Copper Becomes As Accepted As Glass in Mature Markets

The Netherlands has one of the most advanced and mature broadband markets in the world, with customers having near universal access (over 95%) to a choice of fiber, cable, and copper-based solutions. So which of these technologies has won the "lion's share" of the broadband access business?

If you guessed "fiber," you were wrong. Customers in The Netherlands are showing no real preference for the access media anymore. According to the Dutch regulator, customers in the Netherlands are interested in service level (having as much bandwidth as they need), service quality, and getting the best price for the mix of bandwidth and performance that they need.

That situation creates an ongoing opportunity for copper, which can meet or beat customer bandwidth and performance expectations in most situations, and can do so at a lower cost than fiber. The advanced state of the broadband market in The Netherlands makes it a "bellweather" that is indicative of the direction towards which other markets will evolve.

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