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Wao! CEO, Denmark: "Every ISP is being challenged by OTT"

July 18, 2012 Written by [Benny Har-Even](#)

Print Email

Anders Christjansen is CEO of Denmark's triple-play ISP Wao! and is speaking in the FTTH Deployment and Content Strategies session of the FTTH stream on Day Three of the Broadband World Forum 2012. We catch up with him to find out what has made Wao! a Scandinavian success story and where he sees the market heading in the future.

What are the major developments and milestones for your business over the past year?

In our two years of existence we have managed to create a strong operation and position in the Danish telecoms market. In 2010 Wao! was founded by a group of Danish utilities through a merger of three smaller ISPs. Our main role is to develop and market products to run on the combined FTTH networks of the 14 utility companies. Wao! has had a tremendous growth and our turnover increased during 2011 year with 60 per cent to €53.6m.

Wao!'s initial focus has been on streamlining operations and supporting our owners growth of connected households. We have done that and have a total of 417,000 products sold. We have an aggressive growth strategy and are taking on the challenge of incumbent providers in the market. In 2012 we launched a highly competitive triple-play product for a new market segment formed by the strong Danish housing associations – a segment with a potential of around 700,000 new households.

In less than two years Wao! has managed to consolidate a brand position taking us from barely known to top of the market. This is the result of the fact that we are the only Danish content provider who has launched speed warranty on internet. Our customers can feel assured that they always get at least the speed – both upload and download – for which they pay. As a brand new initiative we now also offer all broadband subscribers a pay TV and unlimited VOD service called wao.tv. This service means that all customers can choose to enjoy television entertainment directly over the internet without having to buy a cable TV package.

What are the main reasons behind your success in your region?

The unique FTTH infrastructure has an enormous capacity and quality unchallenged on the Danish market. Our organization holds knowledge of this infrastructure and the local markets, which makes it possible for us to secure economies of scale for our owners in regards to purchasing, production and marketing.

Our strategy is to take leadership on personal TV – to enrich the television experience for our customers. In the future we will see an irreversible movement towards individualized television experiences: the demand for increasingly more interaction between platforms (e.g. smart phones, tablets, personal computers and television), more free-choice content, more digital personalization and social media interaction – and of course demand for better quality, all of which have to be met by Wao!. Our launch of wao.tv is one of the first true moves in our region in this direction.

What are main areas that ISP should look to lower costs?

To lower operating and network technology investments costs, ISPs should look into economies of scale. To increase volume the procurement of content is vital for ISPs.

Will the roll-outs of fast 4G services affect the demand for superfast fixed line broadband?



Anders Christjansen, CEO of Denmark's triple-play ISP Wao!

A WEEK IN WIRELESS

Hip(CEO)s don't lie

For an industry run for the most part by grey-suited conservatives, it's curious that the mobile sector never ceases to tire of attempts to hitch itself to trendy bandwagons driven by even trendier bands. What's more curious however is that none of those collaborations in recent memory (the Informer's memory hasn't been that great since the last days of the Grateful Dead however) have amounted to much.

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SOAPBOX

The mobility opportunity for fixed telephony and TV operators

Stefan Zehle, CEO at Coleago Consulting, discusses how the rise of softphone apps means that fixed line players have been presented with an opportunity to get in on mobile telecommunications.



Tags: [Coleago](#), [Stefan Zehle](#), [Networks](#), [Operator](#), [Soapbox](#)



In my perspective the 4G will initially be complementary to the fixed broadband, but over time it could potentially be an alternative for some types of single-person household.

What will you be doing to ensure wider coverage to those areas that are currently underserved by fast broadband?

The incumbents in Denmark (and Europe) prefer to maintain their position on copper broadband rather than making long term investments in new generation access. Together with the Danish Energy Association we support a proposal that telcos are demanded to give clear information on actual, real-life broadband speed in their advertising. Such an act would surely help to remove the huge gap between advertised speed and actual broadband speed, which I believe will support the willingness to upgrade the infrastructure – especially in areas not already covered by fast broadband.

Waoo! will also continue to provide the most attractive prices to enforce the roll-out business cases for the utility companies. In this effort we will have to pay close attention to the regional differences and support the utility companies in their local strategies.

What's your stance on net neutrality?

The question of net neutrality is complex and involves both limits on bandwidth, discrimination of competing content and over-the-top delivery of services. As a representative of utility companies deploying FTTH we are on the side of net neutrality, but we also know that the matter is not either black or white and that there can occur situations where legislation on net neutrality is needed. We operate in a commercial market and we will follow the market development closely regarding new pricing parameters ensuring reasonable payback on FTTH investments.

Where do you stand on bandwidth caps, line throttling and traffic management?

When it comes to limits on bandwidth the most urgent issue of net neutrality is on the technologies where bottlenecks occur – for instance on copper networks and mobile networks. When it comes to fiber optics and limits on bandwidth it is seldom a problem on FTTH, even though we do see data reflecting a tendency towards more heavy traffic among our customers than others.

Even though we have not yet had a need for traffic management, fair access policies and bandwidth caps will most likely be the way the market moves. Every ISP – no matter what technology they use – is being challenged by over-the-top services. Therefore, we expect new pricing models for broadband access, as tested in several US markets, to materialize in Europe. We follow this carefully and must ensure that the investments in the FTTH infrastructure get a reasonable payback.

Where do you see things heading in the broadband market in the next three to five years?

I envision an increasing collaboration between innovative content creators and aggregators with the ISPs in the future. As mentioned we anticipate strong demands for personal TV. On the market right now, too many customers pay expensive cable packages for content they don't want. Others can't get access to the content they want because it requires them to pay for expensive cable TV packages. With the developments in content, social media and high speed internet access, we believe that the success of the market lies in giving the customers a choice.

Why are you attending the Broadband World Forum 2012?

I am attending the Forum to share views with like minded and opponents. I hope to have my views challenged and to gain new insights.

The Broadband World Forum 2012 is taking place on the 16 – 18 October 2012 at the RAI Exhibition and Convention Centre, Amsterdam, the Netherlands. [Click here now to register your interest.](#)



Tags: [Broadband World Forum 2012](#), [Denmark](#), [FTTH](#), [Scandinavia](#), [Waoo!](#), [Broadband](#), [Europe](#), [Networks](#), [Operator](#)



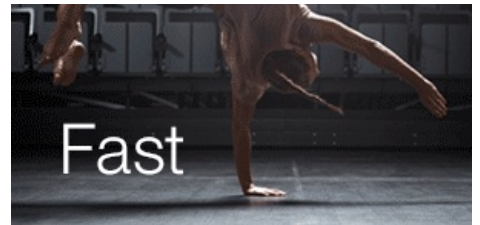
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- Yes - more than 3G
- Yes - around the same as 3G
- No - less than 3G
- Not sure

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RELATED CONTENT

Head of OTT, Content & Digital Innovation, TDC Consumer: "I try to challenge existing ways of doing everything"



Jakob Sørensen, Head of OTT, Content & Digital Innovation is speaking in the Multiscreen & TV Evolution stream, part of the Customer Experience track, on Day

Three of the Broadband World Forum. Ahead of the show we speak to him about his revolutionary role as an in house OTT player inside a telco and what new developments coming down the line excite him.

Tags: [Broadband World Forum 2013](#), [Denmark](#), [IP-TV](#), [OTT](#), [streaming](#), [VOD](#), [YouSee](#), [Broadband](#), [Europe](#), [Format](#), [Networks](#), [Topic](#)

Director, access engineering, Embratel Brasil: "The impact of 4G cannot be exaggerated"

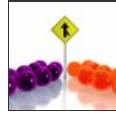


Luiz Fernando de Castro Bourdot, director access engineering at Embratel Brasil is taking part in a panel discussion on Day Two of the Broadband LATAM conference

taking place on the 2nd and 3rd July at the Grand Hyatt, Sao Paulo, Brazil. Ahead of the show we find out more about Embratel is getting ready for the data surge ahead of the sporting events taking place in the country in the next few years.

Tags: [4G](#), [Brazil](#), [Broadband LATAM 2013](#), [FTTH](#), [interview](#), [Americas](#), [Broadband](#), [Format](#), [Networks](#), [Operator](#), [Topic](#)

3 to buy O2 Ireland as consolidation drive continues



Hutchison Whampoa, which operates the 3 brand in Europe, has announced that it is to buy Telefónica's Irish mobile operation O2 for €780m, with a further €70m payable if a number of agreed financial targets are hit. It is the second consolidatory move made by Hutchison in recent months, following the acquisition of Orange Austria, which was completed at the end of 2012.

Tags: [3 Ireland](#), [Austria](#), [carrier mergers and acquisitions](#), [Denmark](#), [Eircom](#), [Hutchison Whampoa](#), [Ireland](#), [Italy](#), [Meteor](#), [O2 Ireland](#), [Orange](#), [Sweden](#), [Tele2](#), [Telecom Italia](#), [Telefonica](#), [telenor](#), [TeliaSonera](#), [News & Analysis](#)

Tilgin scores Scandi FTTH order



Norwegian regional service provider Eninvest has ordered fibre-to-the-home (FTTH) solutions from Swedish firm Tilgin to simplify the deployment and maintenance of FTTH connections for its subscribers.

Tags: [Eninvest](#), [fibre](#), [FTTH](#), [Tilgin](#), [Broadband](#), [Europe](#), [News & Analysis](#), [Operator](#)

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