

Roundtable: **The Importance of Take-Up**

Roundtable Host(s): **Benoît Felten, Diffraction Analysis**

**NOTE: This workshop will be held in ENGLISH**

Time: **11:45-12:45**

Room: **Barcelona 1**



**Benoît Felten**

CEO and founder of Diffraction Analysis, Benoît Felten is a recognized expert on issues related to Next-Generation-Access. Felten's expertise stems from an understanding of the business model issues of fixed network rejuvenation and from there expands into all aspects impacting the business model: technology choices, service opportunities, go to market strategies, regulation, etc. He also analyses public policies aiming at promoting the deployment of fiber rich networks.

With 5G approaching, his expertise develops outwards as the lines between fixed and wireline broadband blur, architecturally and from a policy perspective. His recent work has focused on addressing market stability issues and risks of increased digital divide that may result from a haphazard development of 5G.

Before starting Diffraction Analysis, Felten was a Director of Access Network Research at Yankee Group where he led the company's research efforts in the NGA field. Prior to that, Felten was a Telecoms Consultant for 8 years, and even further back worked at deploying and selling fiber access to businesses in Belgacom's French subsidiary.

Felten lives between Hong Kong in Paris. He complements his day job by blogging about the economic and social impacts of next generation access on [www.diffractionanalysis.com](http://www.diffractionanalysis.com) and tweets under the handle of @fiberguy.

**Objective:**

Take-up, while obviously important to the business model, tends to be considered like an element that cannot be directly impacted. It's often equated with demand, as if the service provider(s) had no ability to affect it. In this workshop we will examine how important take-up is to the success of FTTH operations, and how it can be impacted by the right strategies, both at the retail and at the wholesale level.

**Format:**

- Interactive workshop with max. 15 participants
- One 1h session
- Presentations only support the workshop discussion. The major focus is the active participation and integration of the participants
- Chatham House rules apply for every Di<sup>2</sup> Summit Workshop and secure the high-level trustful environment

**Content of the Roundtable:**

1. The impact of take-up on IRR is crucial: in this section we will examine how various aspects of the business model impact rates of return, and more specifically how they all compare to the impact on take-up. Then we will try to understand why take-up is rarely the most important priority.
2. How to increase take-up in a retail scenario: in this section we will examine strategies and choices that clearly impact take-up, and how they can be implemented.
3. How to increase take-up in a wholesale scenario: wholesalers often assume they have no control over take-up since they have no direct commercial relationship with the end-customer. That is not necessarily true however. Here we will look at how they can impact take-up indirectly.
4. Structural approaches: sometimes the structure of the FTTH project itself (choice of wholesale or retail, deployment approach, etc.) determine the take-up. In this section we will examine the impact of pre-connecting on take-up and why the wrong decisions are often made because of short-term considerations.