

Broadband Geography – Mapping the UK



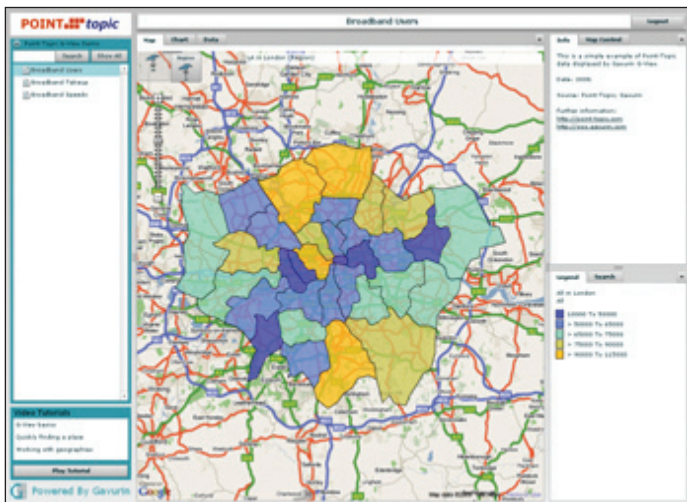
BroadBand Geography provides you with a precise view of the geography of the internet and broadband in the UK.

Using a database of all **1.7 million postcodes** in the UK, which includes postcode level data on residential and business premises as our base, we have incorporated a mass of additional inputs to allow precise modelling and mapping of a number of broadband and internet related KPIs.

Point Topic has an unmatched research programme that allows us to model the geography of the UK broadband internet market in fine detail. You can contact us for a full listing and methodology documents.

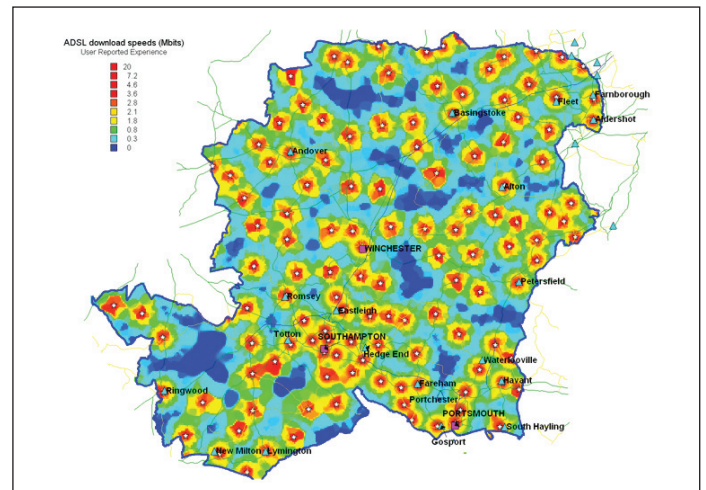
BroadBand Geography now uses the powerful new G-View interface, developed by Gavurin, to give you access instantly through your web browser. The tool is designed to help you access, understand, analyse, organise and output the essential broadband data that Point Topic provides.

G-View provides instant mapping of broadband indicators (take-up in Greater London)



Version 10 of the BroadBand Layer is now available. Data to 30 June 2009 including early details on Next Generation Access projects and subscribers, FTTC/FTTP rollout locations and activation dates.

The BroadBand Layer can generate detailed “heat maps” (expected download speeds in Hampshire)



You can see a sample here <http://pointtopic.gavurin.com/public/> with entry level functionality and resolution. Using the full service you can get answers to a huge range of key issues as they arise.

- Where is the population that can't get high speed internet?
- What is the demographic make-up of the broadband users in a Lower Super Output Area in Norwich?
- How does the business versus residential market look in the North East?
- What TV and internet services are available in Truro and how much of the audience can access them?

If you need to answer questions like these then you need BroadBand Geography.

Nowhere else can you access from a single source all the information you need to understand, plan, benefit from or sell to the broadband market.

The basis of our geographical modelling in the UK

BroadBand Geography is based on Point Topic's "BroadBand Layer" database of the 1.7m UK postcodes. From this wealth of data it is possible to aggregate estimates for any higher-level geography in the UK.

Fields for key broadband indicators include the following:

- Details on NGA roll-outs by BT and other suppliers. With activation dates, technology type, subscription numbers and of course location data down to the postcode level.
- Estimates of internet and broadband take-up
 - by broadband technology (*DSL, cable modem, LLU*)
 - by sector (*consumer, business*)
- Broadband access speed bands and speed profiles
- Availability status of broadband technology
 - by *DSL, cable, LLU*
- Demographics
 - *population, households (seven types) and businesses*
- Administrative, census and telecoms geography
 - *Northing/ Easting*
 - *relationship to census OAs, LAs, postcode sectors, government regions*
 - *BT telephone exchanges – position, unbundling*
- Outright purchase allows full integration with existing databases

BroadBand Geography from Point Topic offers multiple levels of access. Besides the BroadBand Layer, standard higher level data sets include:

- Census Output Areas at the basic level (220,000 records)
- Lower Super Output Areas (42,000)
- Medium Super Output Areas (9,000)
- Telephone exchange areas (5,600)
- Post Sectors (10,500)

Other geographies, such as catchment areas for shops, schools or hospitals, can be developed by subscribers themselves or commissioned from Point Topic.

Who should use BroadBand Geography?

Many customers already take advantage of the detail available at the postcode level and the flexibility and power of the **BroadBand Layer** as well as the convenience and ease of access provided by G-View.

Designed to be accessible by a broad spectrum of users this service puts real data directly into the hands of those who need it.

Typical customers are:

- **Communications providers** – both business and consumer focused ISPs and other telcos can use BroadBand Geography for applications across the business, from customer acquisition to network planning. If you know where your customers are, where you can get more, and what you can offer to who then your business will be more profitable
- **Telecoms vendors of all flavours** – if you're offering any products or services to telcos you can use BroadBand Geography at the appropriate level to better plan your business in context. As convergence continues so does your need for this information
- **Retailers, advertisers, content providers, marketers** – as we continue to grow the information sets that feed into the BroadBand Geography from our surveys we can provide detailed geographic information that allows anyone with an interest in online consumers and businesses to plan their campaigns.
- **Government and regulators** – from national to local the information provided by the BroadBand Layer and its derivatives makes your needs for planning, funding, regulation and reporting available in a highly cost-effective way. The ability to benchmark one geography against all the others in the UK is one more feature which makes them essential tools.
- **Involved, or want to be, in Next Generation Access?** Point Topic is continually adding to the data set and updating the analysis available to you.

Coming in 2010

- Tracking of NGA deployments and subscribers
- Added analysis covering broadband 'attractiveness', demand differentials and NGA subsidy zones
- More detail on local NGA availability in particular FTTC and VDSL speeds and take-up and FTTP roll-outs and local and community project tie-ins

Benefit from using BroadBand Geography

With instant access to the best internet and broadband data you will be able to make marketing and policy decisions more quickly, more reliably and with more confidence.

You could be using **BroadBand Geography** on your next working day. To order, or to find out more, visit www.point-topic.com or phone us on +44 (0) 20 3301 3303.

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