

## Our Tenure at a Glance

The period 2005-2009 is characterized by eight developments, which radically changed the telecommunications landscape in Greece.

1. The ratification of the new telecommunications Law 3431/2006, which consolidated the 2002 European regulatory framework into Greek Law. The Electronic Communications market has taken off as a result of the effective implementation of the new Law by EETT, the rapid completion of market analysis and the immediate promulgation of the entire secondary legislation, necessary to render the regulatory framework operational.
2. The high priority given by EETT to broadband market development and to ensuring a healthy competition environment, which significantly contributed to rendering the Greek market as one of the fastest developing markets in the EU.
3. The new approach towards the citizen-consumer, with the institution of rules of conduct and codes of practice, aiming towards an improved service, as well as with the implementation of interactive tools, aiming towards improving information.
4. The foundation of the broadband market, driven by the local loop unbundling, which enabled the promotion of new packages in competitive prices, at high speeds, and often combining an array of services (double, triple and even quadruple play), but also by the deregulation of the 2.5GHz frequency band, which enabled free access to the Internet through Wi-Fi Hotspots.
5. The intensification of monitoring and supervisory interventions by EETT, leading to the imposition of fines above 60 million euro for violations of telecommunications legislation, and above 40 million euro for violations of the competition law.
6. The essential operation of third generation mobile communications and the commercial availability of relevant services, which initiated mobile

broadband in Greece.

7. The commencement of the digital switch-over, and the ensuing licensing of the first digital broadcasting networks.

8. The strict supervision of the radio-television spectrum by closing down illegally operating radio and TV stations and the imposition of significant administrative fines.

### The Four Years in Numbers

- Broadband penetration increase from 1% in December 2005 to 14.5% in March 2009.
- Broadband services cost reduction between December 2005 and December 2008 by 60-80% (depending on access speed).
- Sharp increase in access speeds, as in March 2009, 64.3% of broadband lines had a nominal (download) speed from 2Mbps to 24Mbps, whereas in December 2005 there existed no lines over 1 Mbps and actually 80% of broadband lines were at nominal speeds of 384 Kbps.
- Increase of the percentage of subscribers who can be served directly by alternative providers, without utilizing OTE lines (through full LLU lines), from 1.4% in December 2005 to 63.9% in March 2009.
- Increase of full access LLU lines (from 7 thousand in December 2005 to 825 thousand in June 2009).
- Increase of the alternative operator's market share in broadband lines from 30.4% in December 2005 to 42.4% in March 2009.
- Decrease of consumers' complaints to EETT by more than 75% from December 2007 to May 2009.
- Resolution of complaints made by consumers (in favor of the consumer) by 85%.

The development of the market is reflected in the following chart, which records Broadband development in the period 2005-2009, through 5 indices regarding broadband penetration,

Physical Collocation, the contribution of LLU to Broadband, the course of the competition and the evolution of nominal access speeds.

