THE TRUE VALUE OF BROADBAND
WE SURVEYED 8,000 PEOPLE IN EIGHT COUNTRIES, AND THEIR ANSWERS MAY SURPRISE YOU!

CONSUMERS CAN’T LIVE WITHOUT BROADBAND
1. Home Broadband
2. Sex
3. Holidays
4. Favourite TV Channel
5. Chocolate

Respondents were asked how much they’d have to be paid to give up each item and answers were ranked accordingly.

WHAT PEOPLE VALUE THE MOST ABOUT THEIR BROADBAND
- 38% Price
- 33% Flexibility
- 16% Collective benefits such as coverage, network quality and innovation
- 13% Individual benefits such as speed and bundle size

HOW MUCH BROADBAND AND WIFI IS WORTH DEPENDS ON YOUR AGE
18-29 €32.5k
50-65 €9k

Investment in broadband is higher in countries where consumers are prepared to pay more. (Holland and France not included)

GERMANS LOVE THEIR HOME BROADBAND AND WIFI THE MOST

ARE THE POLES AND SWISS MORE ROMANTIC?

COUNTRIES WITH HIGHER PRICES AND GREATER INVESTMENT HAVE MORE OF THESE...

*Viewed through the lens of the consumer - Value creation in the telecommunications sector*
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