



Press Release
Copenhagen, May 8, 2017

Prepared for the future: YouSee customers offered giga-speed broadband

From May 8, the first YouSee cable TV customers can access broadband speeds of up to 1.000 Mbit/s, ensuring connectivity to meet their future digital needs.

Danes love digital streaming, and spend more time accessing online content than any other nation in the world. In order to future-proof broadband access and their customer's needs, YouSee is in the process of upgrading the cable TV network. Giga-speed access will be rolled out to the first wave of households from May 8.

"Our customers demand a high degree of network quality and stability to access the broad portfolio of digital services in the future. Today we have initiated a major cable TV network upgrade, so we can offer broadband speeds of up to 1.000 Mbit/s for half of our household customers. We are adding new network surveillance alarms, which enables us to catch system errors or outages, before the customer even notices. This will increase network stability, and further improve the customer experience", says Jacob Mortensen, TV- and broadband Director for YouSee.

Jacob Mortensen has no doubts about future demand for faster, more stable connectivity, even if few Danes currently utilize 1.000 Mbit/s speeds. Over the last five years, average broadband speeds purchased by Danish consumers have increased by 26 percent annually. In 2020, average broadband speeds are expected to be 100 Mbit/s.

"A typical family has multiple screens which connect to the internet, and they are often in use simultaneously. While someone is watching television in the living room, there will be a series streaming in a different room and newspaper reading on the smartphone or tablet, to a backdrop of streaming music. In the not too distant future, smart homes, Internet of Things and virtual reality will be a natural part of our daily lives. This requires both bandwidth and speed, and we want to ensure that our customers are well equipped for the future", adds Jacob Mortensen.

Danes are digital frontrunners

YouSee is one of the leading cable TV providers in the world, when it comes to delivering new broadband technology capable of speeds of up to 1.000 Mbit/s. Future speeds could go even higher. Network upgrades are rolled out gradually, city by city, and when they are completed, Denmark will be the first country in the world to offer gigabit speeds throughout an entire cable TV network, or DOCSIS 3.1, as it is also known.

Even if Denmark is a digital frontrunner in the EU context, we are currently challenged when it comes to high speed broadband access. The Danish Parliament has decided, that all Danes in 2020 shall have access to a broadband connection of at least 100 Mbit/s, and with this upgrade of the digital infrastructure, many Danes will get access to even faster connectivity.

The upgrade of the cable TV network is a major digital infrastructure investment, and YouSee, together with Huawei, has hired more than 200 technicians, who will work to upgrade the network over the coming year. Once this work is concluded, they will have exchanged the technology in no less than 380.000 technical cabinets throughout the country.

The upgrade will do more than provide significantly higher connectivity speeds: "Upgrades will also deliver improved service for customers who purchase high speed connectivity packages of up to 1.000 Mbit/s. All of our customers will experience more stable connections and better picture quality on their television", says Jacob Mortensen. The upgrade will happen above ground, so it will not be necessary to dig up sidewalks, streets or lawns to carry it out.

Read more about the new fast and stable broadband connections on yousee.dk/fremtiden (in Danish).

Facts

- Gigabroadband is the name of YouSee's high speed broadband, delivered via so-called coax-network, which is the technical term for the cable table TV network.
- The technology behind the new Gigabroadband is so new and groundbreaking, that Denmark will be the first country to upgrade an entire cable TV network to the new technology, called 'DOCSIS 3.1'.
- Approximately 1.4 million households, equivalent to about half of Danish households, can access the new giga-speed broadband network.
- Mbit/s amounts to 1 Gbit/s.
- With a speed of 1.000 Mbit/s, it will take about one second to download 25 high-definition digital pictures (5 MB/pic) or 31 MP3 music files (4 MB/file).
- YouSee will use existing cable and fiber networks, and only upgrade above-ground technology. Digging will not be necessary to carry out the upgrade.

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