

## Five million and counting...



**Sometimes, things can move so quickly that you forget just how far you've come. Take BT's super-fast journey, for example. In less than two years, we've moved from customer trials to passing more than five million homes and businesses with our super-fast broadband network. Next year, we'll pass the ten million barrier.**

And BT is doing so much more on top of this – such as investigating how to help customers in 'not spots' and 'slow spots', and potentially doubling the speed of our fibre-to-the-cabinet (FTTC) broadband to a mouth-watering 80Mbps. BT super-fast programme director, Johnny McQuoid, said: "We should all be proud that BT is delivering the fastest deployment of super-fast broadband anywhere in the world. We're looking at the equivalent of area population the size of Singapore every quarter now. We've also installed 13,500 new fibre street cabinets and upgraded 500 exchanges to deliver super-fast services – with more locations announced all the time".

### Major milestones

BT has pledged to spend £2.5 billion on its fibre programme, subject to there being an acceptable environment for investment. Two-thirds of the UK will have access to super-fast broadband services by 2015. That's the largest single commercial investment in fibre-based broadband infrastructure ever undertaken in the UK – and one of the biggest civil engineering projects running in the country at this time." Unlike other companies, BT is offering access to service providers on an open wholesale basis – helping to support a competitive

market. A total of 50 communication providers and internet service providers (ISPs) are already selling or trialling BT fibre services. Nine ISPs and 1,000 customers are trialling fibre-to-the-premises at three pilot exchanges – with nine more exchanges due to join in by the end of the year.

But what do all these impressive-sounding figures actually mean? Johnny said: "I know it can be hard for people to get their head around some of these numbers, but I want to stress that these are major milestones for us".

"They show a fantastic effort by the Openreach team to achieve challenging targets. And they show what we can do as a company when we work together".

"We're helping to make fibre-based super-fast broadband the country's fourth utility – and that's an achievement worth shouting about".

## How BT plans to boost speed to 80Mbps

BT is working on changing the technology in its new fibre street cabinets so it can double the speeds it offers customers from 40Mbps to 80Mbps. It's all about changing something called the access network frequency plan, explained Johnny McQuoid. "BT's fibre-to-the-cabinet (FTTC) equipment can operate over a wider range of frequencies than we currently use. Using these extra frequencies will let us deliver significantly higher speeds". Providing it gets industry support, BT aims to offer up to 80Mbps downloading next year. Johnny said: "This will give customers even greater capability to download huge files, surf the internet, stream HD films and have multiple devices working in their homes – all at the same time".

At 40Mbps, customers get the internet in an instant. Johnny said: "There is no buffering, for example, when you're watching the BBC iPlayer, and HD films download in minutes".

"Offering 80Mbps is another major step towards ensuring the UK is the number one super-fast broadband country. It also proves that our FTTC technology is future-proofed".

## Accelerating Broadband

Broadband is at the heart of our strategy and takes centre stage in this issue. We are implementing our super-fast broadband programme at scale and pace, and have already passed 5 million homes. In this issue we look at upgrading technologies, allowing a possible doubling of speeds over FTTC and experimenting with unused 'white space' spectrum, a wireless solution that could bring broadband to 'not-spots'. We also feature the new BT broadband Home Hub, an energy efficient and smart router for the home. We take a look at some of BT's societal engagement, helping charities with the launch of 'MyDonate' and backing a campaign to encourage people to get their hearing checked. We have updates on BT's activities in Brazil and China, and back in the UK we mark the 75th anniversary of the renowned red phone box!

Adrian Whitchurch, VP European Affairs

## Creating a hubbub



**BT's new Home Hub is as smart as it thinks it is – and it's wowing experts and customers as a result.**

It may be small but, at just over four inches high and seven inches wide, BT's newest wireless router – Home Hub 3 – is packing a punch with consumers and experts alike.

It's in great demand, with BT currently delivering around 34,000 each week – with a weekly saving to the company of £750,000.

And it's all thanks to a unique feature that's been designed, developed and patented by BT – Smart Wireless.

Adrian Pote, general manager of broadband devices at BT Retail, explains: "When other routers are first set up, they find a frequency with the least number of Wi-Fi networks but ignore other radio signals.

"Wireless signals that cause disruption are

invisible to homeowners – all they know is that their Wi-Fi has stopped working, and they don't know why. They often blame their internet connection – when it's actually just a competing signal causing interference".

Home Hub 3's Smart Wireless continuously checks its environment for potential interference. If there's congestion on its channel (from a radio signal, TV sender or baby monitor, for example) Home Hub 3 simply moves to a better one, restoring the customer's service.

### Green and energy-efficient

To keep pace with technology, BT updates its hub every couple of years. A key specification for Home Hub 3 was cost – it had to be cheaper to produce, cheaper for customers to run, and less problematic, to reduce complaints. It delivered on all three counts, said Adrian.

In fact, because of the improved service it's delivering, it's estimated that 15 per cent fewer calls are being made by customers to BT's contact centres – freeing up contact centre time.

As well as being half the size of its predecessor, Home Hub 3 looks good, is the lowest powered, most energy-efficient and greenest hub of them all – and costs less. It uses around 25 per cent less plastic – and saves consumers around a third of energy consumption versus the older model. It's easy to set up, and time settings mean you can turn it off overnight to save more energy.

## Not spots – 'white space' could help deliver super-fast

**HOW can the channels you never use when you plug in a new TV help you get broadband?**

Well, those unused radio waves in the ultra-high frequency digital TV spectrum are known as 'white space'.

Broadcasters don't use them to avoid interference between transmissions. And it's these areas between the different TV channels that Openreach is using in trials.

It wants to see if it could help deliver high-speed wireless broadband to challenging and remote areas such as islands and mountainous regions.

The technology for 'white space' will offer speeds of around 6Mbps – but it could be faster in the future. Working with the University of Strathclyde, BBC Research & Development, and others, Openreach has been running a trial on the Isle of Bute, off the west coast of Scotland.

Chris Gibbs, Openreach's director of future options, said: "We want to find out if 'white space' can be used to assist homes that either receive no broadband service or a sub-2Mbps service due to the length of their line".

"We'll know more in the autumn, but we're hopeful this technology could provide an effective solution for 'not spots' and 'slow spots' – the final ten per cent of the UK is going to be the hardest to reach with fixed-line super-fast broadband".

## BT announces price freeze until 2013

**BT is to freeze prices for a number of key services for residential customers until 2013, following a series of price updates taking place in December.**

The move, according to John Petter, managing director of BT's Consumer division, will provide customers with greater certainty over their bills.

John added: "We are also telling them how they can save money with BT. Our Line Rental Saver product, for example, will soon provide customers with a saving of more

than £50 per year – so, if half our customers took that option the collective saving would be more than £250 million".

"There are other ways in which customers can save money and so, we are committed to offering really good value for money in an extremely competitive market".

The prices to be frozen include those for BT's most popular Anytime calls plan (Unlimited Anytime Calling Plan), standard line rental and calls to UK landlines (excluding calls to 0845/0870 numbers and mobiles, as these

may be subject to further regulation).

The changes, to take effect from 3 December, will see some prices rise by five per cent or less but most prices will be held at their current level, including those for many of BT's most popular broadband 'bundles', BT Vision on-demand services and calls from landlines to mobiles, which BT cut by up to 24 per cent recently.

BT is keeping the price of its popular Anytime calls plan under £5 per month and promising to freeze it until 2013.

## New chief executive to take charge of Openreach

**BT's group strategy director, Liv Garfield, is the new chief executive of Openreach.**

She succeeds Steve Robertson, who is stepping down. BT's chief executive, Ian Livingston, described Liv as a real leader, recognised both within BT and externally.

He said: "Liv has done a fabulous job in her current role as group strategy director. She has been closely involved with Openreach, not least through her leadership of the pan-BT super-fast broadband programme".

Liv said she was looking forward to the challenge: "Openreach is a terrific business – one that underpins much of the UK economy – so being selected to lead it is a fantastic opportunity and one that I am thrilled to have been offered".



## Openreach wins award for broadband innovation

**OPENREACH, jointly with The Kenton Group, won the award for Rural Broadband Innovation at the Global Telecom Business (GTB) Innovation Awards 2011.**

GTB Awards are different. Rather than giving an award to the 'best' product or service, they recognise the most innovative projects in the industry – projects that will make a difference to the communications sector.

The Openreach entry was for the development of new technology that enabled broadband to be provided over very long lines that are normally out of reach for standard broadband technologies. This is known as Broadband Enabling Technology (BET) and is key to offering a broadband service to areas known as 'not spots'. The Kenton Group manufactures the BET equipment for Openreach.

## Major milestone in Brazil

**BT's business development journey in Latin America has hit a major milestone with the signing of a multi-million pound deal with a national state-owned post office.**

Brazil's Empresa Brasileira de Correios e Telégrafos (ECT) has signed up BT to connect more than 7,000 of its corporate, regional and local offices across the country in a five-year deal worth £133.45 million.

BT will provide ECT with a fully managed wide area network solution connecting 6,800 branch offices with low-speed satellite links, and 285 corporate offices with high-speed links, integrated with the domestic backbone of BT's global multi-protocol label switching (MPLS) network.

The agreement also includes equipment provision and the implementation, maintenance and operation of ECT's network.

BT said the deployment will provide ECT with a resilient, agile and flexible service to support the company's growth, enabling the easy deployment of new site connections and future requirements.

BT's Brazil country manager, Sergio Paulo Gallindo, said the deal follows two contracts awarded to BT by Caixa Econômica Federal – the banking group owned by the Brazilian government – and demonstrates continuing trust in BT's solutions.

He added: "We are proud the Brazilian government has confidence that BT's network solutions will help improve its efficiency".

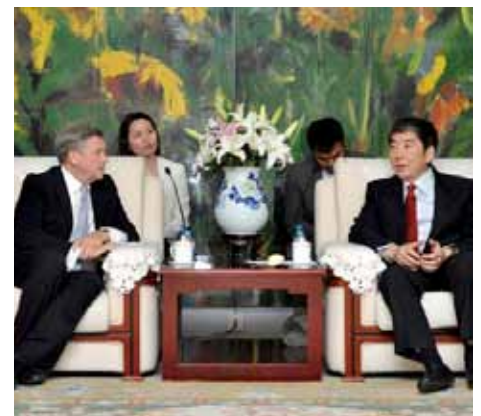
## BT chairman holds high-level talks in Beijing

BT's chairman, Mike Rake, highlighted BT's presence in China with a visit to Beijing, where he met BT people, government officials, customers, suppliers and the press.

Britain's ambassador to China, Sebastian Wood, hosted a customer round-table dinner for Mike and BT, which the Duke of York also joined in his role at the time as the UK's special representative for international trade and investment.

Mike said: "I was delighted, at a cordial meeting with vice-minister Xi Guohua, who leads the Industry and IT Ministry, to discuss

trends in the sector and BT's developing plans to build business working with Chinese operators, such as China Unicom and China Telecom, to serve both multinational corporations and Chinese customers in China, and Chinese companies as they go global". Today, BT China has four offices – in Beijing, Shanghai, Dalian and Shenzhen, directly employing 145 people. It can also call on a talent pool of 250 people from MDCL-Frontline and another 200 from BT-Frontline based in China, through BT's acquisition of the Singapore-based IT company Frontline.



## Launch of MyDonate



As part of its ongoing commitment to making a positive difference to society, BT has launched MyDonate, a new free online fund-raising service for UK charities.

The development and launch of the MyDonate platform is a result of close collaboration between BT and a number of

UK charities – including Cancer Research UK, Changing Faces, KidsOut, NSPCC and Women’s Aid – helping to ensure that it is a service that the charitable sector wants.

MyDonate is the first not-for-profit fund-raising service that doesn’t charge a subscription fee, set-up fee or commission – ensuring that 100 per cent of all monies donated go direct to the charity (excluding credit/debit card charges).

The service has been designed to be inclusive to all UK-registered charities and to help grow the online donation market. Last year, the total amount donated to charity by adults in the UK was estimated to be £10.6 billion, with only around seven per cent of charitable givers donating online. To find out more, go to [www.btplc.com/mydonate](http://www.btplc.com/mydonate)

## Ann backs hearing drive

**BT is backing a campaign to encourage people to get their hearing checked. The campaign was launched by former politician and Strictly Come Dancing star Ann Widdecombe (pictured).**

Ten million people in the UK have hearing loss – and a new study from Action on Hearing Loss, formerly RNID, shows that 43 per cent of people believe their hearing is getting worse.

Warren Buckley, BT Retail managing director of customer services, said: “BT wants to help raise awareness that hearing loss affects so many and how you can find out if it affects you”. For more information about hearing loss, the Action on Hearing Loss hearing check and better ways to communicate, visit [www.bt.com/hearinghealth](http://www.bt.com/hearinghealth)

## The red phone box rings up 75 years



Britain’s renowned red telephone box, also known as the K6, celebrates its 75th birthday this year. To mark its anniversary, BT has donated a K6 kiosk to the Design Museum for their permanent collection and the box will feature in their new

exhibition, This is Design, which opened on 24 August 2011. The K6 phone box was introduced in 1936 to commemorate the Silver Jubilee of the coronation of King George V. The ‘Jubilee Kiosk’, as it became known, was designed by English architect Sir Giles Gilbert Scott (1880–1960). On their introduction, Kiosk no. 6’s were given to every town or village with a post office, regardless of cost. As a result, more than 8,000 new boxes were installed in 1936 and, by the end of production in 1968, there were nearly 70,000 in Britain.

Recently BT has been selling decommissioned red phone boxes to local communities for just £1 under its Adopt a Kiosk scheme, enabling villages across the land to preserve part of their and Britain’s heritage. The scheme has captured the imagination of people up and down the country and more than 1,500 kiosks have already been adopted. Boxes have been fitted with life-saving defibrillation machines, turned into art galleries, public libraries, exhibitions and information centres. One village even turned theirs into a one-night-only pub.



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