

# Press Release

## **Key players from Telecoms industry demonstrate how to secure the next wave of digital growth**

**Ireland, September 8 2009** – A broadband conference is taking place in the Westbury Hotel on Tuesday, September 8, 2009, to provide an insight into the importance of digital industry. International experts will explain how Ireland is securing the next wave of its digital growth.

The main objective is to highlight the contribution of industry to a smart or knowledge economy by investing in next-generation networks and by making available applications and services to consumers. The conference will provide a platform for Irish and international speakers to give their insights.

**Speakers:** **Eamon Ryan TD**, Minister for Communications, Energy & Natural Resources; **Damian Lawlor**, MD of Media Platforms, Northern & Central Europe of Google; **Múirne Laffan**, Executive Director of RTE Publishing; **Jon James**, Executive Director of Broadband, Virgin Media; **Ivan Duggan**, Head of Service Provider of Public Sector of Cisco; **Ivan Gomez**, Senior Director for Business Incubation and On Line Services; and **Robert Dunn**, CEO of UPC Ireland.

### **Communications Minister Eamon Ryan TD said:**

"Our broadband performance in recent years has been going from strength to strength. From a position of over 500,000 subscribers to broadband in 2007, there are now over 1.2 million subscribers. The Irish Government is committed to universal availability of broadband, to higher speeds and lower prices for all consumers.

Our plans, however, are about much more than access. We have published ambitious Government plans for next generation networks and for actions to bring digital jobs to Ireland. These plans will be implemented fully and as a matter of urgency.

The smart economy is the platform for Ireland's recovery. Government and the private sector will work together to bring the next wave of digital growth to Ireland."

**Robert Dunn, CEO of UPC Ireland, said:**

“Today, we’re preparing consumers for the next generation of UPC internet through our multimillion-euro fibre power network programme. We are introducing speeds of up to 120Mb from 2010, which will propel Ireland onto the same levels as other EU member states. We continue to upgrade our speed tiers enabling universal access to innovative built-for-broadband applications that leverage the power of our next-generation networks. Broadband is not just about speed, it is about what consumers can do with that speed. “

**Damian Lawlor, Managing Director of Media Platforms, Northern & Central Europe of Google, said:**

“Google is committed to giving people the power to explore, create and communicate. At the moment, we’re seeing an explosion of content and community as a result of online tools and platforms being made available for all. The creativity unleashed is bringing the online experience in directions that even the original creators of these platforms could never have envisioned. Right now the consequences of this access and creativity can be seen on YouTube, where 20 hours of video are uploaded every minute – that’s the equivalent of over 110,000 feature films being released each week. For Ireland, with the presence of companies such as Google, Facebook, Big Fish Games and Havok there is a huge economic opportunity to become the global leader and location for online industries. That opportunity will only be realised with significant investment in High speed next generation networks (NGNs) which are critical to the delivery of rich content online services”.

**Múirne Laffan, Executive Director of RTE Publishing, said:**

“RTÉ is harnessing the opportunities for digital growth provided by the growing broadband market to deliver a greater level of service to our audiences. Developing new internet services such as the RTÉ player and RTÉ News Now, is increasing our engagement with the Irish public and making RTÉ content more accessible.”

**Ivan Gomez, Senior Director for Business Incubation and On Line Services said:**

“Online services continue to be a major growth area for Microsoft. There are over 125 million users of Windows Live Services across Europe and half a billion worldwide. Increasingly, as these services become more social and people want to share rich media such as video and photos the demands on capacity and performance will continue to grow for live services such as Windows Live, MSN and Bing. To meet these demands we need to ensure that we have the infrastructure to support them now and into the future.”

**Jon James, Executive Director of Broadband of Virgin Media, said:**

“Jon James, executive director of broadband, Virgin Media: “With the only true next generation network in the UK, we’re at the forefront of understanding when it comes to ultrafast broadband services. 50Mb broadband is now available to millions of UK homes and we’re continuing to innovate with our 200Mb pilot. We’re entering a new era of high-speed services in the UK and are just at the beginning of what we hope to offer our customers over the coming years. Ultrafast broadband will transform the way people interact and entertain themselves online and we’re committed to providing a broadband experience that is truly world class.”

**Ivan Duggan, Head of Service Provider of Public Sector of Cisco, said:**

“Cisco strives to assist organisations and Governments to change the way they work, live, play and learn to ensure they are better prepared to address the current changing and challenging market Conditions. Broadband Speed, Quality and Availability are becoming the litmus test in our ability to remain competitive in today’s economy. Formulating policies to support a healthy and competitive environment ensures the long-term viability of our plans as we must continue to invest in infrastructure to maintain our competitive edge if we are to remain attractive to foreign investors whilst providing the best solutions to empower indigenous companies to innovate and retain competitive advantage.”