


Enhancing Life

# The Benefits of FTTH

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Board Member

 **Fibre to the Home**  
Council Middle East  
& North Africa

[www.ftthcouncilmena.org](http://www.ftthcouncilmena.org)

## Agenda

- About Us
- FTTH/B Global Ranking 2012
- FTTH Market: MENA
- Drivers For Change
- Fiber In The Backhaul
- FTTH: Key Economic Driver
- Conclusion

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## About Us

➤ **Non-Profit Organization covering MENA Region**

➤ **Our Vision:**

A sustainable future enabled by Fiber to-the-Home

➤ **Our Mission:**

- Accelerate FTTH adoption in MENA
- Enhance Quality of Life

➤ **Members:**

Vendors, SPs, Governments, ...



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## About Us: Committees

Technology &  
Training  
Committee

Market  
Development  
& Intelligence  
Committee

Policy &  
Regulatory  
Committee



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## About Us: Partnership & Education



➤ Regular cooperation with ITU

➤ Joint seminars with Fiber Optics Association (FOA)

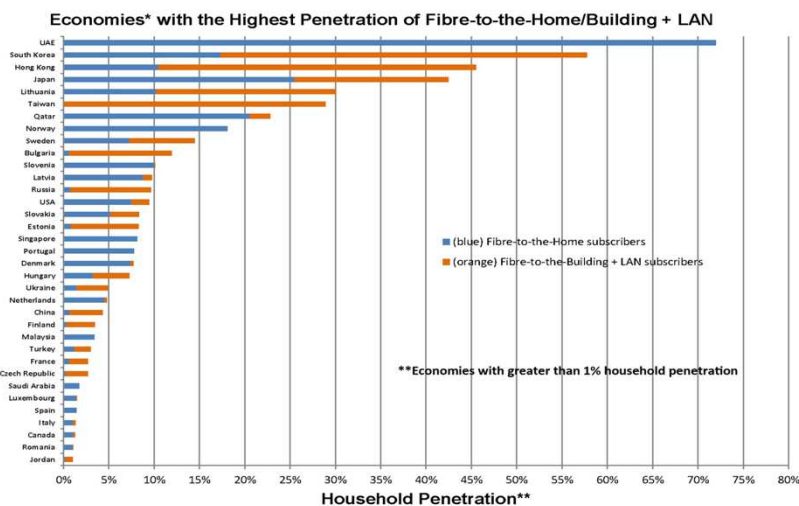
➤ 1<sup>st</sup> Certified FTTH Training in the region



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## FTTH/B Global Ranking 2012

June 2012 Ranking with MENA region update of September 2012



June 2012 Ranking  
Source: Fibre-to-the-Home Councils  
December 2012

\*Economies with at least 200,000 households

## FTTH Market: MENA

- Highest average **take-up rate** of **41.1%**
- **UAE** is **No. 1**
- **Jordan** (1% penetration rate), **Saudi Arabia** (1.7%), and **Qatar** (22.8%)
- **Growth of 188.4%** or 257,000 FTTH/B subscribers between 2010 and 2012
- **Growth of 100.7%** or 900,000 homes passed

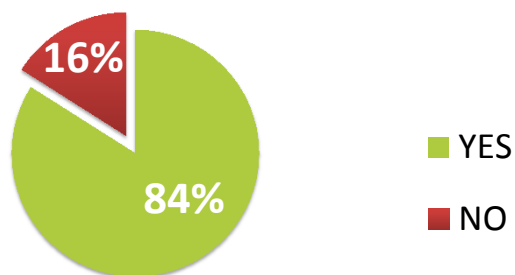


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## Would You ...

...rather **give up** your **car** or **partner** than your broadband **internet**?



Source: Bitkom survey



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## Drivers For Change

**Internet Users**  
2007 2011 2016

**TRAFFIC EXPLOSION**

<b>Users</b>	<b>Devices</b>	<b>Applications</b>
3.4B	19B	Video: 85%
Internet users by 2016	IP-enabled devices by 2016	of Internet traffic by 2016

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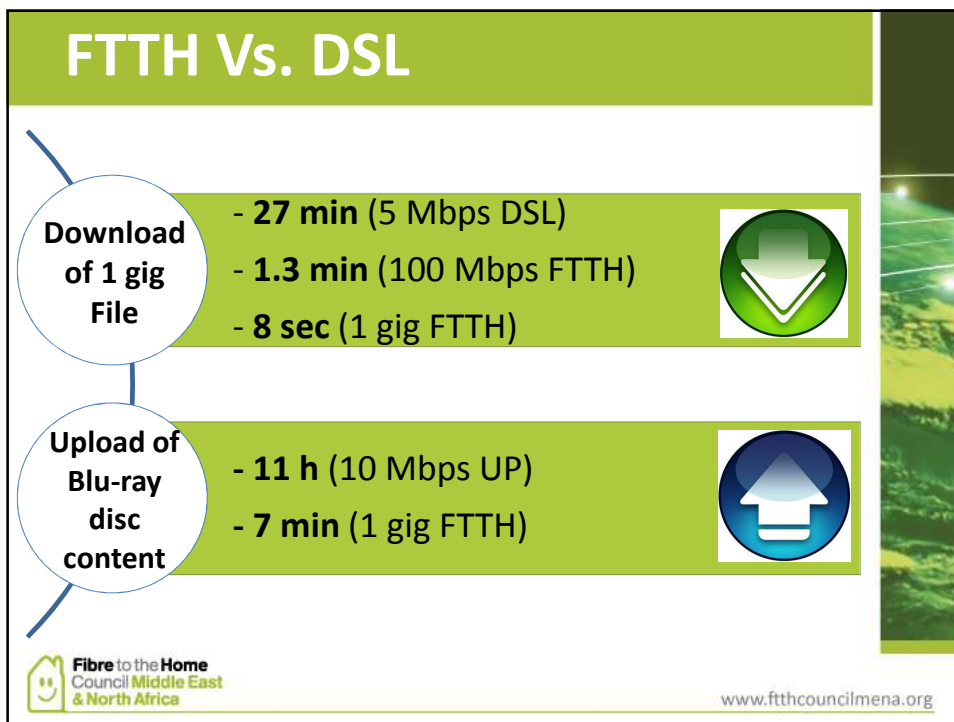
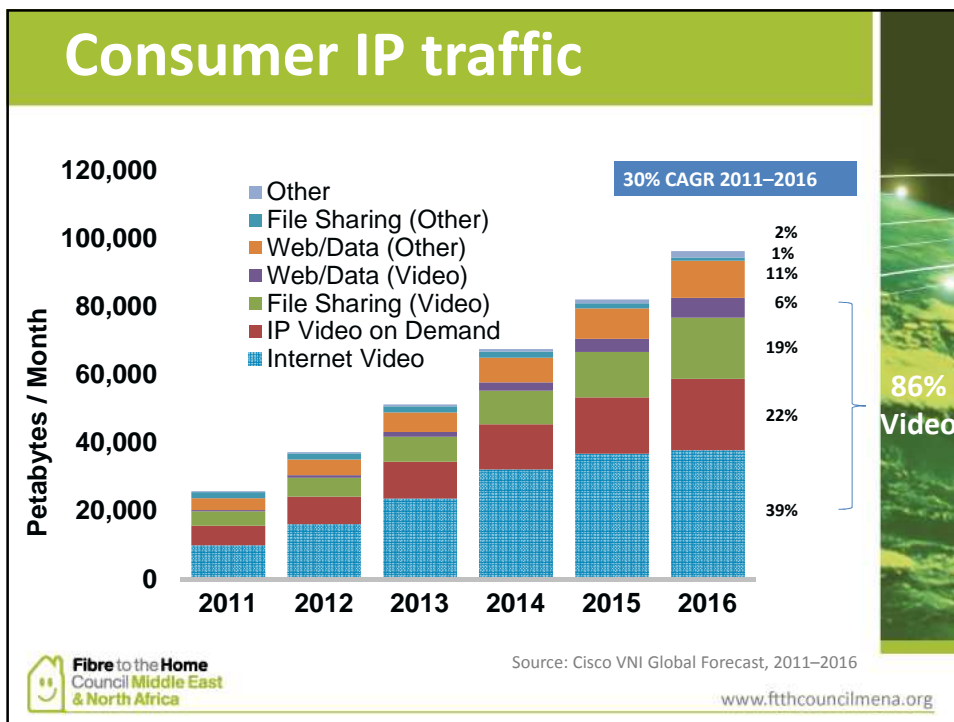
## FTTH for Service Evolution

**DRIVES**

**Content & Applications**      **Bandwidth**

**ENABLES**

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## FTTH Vs. DSL

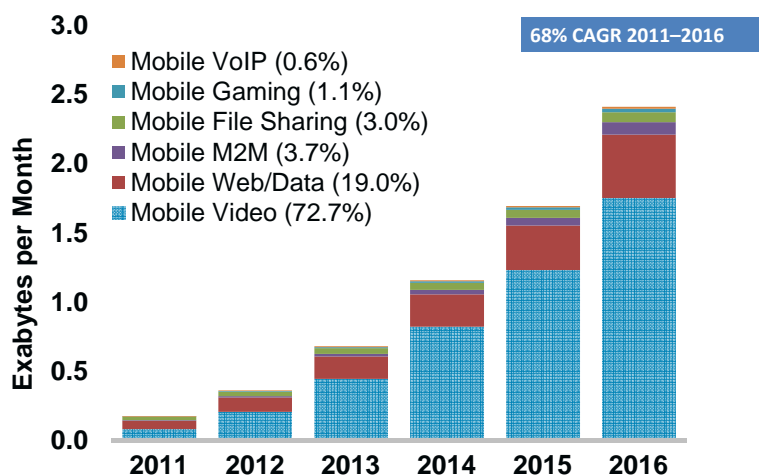


**“I’m never having kids. I hear they take nine months to download”**



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## European Mobile Data Traffic



Source: Cisco VNI Global Forecast, 2011–2016

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## Fiber In The Backhaul

- LTE: High data rates, requires more capacity
- Legacy copper lines inefficient
- Need to invest in backhaul upgrades

### Microwave or Fiber?

## Fiber In The Backhaul

### Challenges

Capital Investment

Regulatory Risks

Geographical Limitations

### Benefits

Long-term Investment

Mutualization

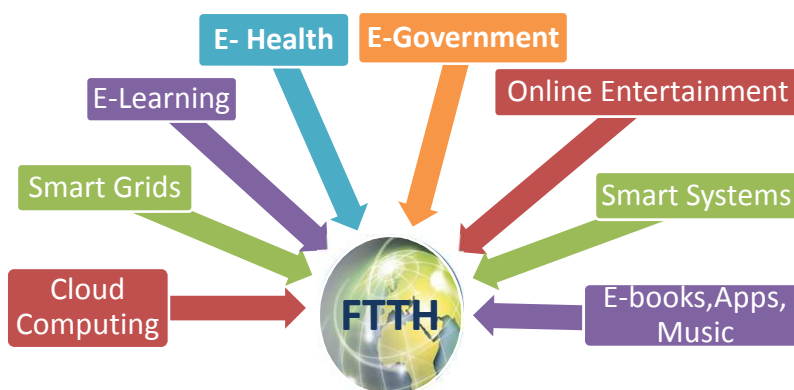
Capacity



## FTTH: Key Economic Driver

- Accelerating the digitization system
- Developing enhanced national economies
- Catering demand for faster connectivity
- Great investment opportunity and significant socio-economic benefits.
- High impact on economic development

## FTTH: Key Economic Driver



## To Conclude



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## Where To Next?

**FTH, The New Era of Digital Transformation**  
The 5<sup>th</sup> edition of FTTH Council MENA Conference

November 2013  
Marrakech, Morocco

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**THANK YOU**

“شكرا”

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