

FRANCE IS A WORLD- BEATING DIGITAL MARKET

KEY INFO IN

10

POINTS

1

▶ TELECOMMUNICATIONS NETWORKS AMONG THE BEST IN THE WORLD

National average broadband download speed of 31 Mbps (Paris: 78.7 Mbps; Palo Alto: 42.7 Mbps).

2

▶ ULTRA HIGH-SPEED INTERNET PLAN

€20 billion being invested to roll out ultra high-speed internet. **100% nationwide coverage by 2022.** Priority given to business parks for the roll-out of fiber-optic connections.

3

▶ LARGE DOMESTIC MARKET

With 77 million users, France's mobile market is worth US\$20 billion, making it the second largest in the European Union. (ARCEP, 2014)

E-commerce in France: US\$35 billion. (FEVAD, 2014)

4

▶ EXTENSIVE COVERAGE

Broadband subscriber rate of more than 37% in 2013, ahead of the United States and Japan (29% and 28%, respectively). Deployment of 4G: 68% of mobile network operators in France offer 4G services on LTE networks, compared with 59% in the EU (2013).

5

▶ FREE WI-FI EVERYWHERE

France has more public Wi-Fi hotspots – over 13 million – than any other country in the world (Ipass report, 2014).

6

▶ COST-COMPETITIVE

Prices for triple play bundles, comprising broadband access, landline and television, have fallen considerably since 2009. Median prices are lowest in France (€38) and Latvia (€44) (Van Dijk, Comparison of Broadband Internet Access Cost report).

7

▶ FUTURE-PROOF

The French government is investing €450 million to encourage the roll-out of digital technology.

8

▶ OPEN DATA

France is ranked first in Europe and fourth in the world for e-government. (UN E-Government Survey, 2014)

France is also ranked third in the world for open data. (Open Data Index, 2014)

9


▶ LATEST VERSION OF THE INTERNET PROTOCOL

France is ranked third in the world for the deployment of IPv6 technology. According to Cisco, its IPv6 deployment ratio was 30% in June 2014.

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▶ STRONG DSL UPTAKE

In terms of DSL (digital subscriber line technology, which transmits data over phone lines), 58% of new entrants in France have xDSL (all DSL technologies) subscriptions, which offer higher speeds than ISDN. France is ranked second after the United Kingdom (59%).



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42.7 MBPS
Palo Alto

78.7 MBPS
Paris



**NATIONAL AVERAGE BROADBAND
DOWNLOAD SPEED OF**

31 Mbps



**FOREIGN
INVESTMENT
DECISIONS
PER WEEK**

ACCESS TO A MARKET OF
65
MILLION CONSUMERS
AND GATEWAY TO THE EMEA



NEARLY
30%

OF BUSINESS R&D
CONDUCTED BY
FOREIGN COMPANIES

