

Mastering the UK broadband market

Bring end-users into focus

Point Topic's **BroadBand User Service (BBUS)** provides a complete picture of end-user broadband markets in the UK. The picture is based on Point Topic's extensive broadband research programme.

Benefits of BBUS

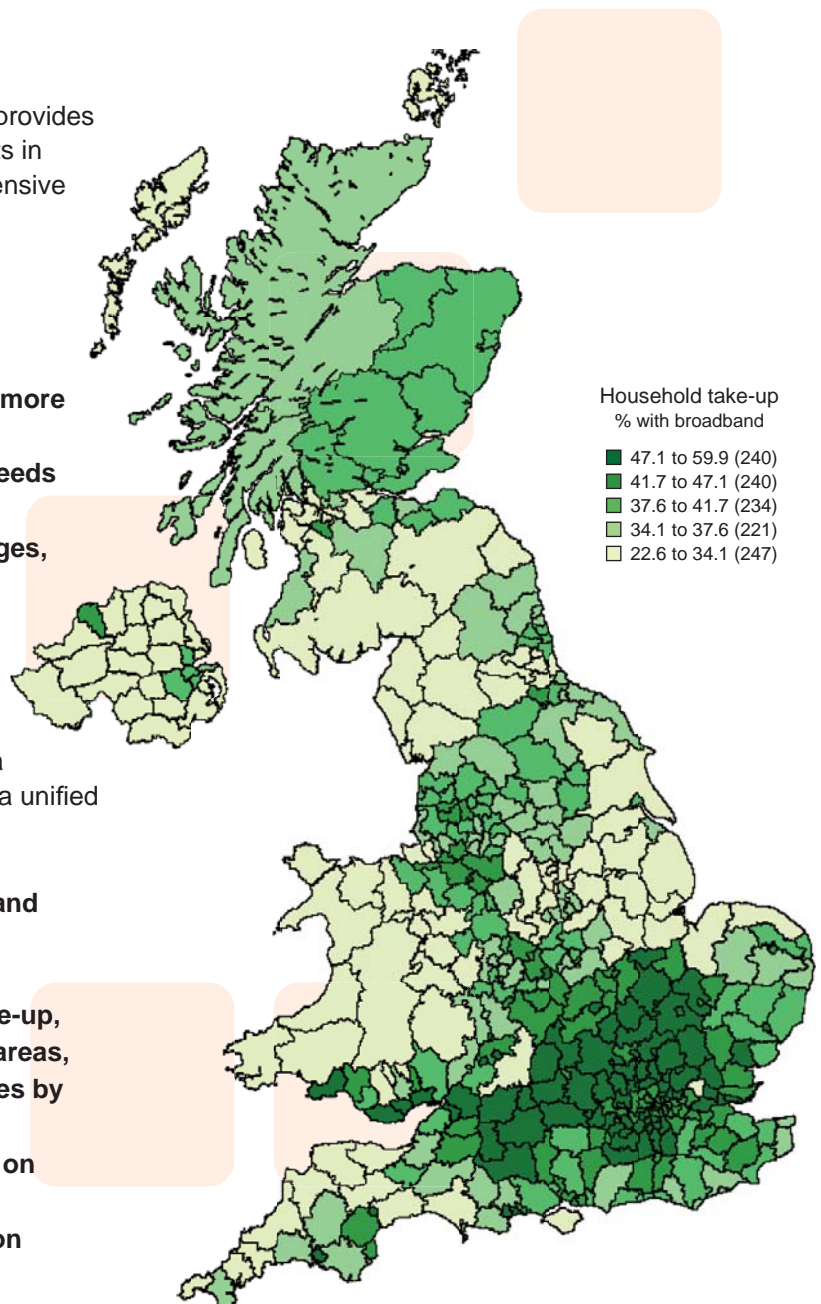
- **Faster, more confident, decision making**
- **Identifying target social or lifestyle groups more accurately for more efficient marketing**
- **Tracking business broadband usage and needs to focus on the key customers**
- **Profiling key geographies, such as exchanges, for better network planning.**
- **Making better use of marketing resources**

BBUS research programme

The 2008 BBUS research programme brings data together from a wide range of sources to provide a unified picture of the UK broadband market including:

- **Close tracking of UK market development and statistics: ISP market shares, bandwidth availability, LLU progress**
- **UK-wide broadband mapping, covering take-up, forecasts and other key data by exchange areas, census output areas etc., with LLU estimates by exchange area and TV Product estimates**
- **Consumer market data and analysis based on 6 surveys early 2006 through to July 2008**
- **Business market data and analysis based on 4 surveys from early 2007 to June 2008**

Point Topic has interviewed more than 50,000 residential and business users to bring the facts in the field to your desktop.



BroadBand User Survey

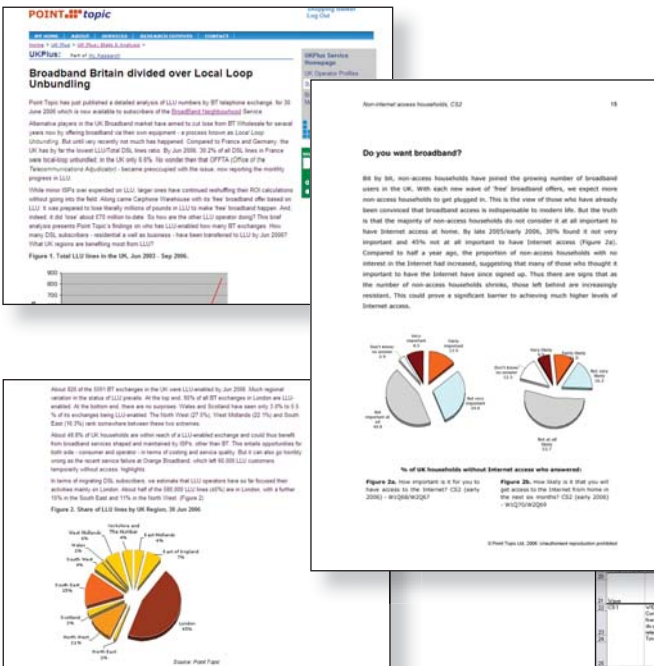
BBUS deliverables

Subscribers to BBUS can access four main modules. They are all delivered online. Routine telephone advice and assistance in using the service is provided free of charge.

Subscribers can also purchase the BroadBand Layer database of take-up estimates down to the unit postcode level, and the full interview datasets from each field survey.

BBUS Consumer – BBUS Business

The Consumer and Business Modules profile end-users in detail. They relate broadband and internet access take-up to user types, show what equipment end-users have, how they use the internet and how they view ISPs. Non-users are also profiled. New editions of these modules are produced on a six-monthly cycle, following the corresponding field surveys.

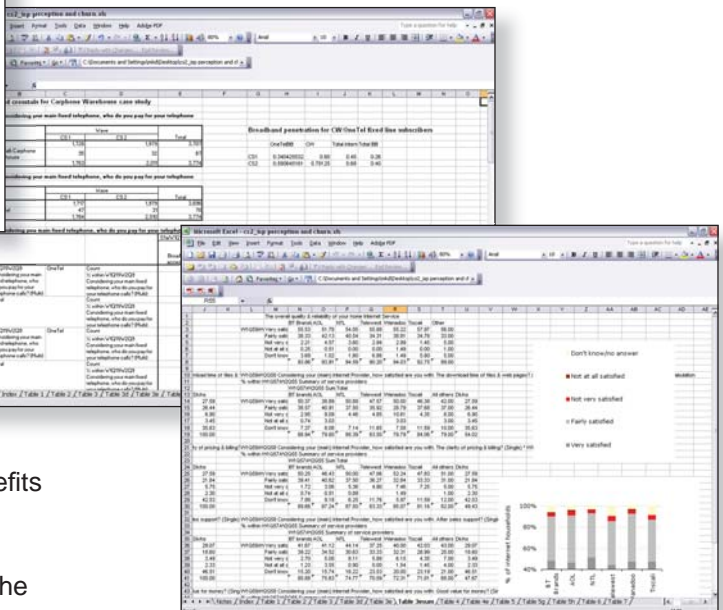


BroadBand Neighbourhood

The BroadBand Neighbourhood Module provides estimates of current and forecast take-up of broadband and other digital services by geography. The geographies covered include telephone exchange areas and Census Super Output Areas, among others. New BroadBand Neighbourhood deliverables are produced for each half-year (end-June and end-December).

UK Plus

UK Plus tracks current developments in UK broadband markets. It includes a weekly monitor of industry events, ISP market share and LLU take-up statistics, ISP profiles and short reports on broadband developments. Besides the weekly monitor, most deliverables are updated on monthly or three-monthly cycles.



BBUS prices and service usage

Measuring the cost against the alternatives and the benefits gained makes a strong business case for using BBUS.

For example, a medium-sized ISP can make full use of the Consumer Module, BroadBand Neighbourhood and UK Plus with two registered users for £9,000 per year. Allowing access to at least 2 new surveys, all historical survey results and in depth analysis, at least 4 market share updates, quarterly profile updates and weekly newsletters so you stay bang up to date with the broadband market in the UK. Costs at this level can be recovered many times over through the benefits identified above.

At the same time, BBUS' liberal licensing terms help subscribers to get the fullest possible use from the service in their work. Subscribers can share the data in discussions with clients and other business partners and publish reasonable extracts in reports and on web sites.

Next steps

Get access to the BroadBand User Service now

You can start using BBUS right away, **without charge**. Call today for a free sample Analysis Report from the BBUS series. Or contact us as below for a guided online presentation on the full BBUS modules.

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