



Wem & Shawbury LJC - Broadband

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Setting the scene

BT invests over £2.5bn a year in building and maintaining modern networks which it opens up to other Communications Providers - creating one of the most open, competitive and innovative communications markets in the world - with wide reaching benefits for consumers and businesses throughout the UK

Lower prices. Communication services in the UK are 58% cheaper than combined average prices in the US and major European economies¹.

Higher consumer take up. 70% of UK households have a broadband connection². Higher than 20 other European countries – including France, Italy and Spain.

Powering business. UK businesses drive more ICT value in the UK than businesses in the US or in any of the major European economies³.

Creating modern jobs. The UK has a higher proportion of ICT related jobs than the US or any of the major European economies³.

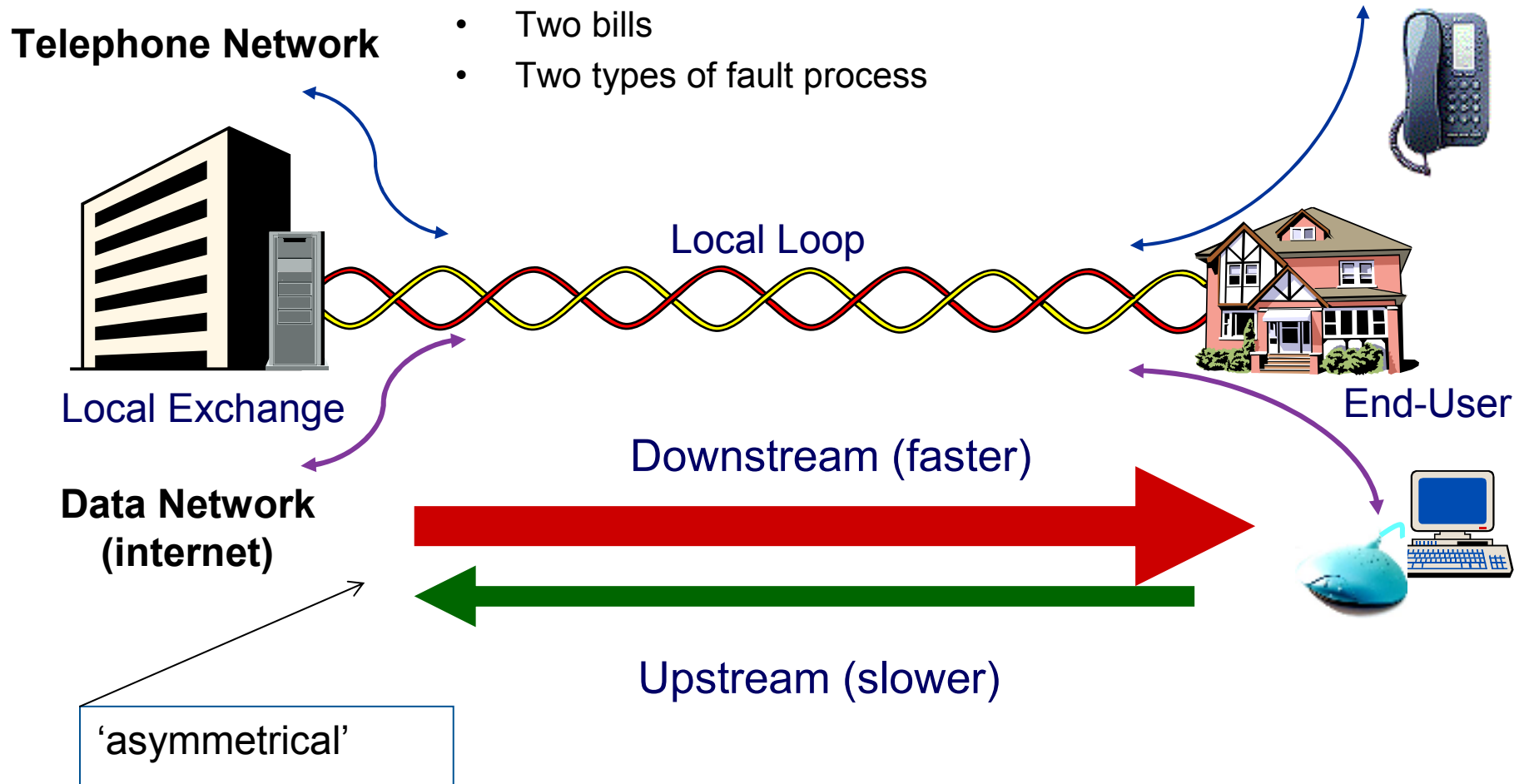
¹Source: Ofcom (see back up slides)

²Source: OECD/Eurostat (see back up slides)

³Source: OECD (see back up slides)

ADSL - Voice & Data - simultaneously

- Web access & talk on the same line at the same time
 - Two services over the same copper pair
 - Two bills
 - Two types of fault process



ADSL performance (asymmetrical digital subscriber line)

The performance of DSL on any given line in the access network is a function of the **signal to noise ratio** at the end of that line:

- **Signal** is affected by the
 - *length*
 - *quality*
 - *dimensions* of the copper (and sometimes aluminium) cable

- **Noise** can come from
 - network crosstalk (directly related to the “fill” level of the cables in use,)
 - sources in the home or premises (including home wiring)
 - sources in the environment e.g. RFI from other electrical equipment

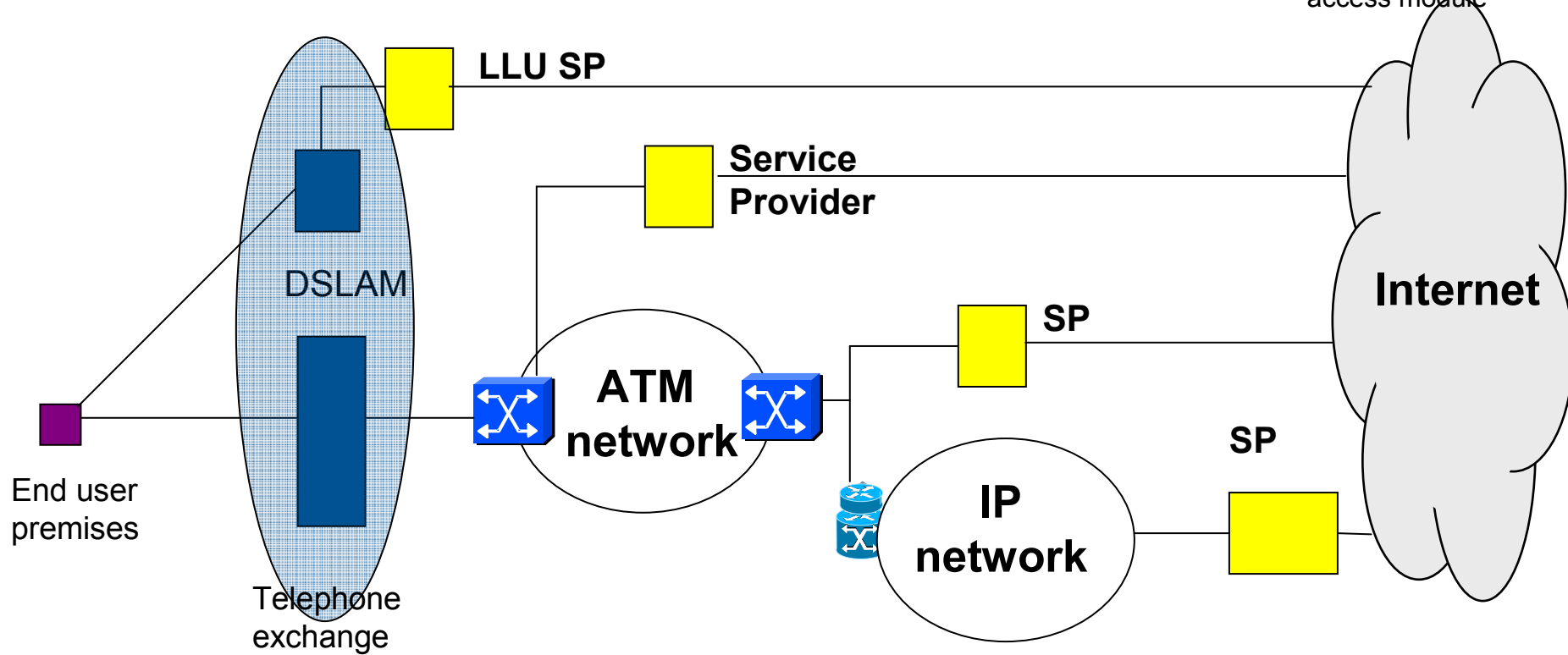
ADSL is incompatible with some legacy technology in the local loop

(eg DACS and Line Concentrators)



Internet access in the UK

LLU = local loop unbundled
DSLAM = digital subscriber local access module



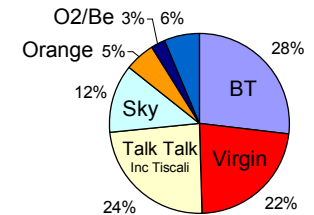
End-to-end network performance considerations

- Local loop
- Contention
- Network design and management
- Target website capacity

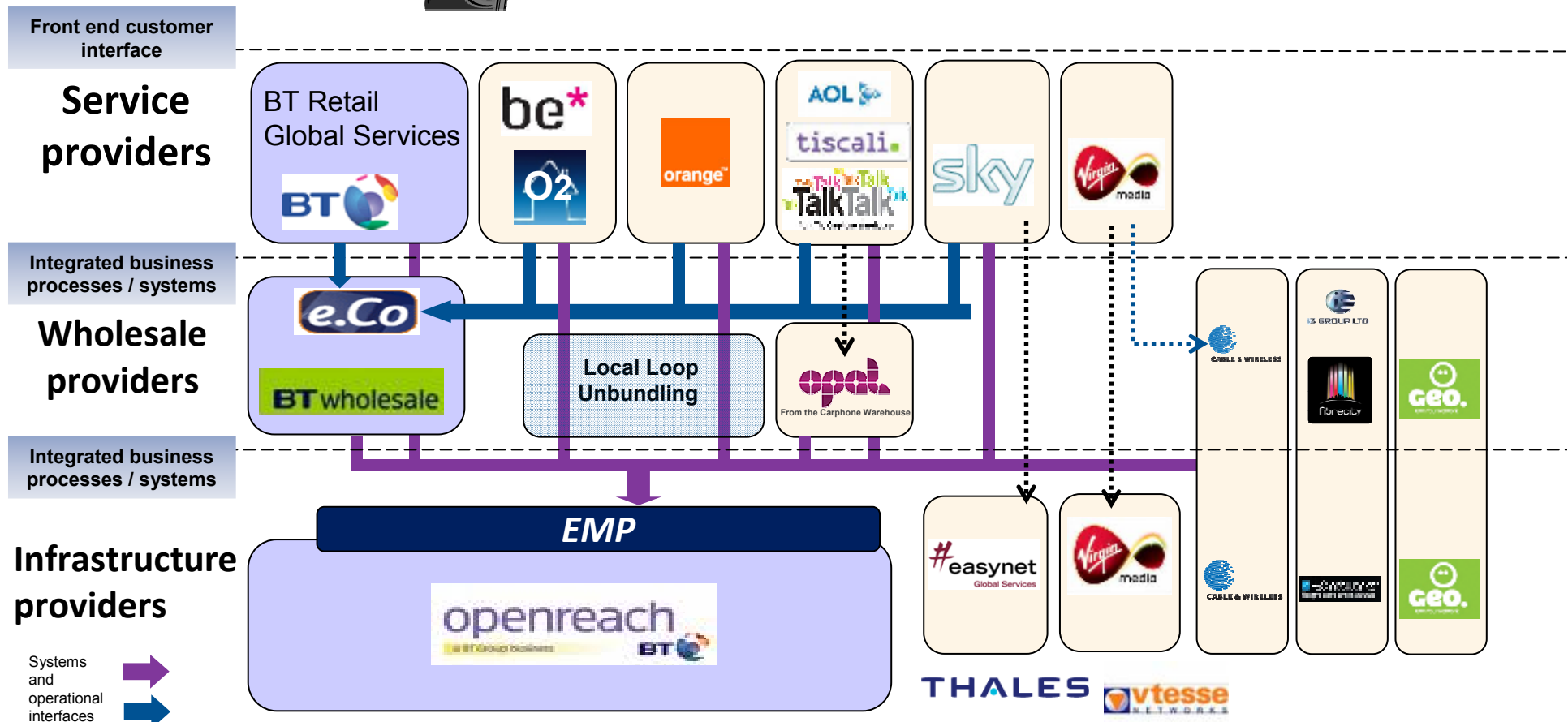
The UK broadband market is competitive at all layers from end user services through to infrastructure: choice is high and prices low



Broadband for Home & Businesses



UK market share Q2 09
Enders Analysis



Wholesale Operational system

Equivalence Management Platform

Top Tips to boost broadband speed

- Check to ensure you are on an up to date deal with your service provider
- Check with local residents; is there an ISP who gives a better service in this area?
- Ensure microfilters are used on every socket, master and extension
- Check to see if an iPlate can help
<http://www.thinkbroadband.com/tools/bt-master-socket.html>
- Test by plugging in router at the master socket
- Check all potential sources of electrical interference, in and out of the house. An AM radio tuned to 627KHz helps!



Questions?? Discussion??

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