

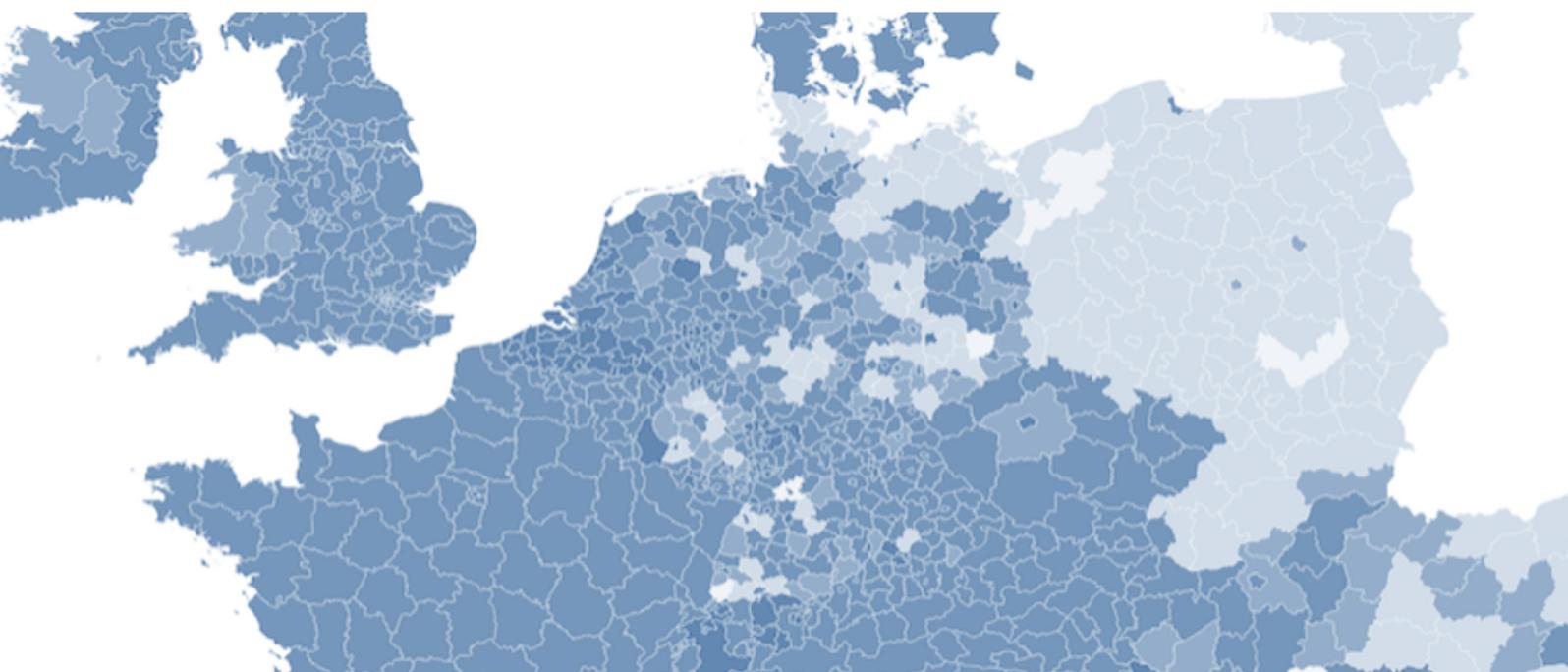
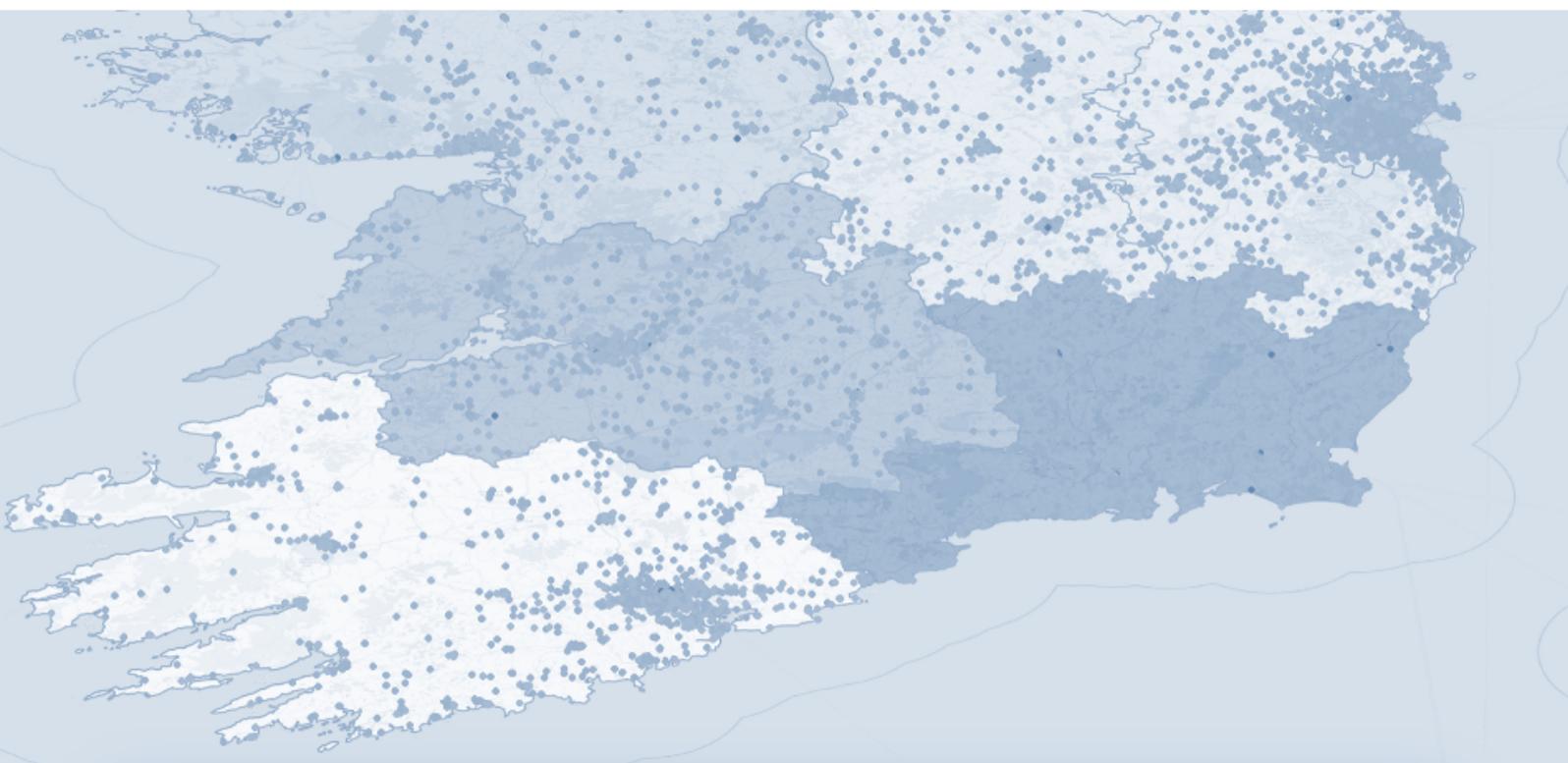
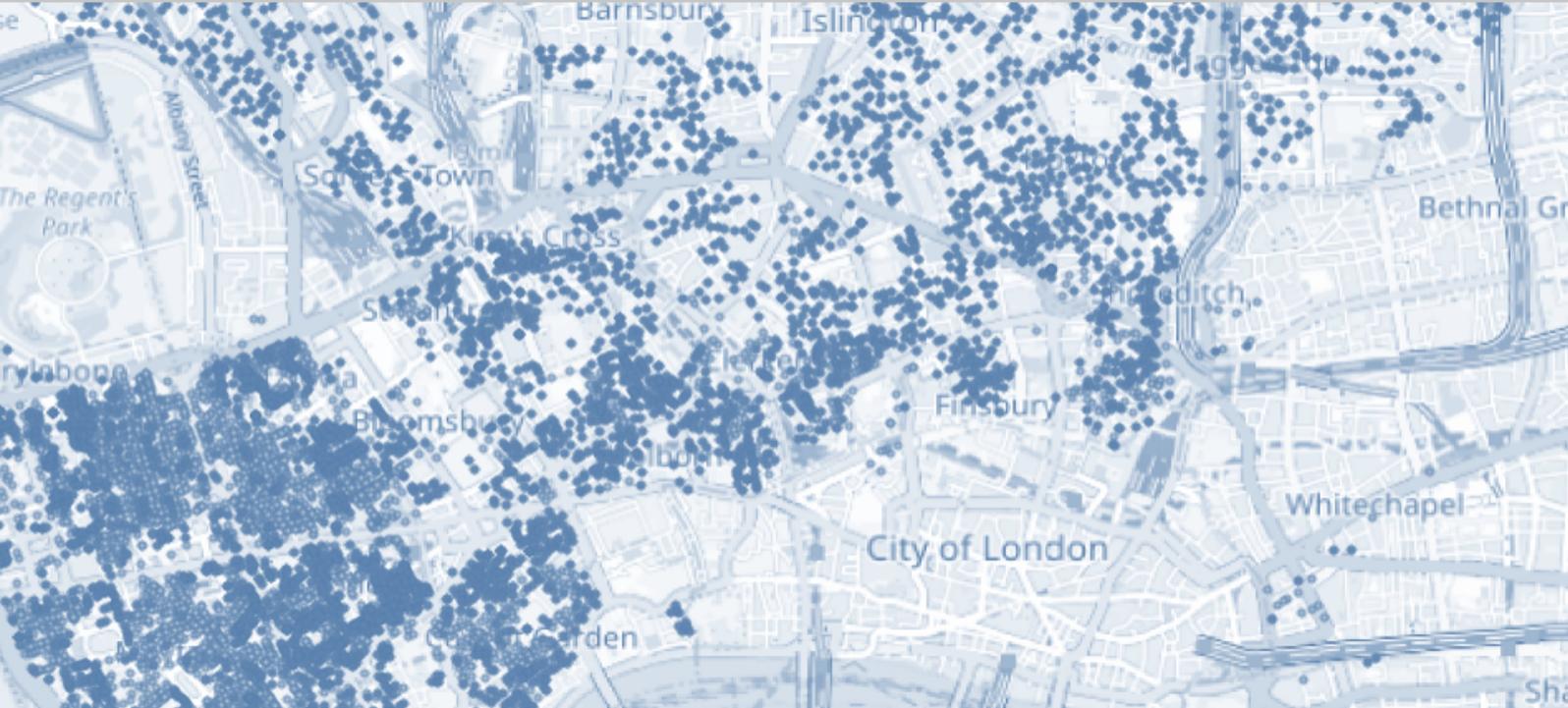


Expert Intelligence: EDGAP - Broadband

European Demographic and Geographic Analytics Platform

Product Sample: Guide

Version: September 2023



Market data and intelligence for broadband operators and ISPs

Expert Intelligence, the European arm of Point Topic, was created to extend our granular broadband market intelligence services across Europe.

Over the last decade we have been tracking European markets in considerable detail and we can now offer a platform to bring this data to clients.

We are able to offer a regular service that can directly feed your systems with the market information you need, see below for more details and fields that we offer.

Our tools and data are already in use to:

- Review individual technology, operator and ISP footprints, at postcode or address level
- Establish deployment rates, forecast expansion and analyse impacts for ISPs, operators and their competitors
- Review subscriber numbers by ISP and technology
- Get data on what tariffs and offers are available and where by technology and ISP
- Derive take-up rates and projected revenues
- Allow comparisons and analysis of the competitive environment that operators and ISPs face in their markets
- Act as inputs for European Commission-wide modelling of availability (current and future), expected adoption (and non-adoption) as well as social and economic impacts that drive policy and subsidies to unlock the full potential of broadband access for all

EDGAP (see below) adds the ability to compare your local conditions and opportunities across the country market but also allows international comparisons based on normalised demographic inputs. We clear up the confusion to let you understand your current and future plans on a national and trans-national basis.

What is EDGAP?

EDGAP (European Demographic and Geographic Analytics Platform) has been developed by Expert Intelligence to bring together European broadband, demographic and geographic at a granular level. What EDGAP delivers is:

- Accurate, clean and up-to-date broadband availability, subscriber and tariff data at highest granularity
- Standardisation and normalisation of data using our European Kilometre Grid (EKG)
- A single platform and format for all of Europe
- Underpinned by reliable demographic and geographic data

Our broadband data is collated from various sources (including our own research), standardised and normalised into a singular, universal format using the European Kilometre Grid (EKG) - making it readily accessible to humans, models, and AI.

With EDGAP we build a foundation for other verticals and metrics to be integrated in the future, allowing us to expand the scope of the platform beyond broadband into related sectors like mobile, health and socio-economic indicators.

What we can offer

EDGAP has been built to completion at a proof-of-concept stage. Data providers and sources have been identified and pipelines established, so that we can offer with confidence our proposal to prospective clients:

- **Single-country, multi-country or Europe-wide datasets at square-kilometre granularity or higher**
- **Complete insight on technology availability, ISP presence, tariffs and trend analysis**
- **Monthly, quarterly or yearly update cycles on data inputs**
- **Advanced modelling and analysis capabilities**
- **Combination with geographic and demographic data as well as translations/aggregations to other output geographies**

Our strategy

Point Topic has been a pioneer in the provision of granular broadband data in the UK for 25 years. Today, they are a data provider of choice for most ISPs in the UK, and continue to push the boundaries of reliability and accuracy with their monthly broadband availability datasets.

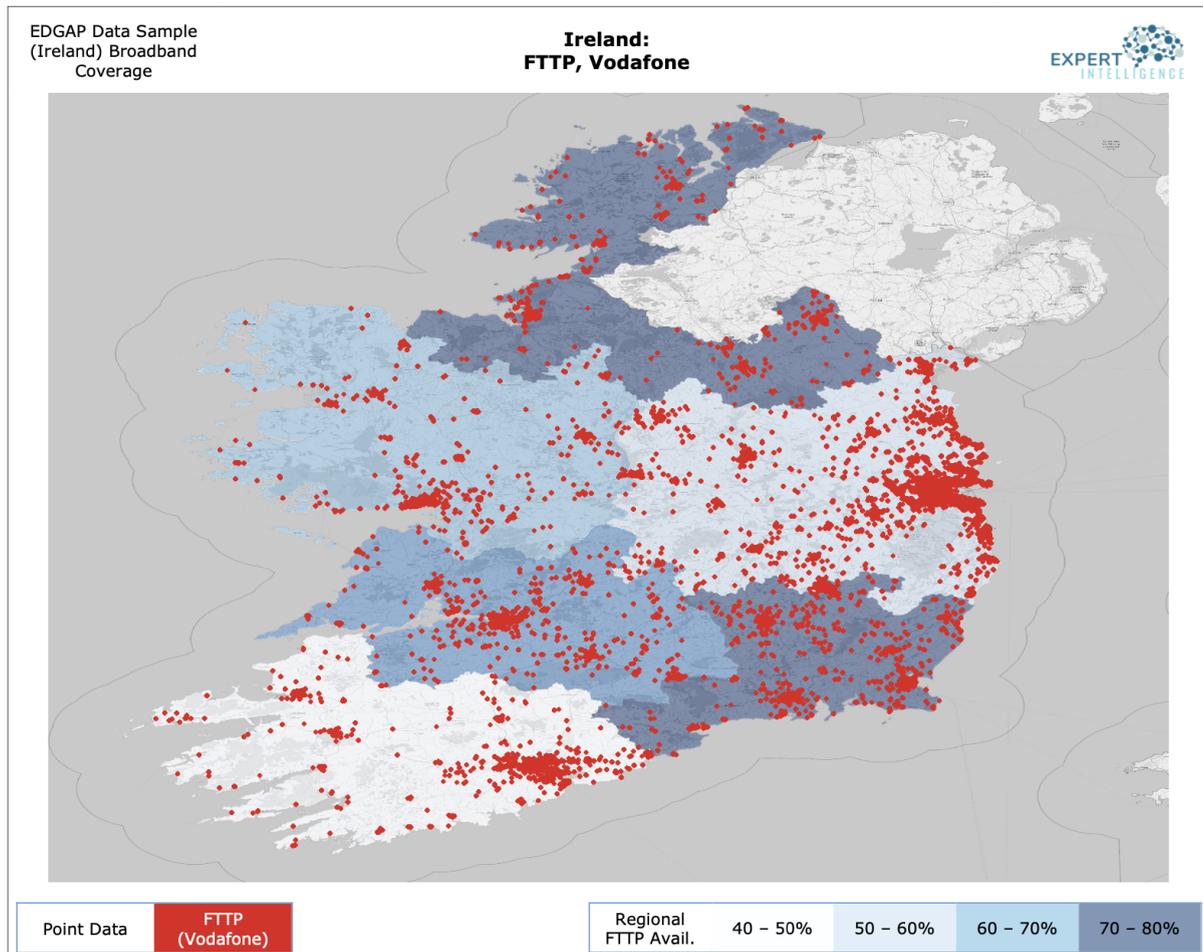
From this experience, Expert Intelligence was born. The purpose of Expert Intelligence is simple: to replicate what Point Topic has done in the UK, and become the leading provider of granular and up-to-date broadband data in Europe. To do this, we make use of recent advances in technology, data collection, machine learning and AI to develop our products faster, as well as relying on our experience and market knowledge to extract maximum value and accuracy from data sources.



How we are building EDGAP

To achieve our goal of becoming the leading provider of granular and up-to-date broadband availability data in Europe, Expert Intelligence will leverage a combination of desk research, third-party data acquisition, and European Commission data. Point Topic is involved in the ongoing Broadband Coverage in Europe (BCE) research project by the European Commission, providing us with reliable regional coverage data that acts as the foundation for our broadband coverage metrics in Europe.

Our sample



See Sample Pack for all mapping

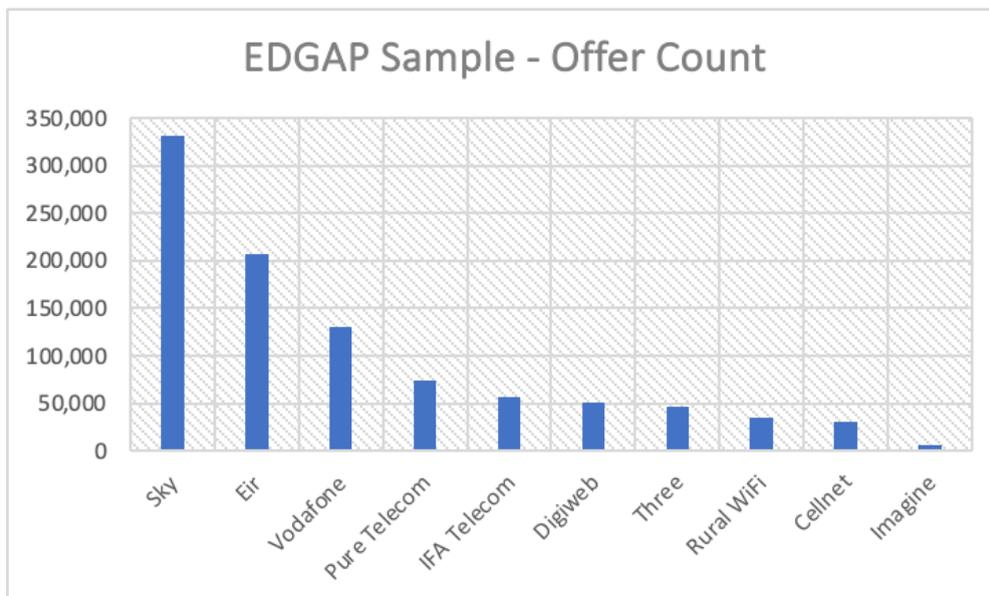
Our sample represents a proof-of-concept, and a view on what is currently possible. The sample dataset and mapping covers the Republic of Ireland, where we collected 1,096,444 unique data points on broadband availability, split by FTTP vs FTTC vs FWA. 150 rows of data will be provided with additional data points available upon request.

This sample is a proof-of-concept. It does not aim to offer an exhaustive or complete representation of broadband availability of the target market and no inferences should be made from any of the data provided/represented.

Dimension	Volume
Data Points	1,096,444
Eircodes (Addresses)	16,021
EKGs	4,369
ISPs	10
Tariffs	155
Technologies	FTTP, FTTC, FWA

The sample contains data on the following ISPs:

Eir, Sky, Vodafone, Pure Telecom, Digiweb, Imagine, IFA Telecom, Rural WiFi, Cellnet, Three.



We offer a comprehensive 23 columns of key broadband indicators, including technology, ISP and tariff information as well as location coordinates for each address.

Metric	Description	Can be null
KEY	Primary key.	No
REPORTED_AT	Data collection date.	No
EKG_ID	Closest EKG_ID to recorded Eircode.	No
COUNTRY_CODE	Country code (NUTS0) as per existing EBM/EDGAP format.	No
EIRCODE	Eircode at location.	No
ISP_NAME	Name of ISP (Internet Service Provider).	No
INFRA_OPERATOR_NAME	Name of Infrastructure Operator (if different from ISP).	Yes
OFFER_NAME	Full name of retail offer at location.	No
FASTEST_DOWNLOAD	Fastest advertised download bandwidth in Mbps.	No
GUARANTEED_DOWNLOAD	Guaranteed download speed is the minimum bandwidth an end-user is guaranteed by their ISP. This is advertised in some, but not all, markets. guaranteed_down cannot be higher than fastest_down.	Yes
FASTEST_UPLOAD	Fastest advertised upload bandwidth in Mbps.	Yes
GUARANTEED_UPLOAD	Guaranteed upload speed is the minimum bandwidth an end-user is guaranteed by their ISP. This is advertised in some, but not all, markets. guaranteed_up cannot be higher than fastest_up.	Yes
TECHNOLOGY	Technology/connection type for end-user.	No
MONTHLY_COST_EUR	Monthly cost for offer, in EUR.	No
SETUP_COST_EUR	One-time set-up cost for offer, in EUR.	Yes
MONTHLY_COST	Monthly cost for offer, in local currency.	Yes
SETUP_COST	One-time set-up cost for offer, in local currency.	Yes
LOCAL_CURRENCY	Local currency as a 3-letter ISO 4217 code (e.g. EUR, GBP, CHF, NOK).	No
CONTRACT_LENGTH	Length of contract.	Yes

NGTH		
BUNDLE_HOME_PHONE	1 if offer includes home phone subscription, 0 if not. More details can be included in additional_notes.	Yes
BUNDLE_MOBILE_PHONE	1 if offer includes mobile phone subscription, 0 if not. More details can be included in additional_notes.	Yes
BUNDLE_TV	1 if offer includes TV subscription of any kind, 0 if not. More details can be included in additional_notes.	Yes
BUNDLE_ENTERTAINMENT	1 if offer includes entertainment subscription of any kind (e.g. Netflix), 0 if not. More details can be included in additional_notes.	Yes
EIRCODE_GEO_METRY	Location of Eircode in WKT (Well-Known Text) format.	No
ADDITIONAL_NOTES	Additional notes related to offer or data collection.	Yes

Contact

Should you wish to know more about us and our product, please contact us at:

Contact

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