

How the UK is leading the digital revolution

CONSIDER for a moment the impact the digital world has had on your life: the weekly grocery shop delivered to your door by an online supermarket, the efficiency of doing business by email, staying in touch with friends and family via social media, enjoying streamed music and movies. And, of course, much, much more...

In the last decade, internet use has become almost ubiquitous, with nine out of ten UK adults going online every day, and average users spending 25 hours a week using the web – rising to 29 hours for 16-to-24-year-olds. And that figure is only going to rise, as more and more of us enjoy the personal and professional benefits of a digital lifestyle.

A growing number of children access educational sites to complete homework set by their schools, while Government and other public services – including banking – are increasingly accessed via the web. More than 80 per cent of Britons rely on the internet for community information such as family groups, sports activities and access to local businesses, while 63 per cent say online access empowers them to gain new experiences.

And in business, the UK has the highest percentage of its GDP driven by the digital economy of any G20 nation – a sector that is predicted to provide 800,000 new jobs in the next two years.

Of course, all of this is dependent upon a state-of-the-art network that delivers reliable, superfast connectivity. More than nine out of ten properties have access to superfast broadband now, and BT's network division, Openreach, is adding another home every 30 seconds.

ARE YOU AS CONNECTED AS YOU COULD BE?

The Openreach network is open to more than 500 broadband service providers, giving lots of choice to consumers. Currently, a total of 26 million households have access to ultrafast via Openreach, but only 6.2 million have signed up. Why not contact your broadband supplier and see if you could benefit from faster speeds?

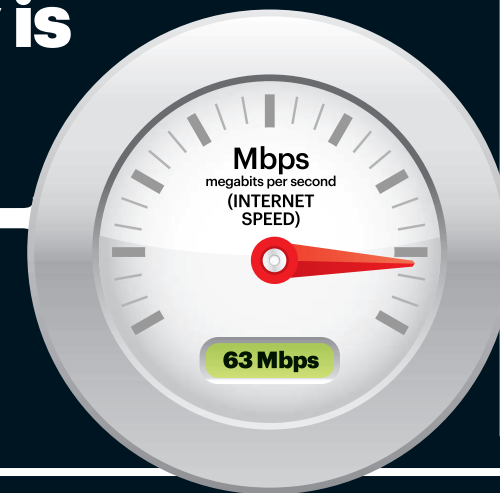
Over the next three years, BT will spend a further £6 billion on fixed and mobile connectivity in a bid to not only meet Government targets but exceed them, with an ambition to deliver ultrafast broadband to 12 million premises by the end of 2020. Take a look at some of the numbers to see how the UK is leading the digital revolution.

More than nine out of ten UK homes now have access to superfast broadband and BT is helping the Government reach a target of 95 per cent coverage by 2017

STATE OF OUR DIGITAL NETWORK

The average download speed of superfast networks in the UK today is

63 Mbps



More households are now using **SUPERFAST BROADBAND** in the UK than in Germany, France, Italy or Spain

96% of UK premises can already access download speeds of at least 10Mbps – the Government's target for every household

ECONOMIC IMPACT OF DIGITAL

Britons were **HOME WORKERS** in 2014, **14%** of the total working population

4.2m



The digital economy consists of more than **1.5m jobs in the UK**: job creation is **2.8x** faster than the rest of the economy



3/4 of the UK's **DIGITAL** tech businesses are based outside London

THE UK'S DIGITAL FUTURE

Openreach have plans to roll out **ULTRAFAST BROADBAND** with speeds of over 100Mbps to

12m

properties by the end of **2020**

UK broadband traffic is increasing by over **40%** each year

WHAT DIGITAL MEANS FOR YOU

79%

of Britons admit that they have friends they would not stay in contact with at all if it wasn't for **SOCIAL MEDIA**

An average UK superfast line would enable you to watch **22** simultaneous HD iPlayer streams



Downloading an HD movie over superfast broadband takes under **4** minutes



Average **INTERNET USERS** estimate they spend

25 hours

ONLINE each week, rising to 29 hours for 16-to-24-year-olds

BT is investing **£6bn** in the UK's digital infrastructure over the next three years...

