

Topic:
CAD & Broadband

European Broadband Update

An update on the proportion of businesses with a broadband connection in 14 European countries.

iCAD is produced by Business Advantage, a B2B research, business development and marketing consulting practice operating in the global IT, Digital and Telecommunication sectors.

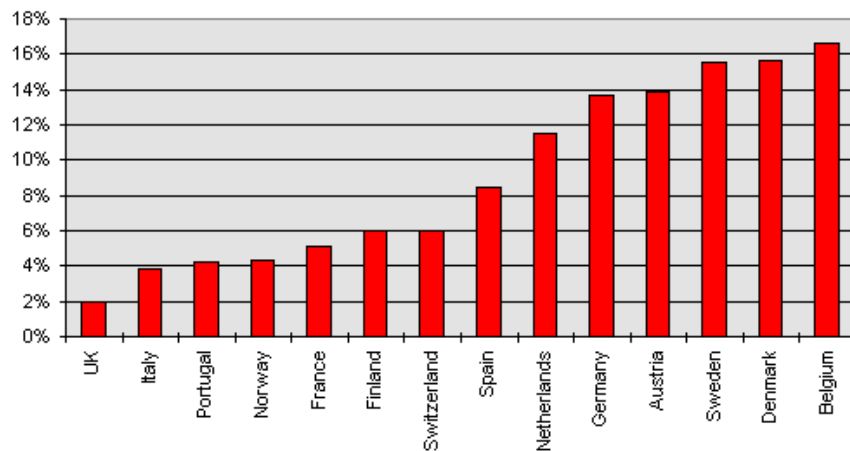
Back in November 2001 *iCAD* reported widespread apathy among CAD/CAM using sites over the importance of access to broadband for any aspect of their product development processes (["Broadband - Who Needs It?!"](#)). While many suppliers who offer Internet-based products and services maintain that their products and services are suited to standard dial-up access, there's no doubt that in Europe more widespread access to and take-up of broadband would open up better opportunities for effective on-line communication and collaboration.

With the broadband market developing at differing speeds across Europe, suppliers will be looking at the take-up levels and rates in their selected markets. IDC conducts frequent studies on the the global broadband access position; we asked them for a status report on connections in Europe.

On the Up

IDC reports that, *"2001 has seen a marked improvement in broadband access penetration rates around Europe. Whilst still low, growth to the end of the year has exceeded expectations in many countries, as many incumbent telecommunication companies have stepped up their investment in and deployment of DSL (Digital Subscriber Line) services."*

Broadband Coverage Of Businesses In Western Europe, 2001



Source: IDC, 2002

The average in Western Europe for the proportion of businesses with broadband connections stands at 8%. Note the extent to which the UK lags behind in the league table.

Conclusion

These figures provide a broadest overview of the proportion of broadband connected businesses. Of the cross-sector sample of CAD/CAM using sites we surveyed in November 2001, 8% had broadband connections, higher than the UK business average reported by IDC. Availability of broadband in the UK remains patchy, and we know from talking to UK VARs that some are holding off developing Internet-based/accessible services (such as on-line training) until this situation improves and the demand develops.

This increase in demand for broadband could be slow to develop unless suppliers can do a better job of convincing customers about the varied roles the Internet can play in the product development process. CAD Spaghetti will look in future months at figures for take-up of broadband connections in individual industry sectors.

If you need to know more about the attitudes and intentions towards using the Internet within your target markets, find out how Business Advantage's [market research services](#) can provide the solution. If you'd like to discuss how best to meet your market intelligence needs for domestic or international markets, call Business Advantage on **+44 (0)1689 873636, or e-mail us at info@business-advantage.com.**

Many thanks to IDC for their assistance with this article; their report, "[European Broadband Access Services, Forecast and Analysis 2001 - 2006](#)" is available from their website.

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