Fixed Broadband Traffic Usage
Structure and evolution

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Broadband usage/QoE analytics

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Growth of aggregate core traffic continues and is slowing slightly (maybe)

Core demand growth results from three factors:

<table>
<thead>
<tr>
<th>Source of growth</th>
<th>Prior 5yr</th>
<th>Last yr</th>
<th>Status</th>
</tr>
</thead>
<tbody>
<tr>
<td>Natural content-driven increase</td>
<td>+43%</td>
<td>+38%</td>
<td>Ongoing</td>
</tr>
<tr>
<td>Step change on migration to faster lines</td>
<td>+9%</td>
<td>+4%</td>
<td>Slowing</td>
</tr>
<tr>
<td>Customer base increase</td>
<td>+6%</td>
<td>+1%</td>
<td>Stopping</td>
</tr>
<tr>
<td>Compound Growth (1)</td>
<td>+65%</td>
<td>+45%</td>
<td>Slowing</td>
</tr>
</tbody>
</table>

(1) $143\% \times 109\% \times 106\% = 165\%; \ 138\% \times 104\% \times 101\% = 145\%$
The seasonality perspective

- Core growth from late August to Easter the next year
- Step-up after Christmas/NY
- Historic September surge (IoS)
- This year: higher volatility
Self-selection and linespeed effects

Monthly consumption relationship to line speed for unlimited products:

1. Lowest copper line speed (<10Mbps): demand suppression
2. Higher copper speeds show increasing usage with higher line speed: high-level of adaptation
3. Fibre users with cheaper fibre products show a level of increased usage with line speed: subconscious adaptation
4. Users select dearer 80M products if they have more demand - we can’t detect incremental effect of linespeed
We now see weekly peaks close to line speed for heaviest users

How line speed affects weekly peak (Mbps – busiest 30min)