Fibre-powered value to European consumers

A - Overall telecom prices decreasing with 18 percentage points less than inflation over a 5 year period

Customer price index evolution in %, base 100 in 2010

![Graph showing customer price index evolution](image)

B - Broadband retail prices have decreased by 29% in cable markets

Index of average broadband prices, 2011 = 100, cable markets are countries with cable coverage >60%

![Graph showing broadband retail price decrease](image)

C - Overall spending on telecommunications is a fraction of consumer spend

Average yearly spend per household

Share of wallet, in %

2014

![Pie chart showing share of wallet](image)

* Includes fixed telephony, mobile telephony, internet and TV services but excludes telephone equipment

Source: Arthur D Little: Cable Operators’ Contribution to the European Digital Landscape (Cable Europe, 2016)