

Press release

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**Broadband and multiplay solutions: a new study highlights the role of fixed-line networks in a country's economic development**

For the IPTV World Forum 2009, Sofrecom presents a new study on broadband and multiplay services. The study, which was co-authored with HEC Paris, French school of Management, highlights the importance of fixed-line networks in the economic development of a country, and in particular in developing countries, by providing a means to offer reliable and affordable communications services on a large scale.

Even as mobile telephony is becoming increasingly widespread in developing countries, access to communications services through multiplay offers (VoIP telephony, broadband internet, television) remains fundamental both for individual households as well as small businesses. Data shows that even as demand for mobile broadband solutions is growing, the market for traditional ADSL broadband remains strong. Mobile solutions are seen as a complement rather than an alternative to ADSL. As a result, despite the continued decrease in the number of fixed-lines in developed countries, fixed-line networks remain an essential national resource.

In countries where the ADSL network is still being rolled-out or in regions where the geography makes such a deployment difficult, the study underlines the potential of hybrid IPTV offers, which make IPTV possible through a convergent satellite/ADSL technology. Indeed experience in developed countries, such as France where Orange already has 1.9 million IPTV subscribers, has already demonstrated the merits of this service for providing triple play offers in areas with limited ADSL coverage.

In this context, hybrid IPTV offers constitute a key lever for maintaining, or even gaining, market share in the provision of broadband access. In addition, by increasing the customer base, such offers reinforce operators' negotiating power with content-providers.

Co-authored with HEC Paris, this study – which is presented as the third edition of Sofrecom's Crossed Viewpoints review – addresses the fundamental questions that telecommunications operators face as they develop their multiplay services. It also provides an analysis of the impact of new services, in particular audiovisual, on the development of such services.

The "Crossed Viewpoints" study is available online at [www.sofrecom.com](http://www.sofrecom.com) >> news >> publications.

## About Sofrecom

Sofrecom, a France Telecom-Orange Group subsidiary, is a leading ICT player particularly specialized in telecommunications. It provides a broad range of services for operators, regulators, governments, investors and enterprises to support every stage of their development.

Able to draw on the vast know-how of its parent company, Sofrecom works at the leading edge of technological innovation, notably addressing the challenges of multimedia and convergence. It provides its expertise at a strategic level (market intelligence and prospective market analysis, strategic consultancy, organization and processes) and in support of operations (design, engineering, deployment, integration and operation of networks and services, training).

Sofrecom designs innovative, tailor-made solutions to help ICT players anticipate, launch and develop businesses to drive their growth.

Sofrecom's unique experience has been built over more than forty years of worldwide activity involving hundreds of projects. It has agencies in Algeria, Argentina, United Arab Emirates, Indonesia, Jordan, Morocco, Poland and Vietnam.

[www.sofrecom.com](http://www.sofrecom.com)

**contact:** Alexis Touret  
alexis.touret@sofrecom.com  
+33 6 72 88 52 40

## About HEC Paris

Founded in 1881, HEC Paris specializes in education and research in management sciences. As a leading academic institution in Europe, HEC offers a complete and unique range of education programs for students and leaders.

HEC has a permanent faculty of 104 professors, 3000 students – 30% of whom are international – and over 8500 managers in executive education programs every year.

The HEC Alumni network is among the largest in Europe with 42 000 Alumni based in 113 countries. It was founded in 1883 to develop a powerful and dynamic lifelong connection to the HEC community.

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**contact:** Richard Perrin  
perrin@hec.fr  
+33 (0)1 39 67 74 84