

FTTH Global Alliance

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Press release for immediate publication

## **FTTH Council Global Alliance celebrates Fibre Optic innovation through Gimme Fibre Day on 4<sup>th</sup> November 2015**

The global fibre-to-the-home (FTTH) market reached 162.6 Million subscribers by end of 2014 according to the FTTH Council Global Alliance (FCGA) global studies. FTTH is a future proof technology and fast growing method of providing vastly higher bandwidth to consumers and businesses, enabling more robust video, internet and voice services. Experts suggest that the year 2015 will witness an increase in FTTH deployments, driven by consumers' demand for an "in-home lifestyle and online-dominated experience" for which they are willing to buy the service.

Commemorating the birthday of Sir Charles Kuen Kao, Physics Nobel Prize Winner for ground-breaking achievements concerning the transmission of light in fibres for optical communication, the FCGA annually celebrates Gimme Fibre Day on the 4<sup>th</sup> November. On the 4<sup>th</sup> of November 2015 they invite all communities, their businesses and consumers to be part of this occasion. To learn more, visit the Gimme Fibre Day page <http://www.gimmefibre.eu> and follow its social media channels and vote for "I want Fibre".

"Following in the footsteps of the *Father of Fibre Optics*, the FCGA is dedicated to accelerating the adoption of fibre-to-the-home technology and changing the way the world communicates. In order to do this, we need to embrace new forms of technology that will simplify the way we communicate. The role of fibre optic technology in this respect is instrumental in the growth of world-wide communication and removing barriers to communication present within world markets. *Gimme Fibre Day* will always help us join forces in a common mission to finish what Sir Charles Kao started" says on behalf of FCGA Ms. Christine Beylouni, FCGA 2015 President.

Gimme Fibre Day was created by the FCGA to celebrate the only future-proof broadband access solution on the market and showcase how fibre has positively impacted communities across the world and what policymakers around the globe can do to help advance the roll-out of fiber optics. The day will be marked by a series of

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planned activities and regional initiatives by the six global FTTH Councils in Americas, Latam, Europe, MENA, Africa and APAC.

### About the FCGA

The FTTH Council Global Alliance (FCGA) is the platform for cooperation of the five global FTTH Councils. All FTTH Councils share a common goal: the acceleration of fibre to the home adoption. They all act as powerful and independent organizations in their specific market. This regional focus gives the FTTH Councils a special strength to adapt their activities to the particular market situation in their area. The FTTH Council Global Alliance ensures that those regional efforts are combined with the power of global cooperation. Within the FCGA the FTTH Councils exchange studies, information and latest market developments.

For more information visit <http://www.ftthcouncil.info>

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