

# Broadband Geography – mapping the UK

Broadband Geography provides you with a precise view of the geography of the internet and particularly 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.

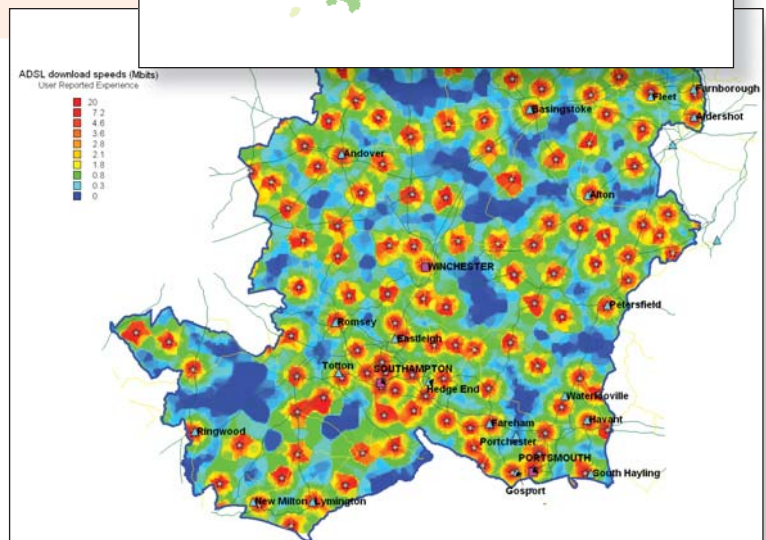
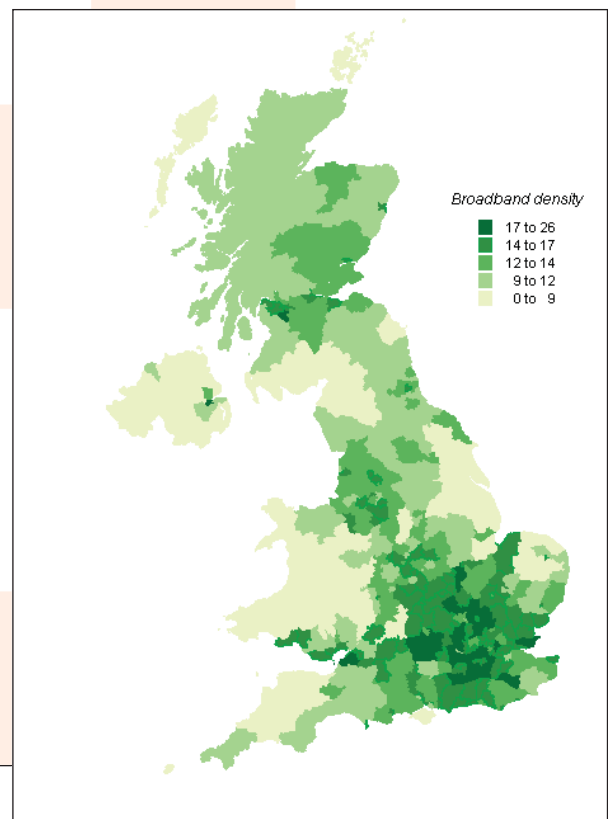
Point Topic has an unmatched set of resources that allows us to model the geography of the UK broadband internet market in fine detail.

Broadband Geography from Point Topic offers two levels of access, available as a package or separately.

## The BroadBand Layer

### Database of 1.7m UK postcodes

- Estimates of internet and broadband take-up
  - by broadband technology (DSL, cable modem, LLU)
  - by sector (consumer, business)
  - Access speed s, ADSL and SDSL steps
- Availability status of broadband technology
  - by DSL, cable modem (Virgin, NTL, TeleWest), LLU, Freeview
- Demographics
  - population and households (seven types)
- Administrative, census and telecoms geography
  - Northing/ Easting
  - relationship to census OAs, LAs, postcode sectors, government regions
  - BT telephone exchanges – position, unbundling
- Database of 220,000 Census Output Areas
  - Growth forecasts to end-2008 – 5 year update coming soon
- Outright purchase allows full integration with existing databases
  - The basis of all our geographical modelling in the UK

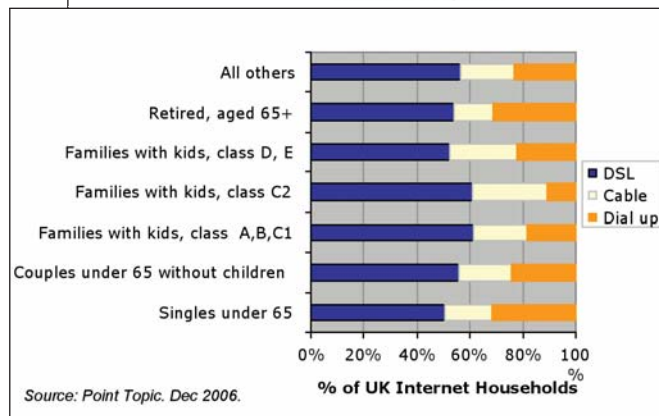


## BroadBand Neighbourhood

The BroadBand Neighbourhood consists of a number of outputs generated from the BroadBand Layer. Primarily in spreadsheet form with the broadband, internet and contextual information and KPIs you need to understand the online geography of the UK.

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

- Market statistics – broken down by a number of geographies
  - Output and Super Output Area
  - BT Exchange
  - Post sector
  - Local authority
  - Ward, constituency and any geography above post code
- Broadband and internet KPIs by geography as above
- Maps and analysis based on the stats and KPIs



## 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 BroadBand Neighbourhood.

Typical customers are:

- ISPs – both business and consumer focused  
ISPs can use the Layer for a range of applications. 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
- Operators of all flavours – if you're offering any telecoms services you can use the BroadBand Neighbourhood and Layer to better plan your business in context. As convergence continues so does your need for this information
- Government and regulators – from national to local the information provided by the BroadBand Layer

and its derivatives makes your planning, funding, regulatory challenges and reporting cost effectively available. The ability to benchmark one geography against all the others in the UK is one more feature which makes them essential tools.

- Retailers, advertisers, marketers – as we continue to grow the information sets that feed into the BroadBand Layer from our surveys we can provide detailed geographic information that allows anyone with an interest in online consumers and businesses to plan their campaigns.

**You could be using the BroadBand Layer or BroadBand Neighbourhood on your next working day. Instant access to the best internet and broadband geography available so you can improve your knowledge and the power of your decisions.**