PRESS RELEASE

New report calls for information campaign to enhance consumer understanding of broadband capabilities

London, 19 March 2023: In a new report released today by the Digital Connectivity Forum (DCF), titled '*Advanced Connectivity Take-Up and Use Cases*', crucial insights into the adoption of advanced connectivity in the UK have been unveiled. As the leading advisory body to the UK Government on connectivity, DCF has partnered with Analysys Mason, a prominent TMT consultancy, to delve into the drivers, barriers, and potential applications of advanced broadband technologies.

The report underscores the importance of fostering widespread adoption of FTTP broadband and leveraging the potential of 5G Standalone (5GSA) technology across various sectors of the economy. Through comprehensive analysis and collaboration with 21 surveyed fibre operators, key motivations and obstacles to adoption have been identified.

Key findings reveal that consumers prioritise speed, price, and reliability when considering advanced connectivity options, reflecting the increasing indispensability of connectivity in modern society. However, a significant barrier lies in the lack of awareness regarding the benefits of FTTP and a perceived absence of necessity among consumers. Additionally, existing contractual obligations often impede consumers from upgrading their connectivity services.

Addressing these challenges head-on, the report recommends the implementation of an information campaign centred around a new cross-industry independent website. This platform will serve as a point of clarity, offering accessible explanations of various broadband technologies and their capabilities in layman's terms, thereby empowering end-users to make informed decisions.

Moreover, the report showcases compelling use cases for 5GSA and FTTP connectivity in critical sectors such as agriculture, transport, healthcare, and manufacturing. From virtual coupling of trains to connected ambulances and advanced agricultural techniques like crop phenotyping, the potential for transformative impact is evident.

To realise these promising use cases, the report advocates for increased trialling of advanced connectivity solutions, alongside proactive government promotion and feasibility assessments aimed at addressing regulatory, operational, and safety challenges. By implementing these recommendations, the UK can unlock the full potential of advanced connectivity, ushering in a new era of prosperity and innovation for the economy and society alike.

Alex Mather, Head of the Digital Connectivity Forum said:
"As the rollout of gigabit-capable fixed connectivity accelerates, and 5G standalone rollout gets underway, the importance of ensuring that all parts of the UK society and economy understand and benefit from these transformational forms of connectivity has never been greater.

"The report shows better understanding and awareness of advanced broadband technologies is essential in enabling the nation to reap the full benefits of these forms of connectivity.

"We look forward to working with industry as well as government and regulatory stakeholders, to bring these uses into reality."

Andrew Daly, Principal Consultant at Analysys Mason, said:
"quote."

ENDS

Notes for Editors

Media contacts: Margherita Certo | E: margherita.certo@techUK.org
DCF contact: Alex Mather | E: alex.mather@connectivityuk.org | M: 07921 132670

About the Digital Connectivity Forum (DCF)
The Digital Connectivity Forum (DCF) is the UK Government's advisory group on digital connectivity issues. Its members collaborate, source evidence, provide expertise and make recommendations to Government, regulators and industry, with the aim of developing policies which deliver seamless digital connectivity across the UK. The Digital Connectivity Forum's sponsors are: BBC, BT, Cellnex CityFibre, Cornerstone, the Department for Science, Innovation and Technology, Digital Mobile Spectrum Limited, Ericsson, Fibrus, Gigaclear, Giganet, Hyperoptic, Openreach, Sky, TalkTalk, TechUK, Three, Virgin Media O2, Vodafone, Vorboss, Wireless Infrastructure Group. It works closely with the Consumer Communications Panel, INCA, the Local Government Association and Ofcom.