



Creating a faster, better, Digital UK

Joe Lathan
Director of Broadband



The impact of great broadband on UK plc

£145bn

UK digital economy



BB

£1 = £5

economic value



ECONOMY

£1,500

average UK spend per year

7

devices per household

60%

usage growth

+3%

rise in house price



CONSUMER

57%

of SMEs believe
the internet is critical
to their business

34%

of SMEs think faster
internet would
increase growth



BUSINESS

Virgin Media investing in cutting edge infrastructure

#1

UK position
in European
league table

>81 Mbps
average speed



4.5m
superfast
customers
(30Mb+)

2.1m
ultrafast
customers
(100Mb+)

Why does this matter?

*“the best driver
for investment
and innovation is
network based
competition”*

Ofcom

30%
increase in
BB penetration

600%
increase in
BB speeds



versus



G.FAST
10m prems
by 2020

**DOCSIS
3.1/FTTP**

21st Century deployment – innovation delivering efficiency



impatient
consumers



connectivity
as standard



High
civils costs



narrow trenching



cabinet reduction



less of impact on
physical environment

Collaboration can help connect your communities faster



**superior in-home
connectivity**

**leveraging our
network for OOH WiFi**