



Wem & Shawbury LJC – next generation access broadband

25 January 2011

Ian Binks

ian.binks@bt.com

0121 230 2950

BT makes every effort to ensure the information in this report is accurate at the time of compilation, however, BT does not represent that it is complete and recipients should check with BT for the latest available information. BT reserves the right to modify delivery criteria and delivery dates. [Content not to be reproduced or forwarded without BT's prior permission.](#)

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)

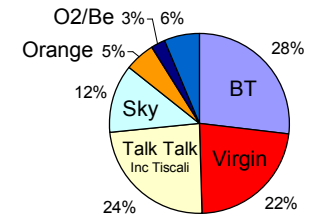
²Source: OECD/Eurostat (see back up slides)

³Source: OECD (see back up slides)

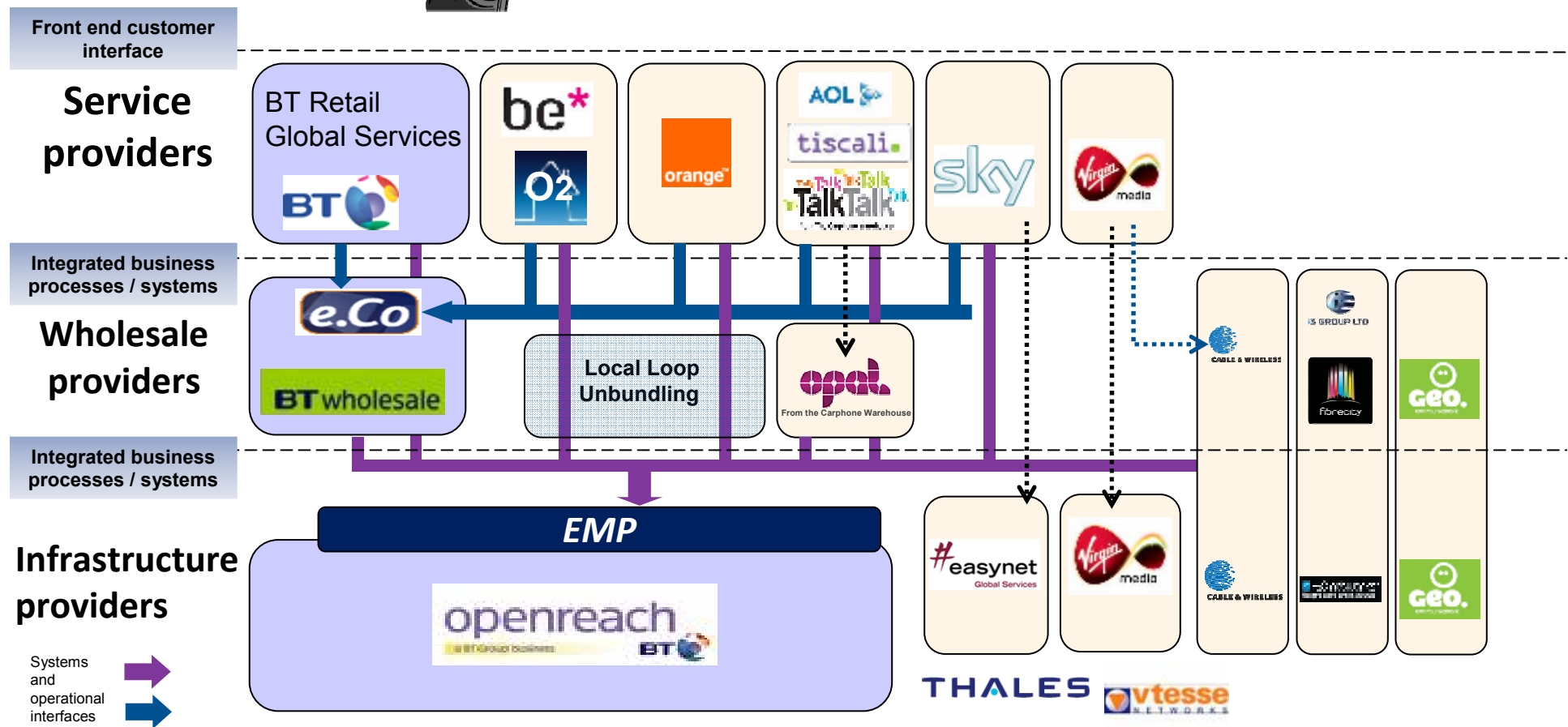
The UK broadband market is competitive at all layers from end user services through to infrastructure: choice is high and prices low



Broadband for Home & Businesses



UK market share Q2 09
Enders Analysis

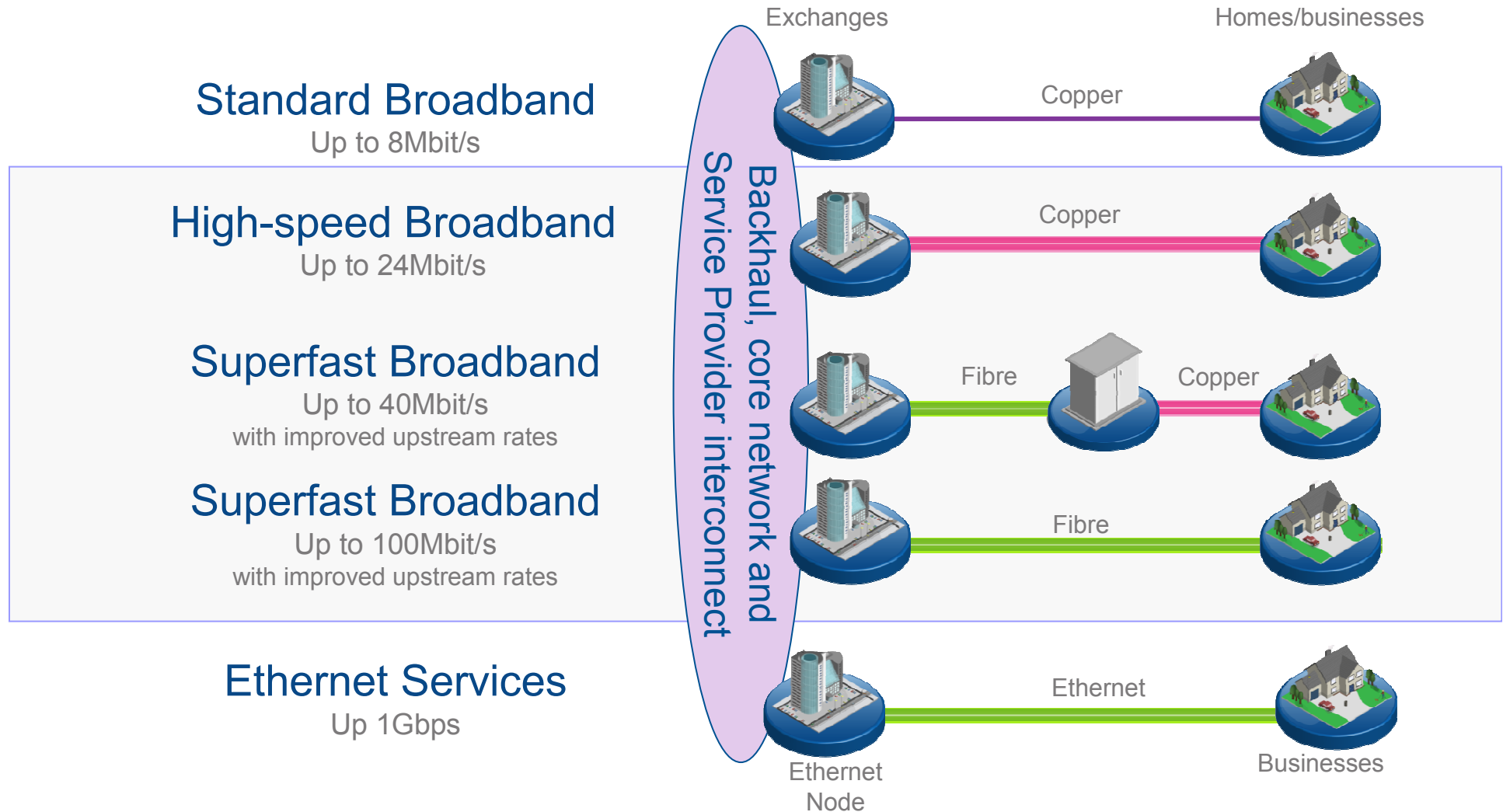


Wholesale Operational system



Equivalence Management Platform

BT is delivering a “mixed economy” of broadband products and services



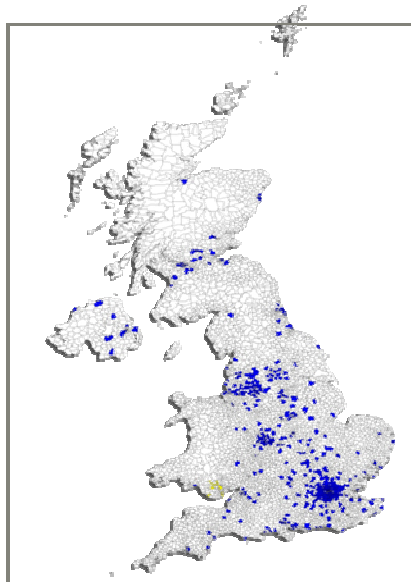
High Speed Broadband

ADSL2+ based service increasing downstream speeds to up to 20Mb/s

What is it

- ADSL2+ is a broadband access technology which increases headline downstream speeds from 8Mbit/s to up to 20Mb/s;
- Based on existing copper infrastructure;
- Available to Communications Providers from BT Wholesale as part of a managed broadband service - Wholesale Broadband Connect (WBC);
- Rolling out to BT Retail customers from July onwards;

Where is it be available – and when



- Broadband is currently available to >99% of UK homes – delivering downstream speeds of up to 8Mbit/s – 2Mbit/s or more to 85% of UK homes;
- Faster (ADSL2+) broadband is now across 40% of UK homes – rising to 75%;

What are the benefits for consumers and businesses

- **Entertainment** - on demand TV to different devices throughout the home – multiple simultaneous services;



- **Enhanced online games** – players joining from around the world;



- **Faster, higher quality business applications** – web conferencing, file sharing;



- Delivers faster headline speeds and faster average speeds to more premises;
- Increases the footprint for HD TV, fast uploading and small business applications;

Massive increase in broadband speeds and services



Superfast broadband

Fibre based services increasing downstream speeds to up to 100Mb/s

What is it

- Broadband access technologies which increases downstream access speeds to up to 100Mbit/s – FTTC (40Mb/s and FTTP 100Mb/s, up to 1Gbit/s in future);
- Available to Communications Providers from Openreach;
- CP's may use same wholesale backhaul and core network (WBC) for both ADSL2+ and Superfast broadband – quicker and easier to launch services;
- Pilot in summer 2009 – commercial roll out early 2010;

Where will it be available – and when



• Accelerating roll out to an addressable market of over 1m premises by Spring 2010;

• Rolling out to 40% premises across UK by 2012; 66% by 2015

• Indicative - subject to detailed roll out plans;

What are the benefits for consumers and businesses

• **Entertainment** - multiple simultaneous HD TV channels – and other high bandwidth streams - throughout the home;



• **Learning and Support** – education, health, security and care;

• **“Thin clients”** – businesses will have access to the latest software without having to load it onto their PC's;



• **Community and Content sharing** – faster upload speeds making it easier to upload, easier to find, easier to use, easier to share;



• Faster headline speeds and faster average speeds than copper based broadband;

• Extends the footprint for HD TV, fast uploading, simultaneous streaming and bandwidth hungry services;

Fastest speeds available as customers want it



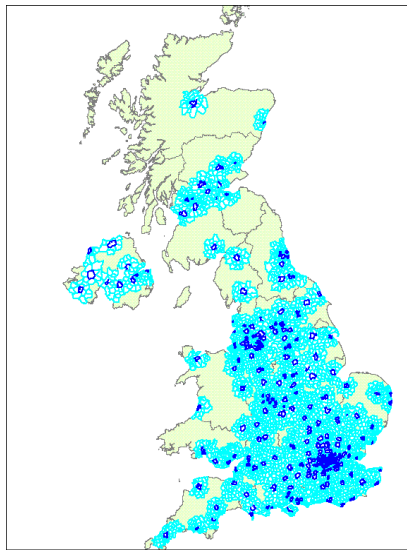
Ethernet

A transport technology which delivers business class access and connectivity

What is it

- A technology which provides fast (10 Mb/s to 1Gb/s), access to BT's data connectivity services - mainly fibre based but copper based solutions also being launched to maximise reach;
- A technology which supports BT's IP Virtual Private Networks – for businesses who want BT to manage their network connectivity and the applications that run over it;
- A technology which provides network connectivity over which businesses can run applications which they manage themselves;

Where it is available – and when



- 614 Ethernet nodes rolled out across the UK;

- Service within 5km of 90% of UK's business premises;

- Highest service reach in UK;

- Already winning award^{cs}



Best new service, 2009:
BT Etherflow;

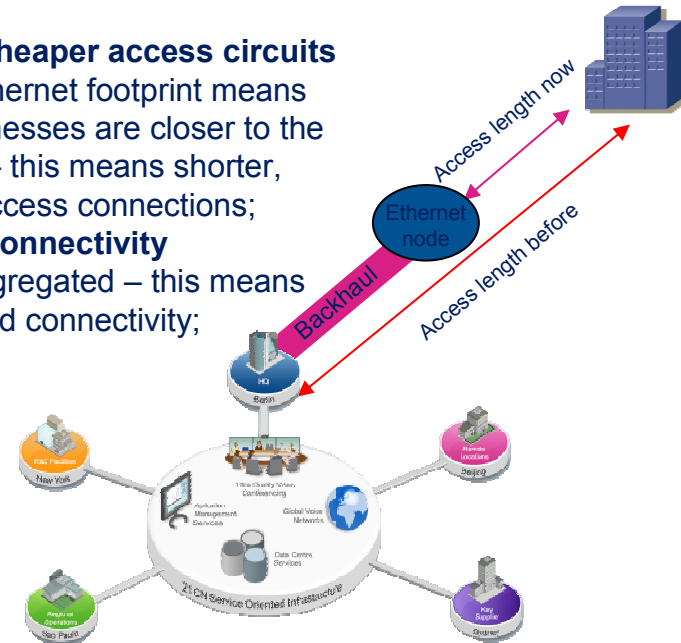
What are the benefits for businesses

Shorter, cheaper access circuits

- Larger Ethernet footprint means more businesses are closer to the network – this means shorter, cheaper access connections;

Cheaper connectivity

- Traffic aggregated – this means lower priced connectivity;



Big business tools at a prices small businesses can afford

IP Virtual Private Networks (IP VPN's)

- BT provides and manages connectivity and applications;
- Connects sites together flexibly and enables applications to be run between them, helping businesses run more efficiently;

Ethernet connectivity

- BT provides connectivity, customer manages applications;
- Bandwidth on demand and resilience options to enable customer to "right size" their connectivity;



Biggest Ethernet footprint in the UK

Much has happened in the
last 12 months



An opportunity

Shared Vision

Ensuring the UK is at the leading edge of the global digital economy



Public Private Partnership

Essential to go beyond the “commercial” areas



Customer Demand

Vital to engage citizens, businesses and other local stakeholders on the benefits



Open, Competition Ready

Giving customers choice on products, applications and service



Addressing the challenge of the “final third”

Northern Ireland



Department of
Enterprise, Trade
and Investment
www.deti.ni.gov.uk

- BT has pledged to invest £30m in the government's Next Generation Broadband Project
- FTTC technology to a majority of businesses with other fixed line solutions being used where appropriate
- 30,000 business and 250,000 consumers covered
- Wholesale level solution to ensure all Service Providers can access services at the same T&Cs and cost. Increased competition will benefit end users
- White label marketing campaign delivered prior to the enablement of an area to generate awareness of next generation broadband

DETI objective: “increase the availability of next generation broadband speeds to 85% of businesses by 2011”

Cornwall



- Most ambitious rural broadband project in the world
- EU contribution of £53.5m, £78.5m BT investment
- 25,000 businesses and 263,000 premises covered
- Fibre access to 80-90% of local businesses and homes by 2014
- An array of service providers offering competition and innovation
- A mixed economy infrastructure comprising FTTP, FTTC, ADSL2+, wireless and satellite broadband
- Everyone to get improved speeds
- First 8 exchanges announced today

The next 12 months... Infinite possibilities

Thriving competition driving innovation, choice and services

Well on the way to 10 million premises passed by 2012

Commercial FTTP services bringing 100 Mbps to many

Northern Ireland – job done!

Big society in action: funding at a community and county level

Public services over fibre – increased efficiency and improved delivery

Shropshire Next Generation Access Broadband Roundtable

Next Generation Access Broadband Plan for Shropshire



Discussion / questions