end-users is substantially higher than recorded for any other Internet access technology in Sweden.** It reaches 83% whereas other technologies such as DSL or cable are respectively reported at 52% and 72%.

It is also worth noting that **94% of non-FTTH users would consider subscribing to FTTH if it was made available in their area.**

FTTH has a positive impact on the economy and society

The study also looked at the impact of fibre on the economy and society leading to the following conclusions:

---

<sup>1</sup> The online survey for this study was conducted with a representative sample of 1018 consumers between 29 September 2017 and 2 October 2017 by the international market research institute YouGov. The results were weighted to draw representative conclusions for the Swedish population (age 18+). For comparison, a representative survey conducted in Sweden in 2014 by YouGov (n=1122) and a survey conducted on behalf of the FTTH Council Europe in Sweden in 2009 (n=167) were used.

- In Europe, FTTH/B infrastructure is proven to have a positive impact on the environment with **88% less greenhouse gas emissions per Gigabit compared to other access technologies.**
- In France, **4.8% more start-ups were created** in municipalities equipped with ultrafast broadband compared to the ones with slower access.
- Fibre is playing a role in tackling the demographic challenge in Nuenen (The Netherlands), where the second case study was conducted, **the development of fibre allowed the use of new services like “domotica” and home automation helping elderly citizens** connected by the FTTH network in the area.
- Agriculture is one of the sectors where the degree of digitisation is accelerating the use of smart farming allowing the monitoring and reporting of manure and fine dust emissions and efficiency gains in the day-to-day business.

“Given that Scandinavian and Baltic countries are leading the way on FTTH/B penetration, it was particularly interesting to study the perspective of end-users in Sweden. The migration process (from another technology to FTTH) started in Sweden in 2007 and is already quite advanced, and the shares of subscriptions that rely on other technologies such as DSL and cable have decreased over the same period. This transition provided a large quantity of data to analyse and the opinion of the end-users and their degree of satisfaction were therefore crucial in understanding what triggers end-users to choose fibre and how they use fibre connectivity” explained **Ronan Kelly, President of the FTTH Council Europe.**

“At the FTTH Council Europe, we are convinced of the benefits of fibre for citizens, businesses and the economy as a whole” added **Erzsébet Fitori, Director General of the FTTH Council Europe.** “FTTH is the only future-proof foundational infrastructure that will enable the new technologies and services we cannot even imagine, yet, and continuously adds value to end-users. It contributes to the protection of the environment, improvement of health and facilitates access to education and allows remote working in particular in less dense areas. We believe in a sustainable future, enabled by fibre and for this European policy-makers should foster fibre roll-out by striking the right balance between investment incentives and ensuring a competitive market.”

### **About the FTTH Council Europe**

The FTTH Council Europe is an industry organisation with a mission to accelerate ubiquitous fibre-based connectivity empowering a leading Digital Society throughout Europe. 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](http://www.ftthcouncil.eu)

The full presentation delivered on our Study on the socio-economic benefits of fibre is also available [here](#)

Contact: Aurélie Bladocha

Director Communications and Public Affairs

[aurelie.bladocha@ftthcouncil.eu](mailto:aurelie.bladocha@ftthcouncil.eu) Tel: +32 478 78 61 00