



# Fiber to the Home – The Swisscom Approach

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## Rapid development

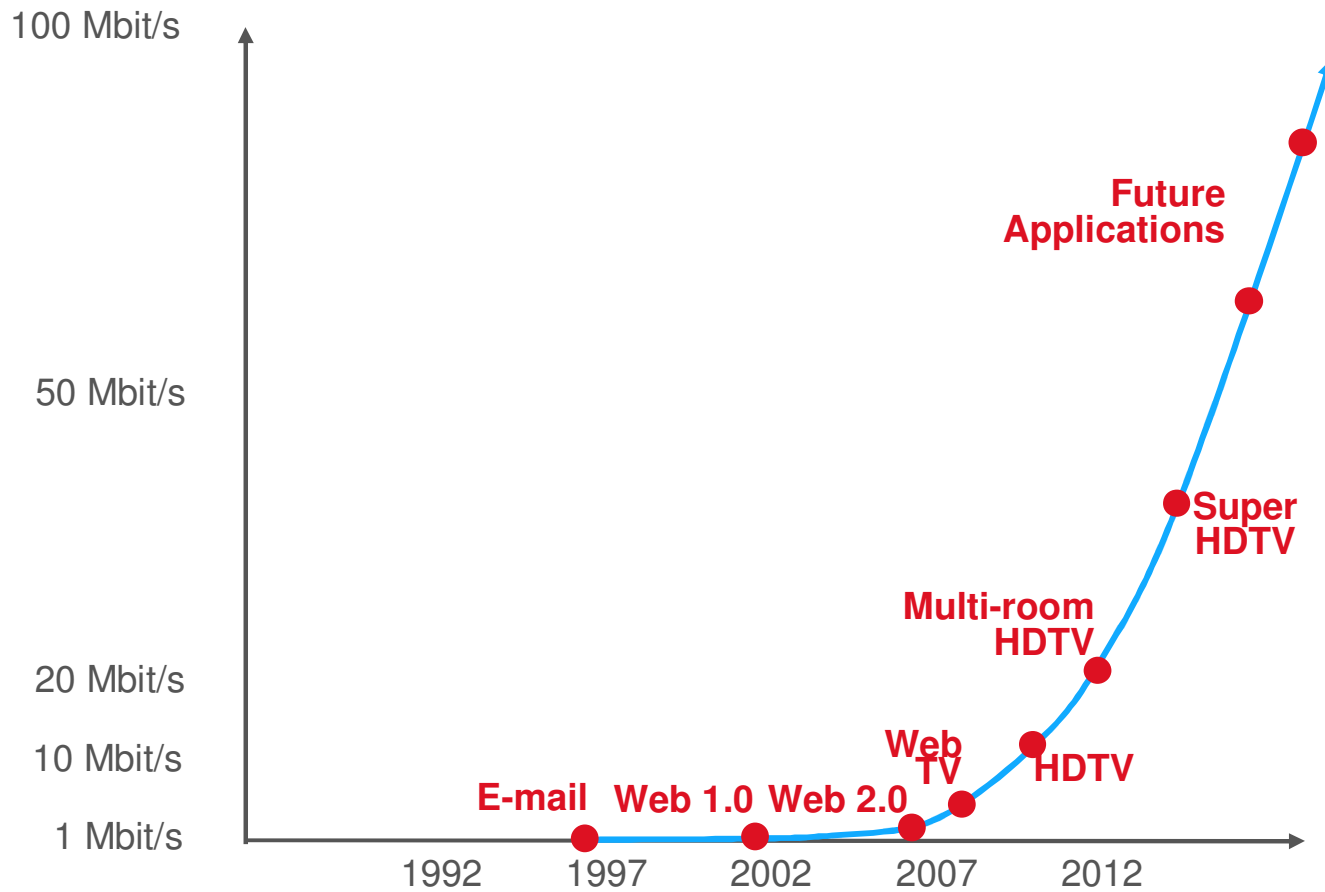
Bandwidth requirements are constantly increasing

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- > Telecoms networks are becoming **the nerve systems of the information society**
- > Traffic volume in the fixed network doubles **every 19 months** and every seven months in the mobile network
- > New applications stimulate **demand for higher bandwidth**
- > **Multi-device**: An increasing number of devices access a single connection

# Customer needs

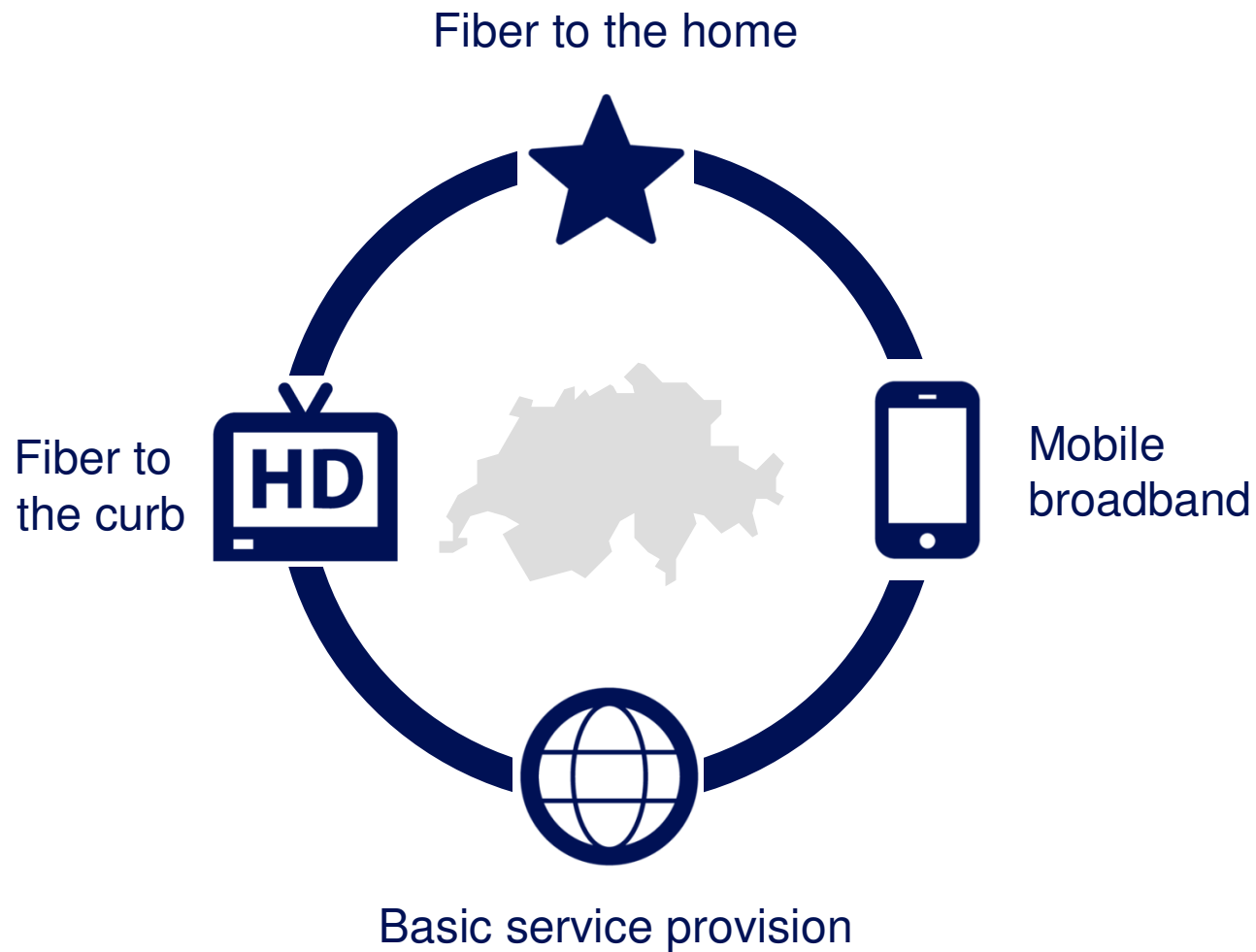
Increasing bandwidths enable new services to be developed



# Broadband

Meeting the needs of the whole of Switzerland at all times with a mix of technologies

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# Fibre to the Home

## The Swiss cooperation model

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- > Up to **four partners** can work together, thereby splitting the **investment risk**
- > **Several fibres** are laid to the optical socket at the customer end
- > Telecommunications providers who do not wish to invest gain **access to all network levels**
- > Players have agreed on **common standards**

# Fiber to the Home

## Cooperation projects are an opportunity for Switzerland

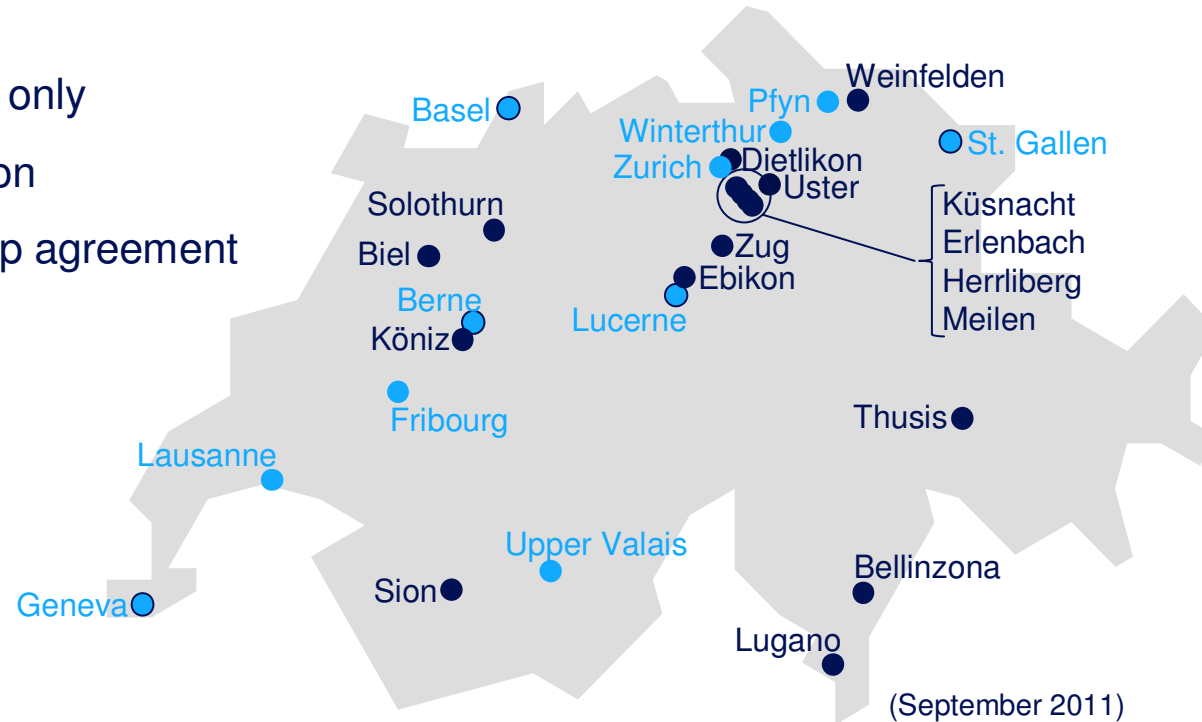
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- > Infrastructure competition is intensified by FTTH
- > Parallel networks are avoided thanks to construction partnerships
- > Collaboration allows faster and more cost-effective connection
- > Multi-fibre model allows open access for telecommunications service providers
- > End customers are therefore free to choose telecoms provider

# Dynamism

Partnerships already exist in 11 cities, municipalities, regions and cantons

- Swisscom only
- Cooperation
- Partnership agreement signed



1 Mio households until 2015

## Success factors

These points are essential for cooperation projects to succeed

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- > **Uniform standards:** Simplification for operators and customers
- > **Fair and balanced partnership:** Best practice and long-term mutual dependencies
- > **Investment security:** No regulation and intervention at the present time which would endanger investments in next generation network

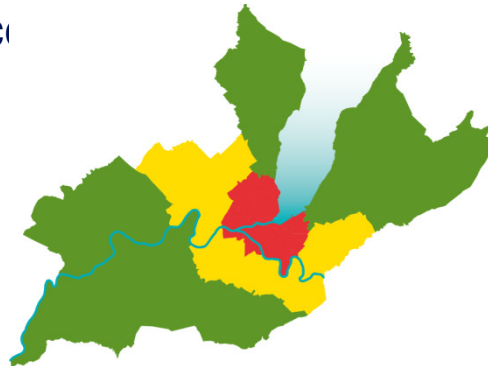


# Geneva and Upper Valais

## Examples of cooperation in two very different regions

### Geneva

- > Swisscom connects the centre of Geneva, while SIG connects the suburbs
- > Surrounding areas to be connected in a second phase
- > So far, 72% of the city centre has been connected by Swisscom



### Upper Valais

- > Joint broadband expansion by Swisscom and local partners
- > Technology mix: FTTH, FTTC, mobile broadband etc.
- > Phase 1 (2012 to 2015): 16,000 households and businesses with fibre to the home
- > In parallel: FTTC and mobile broadband



## Conclusion

FTTH expansion is uncharted territory and must be given time to develop

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> **Uncharted territory:** By building the FTTH network and entering into partnerships, we are branching out into a new area

> **Private Public Partnership:** Utility companies and Swisscom are making upfront investments for telecoms firms who do not wish to invest yet

> **Coopetition:** Cooperating on construction, competing in customer marketing

> **Future:** The partners need the chance to prove that competition works

> **Investment security:** Regulation or interventions at an early stage endanger investments in the next generation network

# Questions and Answers

