

Broadband FMC case study: does Wi-Fi bring BT differentiation?

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Abstracts

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BT remains the leading fixed broadband service provider in the UK, but (unlike other European incumbents) it is no longer a large mobile player. BT does not see mobile broadband as a direct threat to its fixed broadband service, but it does recognize the threat from mobile players that are able to offer customers a mobile and fixed broadband package. To defend itself, BT launched its own mobile broadband offering, but is now putting a greater focus on its national Wi-Fi network, which boasts more than 1.5 million hotspots. By bundling this feature into its home broadband offering, BT believes it can provide value to its broadband customers outside of the home regardless of which mobile service they use, and thus increase the “stickiness” of its home broadband offering.

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