

THE TRUE VALUE OF BROADBAND

WE SURVEYED 8,000 PEOPLE IN EIGHT COUNTRIES,
AND THEIR ANSWERS MAY SURPRISE YOU!

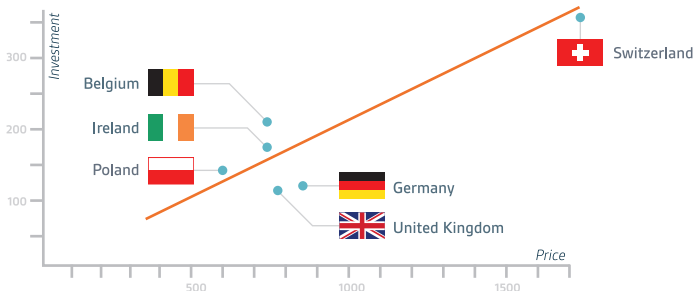


CONSUMERS CAN'T LIVE WITHOUT BROADBAND

- 1 Home Broadband
- 2 Sex
- 3 Holidays
- 4 Favourite TV Channel
- 5 Chocolate

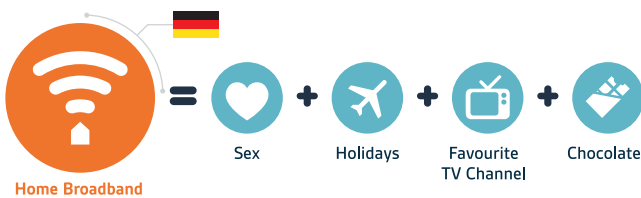
Respondents were asked how much they'd have to be paid to give up each item and answers were ranked accordingly.

HIGHER PRICES LEAD TO MORE INVESTMENT

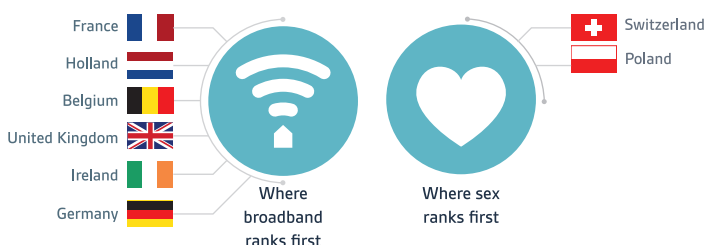


Investment in broadband is higher in countries where consumers are prepared to pay more. (Holland and France not included)

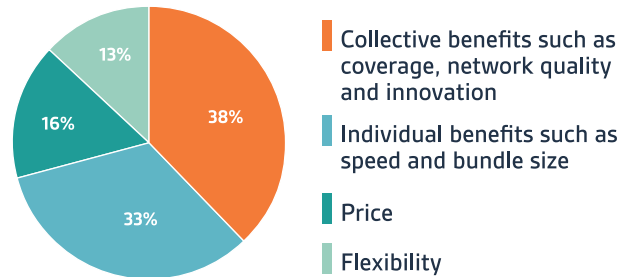
GERMANS LOVE THEIR HOME BROADBAND AND WIFI THE MOST



ARE THE POLES AND SWISS MORE ROMANTIC?



WHAT PEOPLE VALUE THE MOST ABOUT THEIR BROADBAND



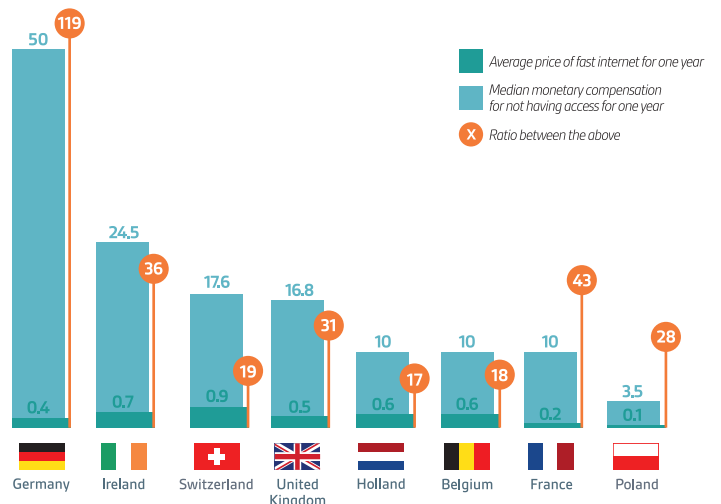
HOW MUCH BROADBAND AND WIFI IS WORTH DEPENDS ON YOUR AGE

18-29 €32,5k

50-65 €9k

How much, on average, would different generations have to be paid in euros to give up home broadband and WiFi for a year.

THE VALUE CONSUMERS PLACE ON BROADBAND EXCEEDS THE PRICE THEY PAY MANY TIMES OVER



COUNTRIES WITH HIGHER PRICES AND GREATER INVESTMENT HAVE MORE OF THESE...

- Online shopping
- Cloud computing
- Online government services
- Online education

'Viewed through the lens of the consumer - Value creation in the telecommunications sector'

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AT Kearney