



2022

ANNUAL REPORT



# “Connecting the unconnected”



“After just a few months of activity, MyConnectivity has succeeded in making a mark and has taken very promising measures to serve the strategy of my Government and its aim of connecting all homes and businesses to very high-capacity telecommunication networks (fibre, cable, 5G).”

**Xavier BETTEL**

**Prime Minister and  
Minister for Communications  
and Media**

# “Leave no one behind”

# At the service of connectivity

**Geraldine KNUDSON**

CEO of MyConnectivity

**“Reaching out to all audiences”**

“Today and, more crucially, tomorrow, connectivity will become just as important a resource as water or electricity. An indispensable resource for the advancement of everyone, for the dynamism of our businesses and the development of our entire country. In this regard, my team of experts and myself are at the service of all individuals and professionals, so that we can equitably benefit from this great opportunity of connectivity. Welcome to MyConnectivity.”

**Eric KRIER**

President of MyConnectivity

**“Support all actors”**

“Digital connectivity is both a response to, and a catalyst for, the evolution of our society. With the launch of national strategies on 5G (in 2018) and on ultra-high-speed broadband connectivity (in 2021), Luxembourg has created a favourable framework in which to develop. MyConnectivity was created to support these strategies and to add complementary skills to those of the players already in the field: telecom operators, municipalities, administrations, associations, etc.

Connectivity challenges are complex and numerous and cannot be addressed by a single entity. This spirit of support and collaboration has been integrated into the DNA of MyConnectivity.”

**“Sustainable, high-performance connectivity for all is a major concern for the Government”**

2021

# Creation of the EIG

**Our future will be a connected future. Our connectivity must therefore be ever more efficient, so that each of us, professionals and private individuals, can fully participate in the socio-economic development of the country. In December 2021, MyConnectivity is officially created by the Ministry of State via its Media, Connectivity and Digital Policy Department, as well as by LU-CIX Management GIE.**



THE GOVERNMENT  
OF THE GRAND DUCHY OF LUXEMBOURG  
Ministry of State

Department of Media, Connectivity  
and Digital Policy



**LU-CIX**  
GIE

# 2022

## June 2022

MyConnectivity begins the process of recruiting an international team



**“5 experts who care deeply about your connectivity”**

**5 hires**

**By the end of 2022, 5 people had been recruited to join a multinational team of experts. In early 2023, two additional job positions were created and filled by new hires.**

# THE TEAM

**Michel Lanners**

Vice-president of  
the board of directors



**Claude Demuth**

Member of the  
board of directors



**Eric Krier**

President of the  
board of directors



**Céline Krummenacker**

Administrative assistant



**Julien Larios**

Technical director



**Geraldine Knudson**

CEO

**Marc Lis**

Head of  
marketing and  
communication

**Gabriela Besen Pedrosa**

Market Specialist

**Guy Harles**

Member of the  
board of directors

**Laure Bourguignon**

Member of the  
board of directors

**Patrick Chaussy**

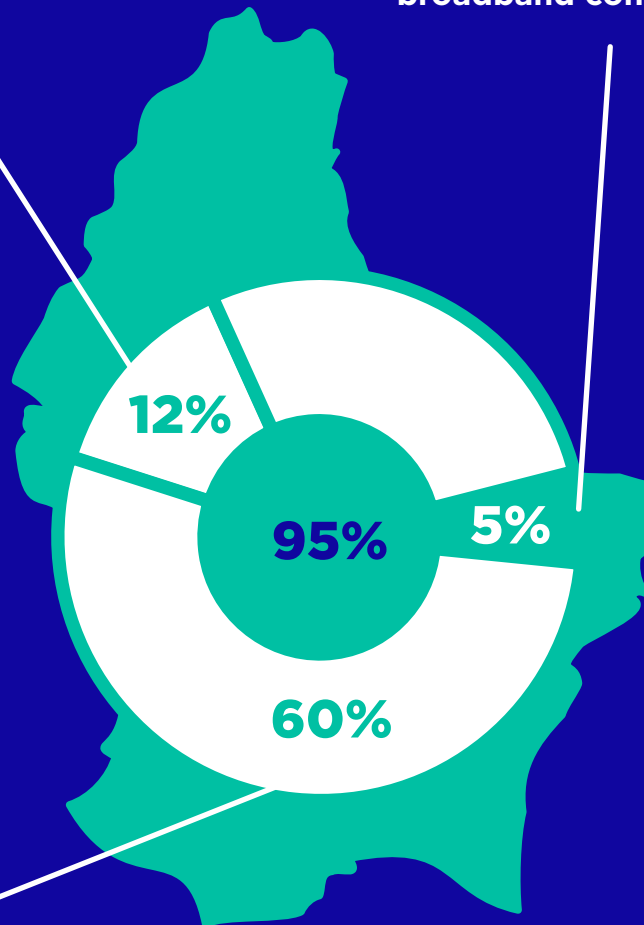
Secretary of the  
board of directors



**“The current  
status of  
connectivity  
in Luxembourg”**

12% of all Luxembourg households have no fixed internet connection

5% of all Luxembourg households do not have the technical capability to adopt an ultra-high-speed broadband connection



60% of households have an ultra-high-speed broadband connection subscription

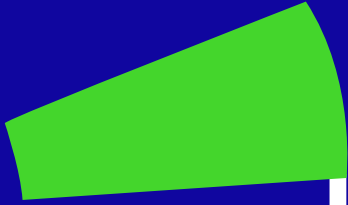
## Humanity stands at the dawn of a new era

An era in which **digital technologies will be crucial to coping with the environmental, economic and social challenges** looming on the horizon.

An era in which human progress will be conditional upon our capacity to receive and deliver a huge volume of digital data.

Virtual or augmented realities, artificial intelligence, connected objects... **our means of working, communicating, learning or entertainment will be reliant on these technologies.**

Luxembourg ranks among the most advanced European countries in terms of deployment of connectivity infrastructure. **95%** of households can access a network delivering ultra-high-speed broadband.



**MISSION**

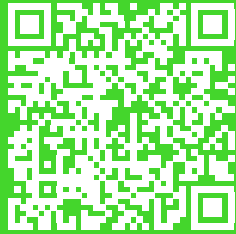
**Discover Luxembourg's  
ultra-high-speed broadband  
strategy 2021-2025**



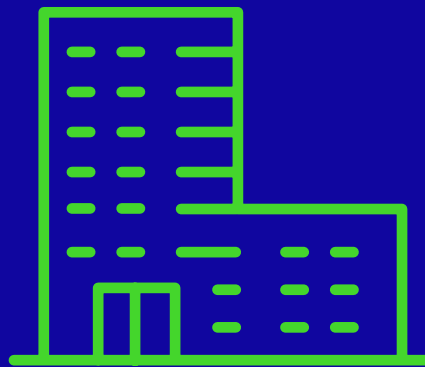
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## Discover Luxembourg's 5G strategy



<https://digital-luxembourg.public.lu/stories/luxembourgs-5g-strategy>



## The MyConnectivity

### mission

- 📍 **Support the implementation of ultra-high-speed broadband and 5G strategies.**
- 📍 **Support and guide the sector's technical players in their desire to cover the white spots in all ultra-high-speed broadband infrastructures.**
- 📍 **Encourage adoption of ultra-high-speed broadband.**
  - 📍 By understanding why users might not choose ultra-high-speed broadband.
  - 📍 By showcasing the added value of such connectivity and providing households and businesses with the appropriate education.
- 📍 **Protect users by promoting transparency regarding the offers from access providers, so that adoption of ultra-high-speed broadband is the result of a free, informed and financially sustainable choice.**



## “The 4 pillars”

4 distinct approaches to help us achieve our objectives

**Become a centre of expertise and a thought leader**



**Define and nourish an ecosystem**



**Enlighten and educate different audiences**



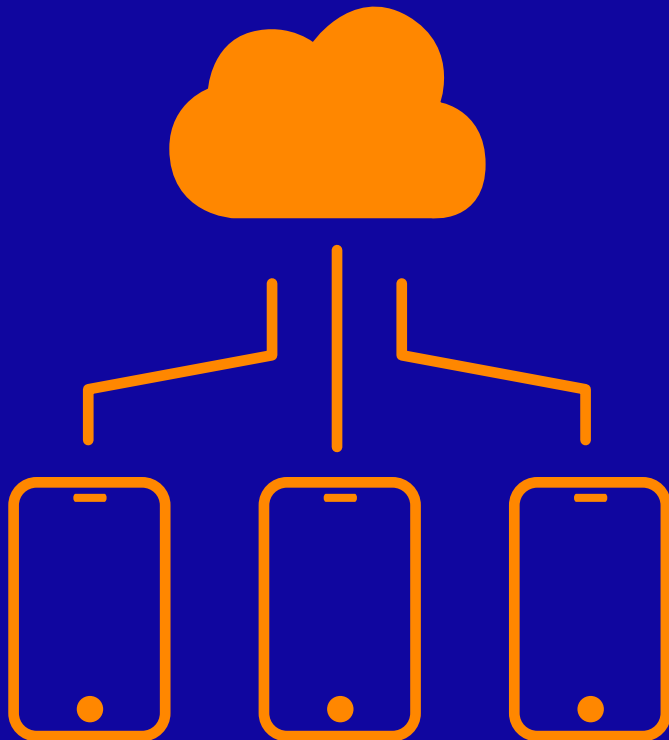
**Support technical progress**



## Connectivity and neutrality

MyConnectivity is a politically, commercially, and technologically neutral entity.

This is a fundamental characteristic of our DNA and of our operation. MyConnectivity aims to accompany and support digital transition and make Luxembourg a European leader in this field.



## An advice interface for everyone!

Maintaining privileged ties with all stakeholders connected to the deployment and adoption of ultra-high-speed broadband is fundamental to achieving the objectives that MyConnectivity has set itself. These stakeholders are professionals in construction and industry, access providers and legal institutions, as well as users and consumer protection associations.

## What about tomorrow?

In the longer term, MyConnectivity wants to position Luxembourg as a safe haven for digital services, content and applications in and beyond its borders.

A dynamic country that welcomes communities and potential new players in this field.



# Numbers and projects

# 2022

A year packed with events and meetings

## A first

In November 2022 we made our first official appearance at Luxembourg Internet Days, attracting

## 100 +

guests from the telecommunications sector to an industry-specific conference. This was an ideal opportunity to present MyConnectivity's experts to as wide an audience as possible from the telecommunications ecosystem.

## 2 days

Marked by several noteworthy events.

- 🕒 **The visit of Prime Minister Xavier Bettel to the MyConnectivity stand for the unveiling of our new corporate identity**
- 🕒 **The visit of Minister Delegate for Digitalisation Marc Hansen**
- 🕒 **An official lunch meeting with the press**
- 🕒 **An introductory workshop to launch the concept of our Advisory Community with 80+ participants.**

# 100 +

interviews and meetings were conducted within 4 months of activity to promote exchanges between stakeholders offering or seeking services related to connectivity.

## LetzConnect Tour

4 workshops on vertical cabling within buildings were organised in 4 municipalities (Echternach, Mersch, Luxembourg City, Dudelange)

**with 70+ participants.**



## Advisory Community

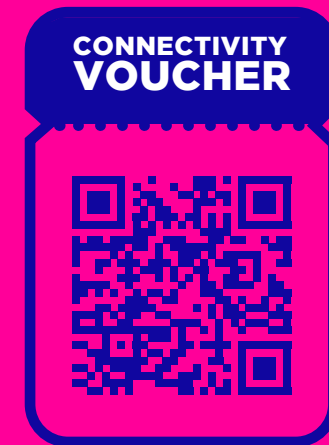
The launch of our Advisory Community aims to create a close link with actors in the telecommunications ecosystem, with a view to exchanging ideas and moving things forward together while listening to the needs on the ground.



## Connectivity Voucher

Implementation and launch of a microsite in 5 languages, dedicated to the 1st edition of the Government's Connectivity Voucher project.

<https://voucher.myconnectivity.lu>



# We are in the news

Throughout 2022, MyConnectivity has featured in the media. From our recruitment process to our activities and interaction with players in the market, 20 articles were published about MyConnectivity in various general or specialised media.

## Chronicle.lu November 2022

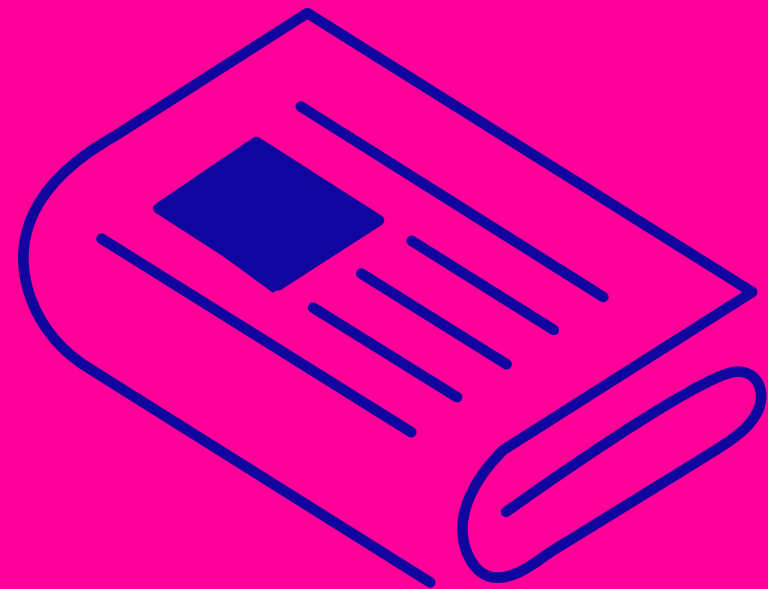


<https://chronicle.lu/category/ict/43335-myconnectivity-to-facilitate-internet-ultra-high-speed-communication-for-households-businesses>

## The Luxembourg Government April 2022



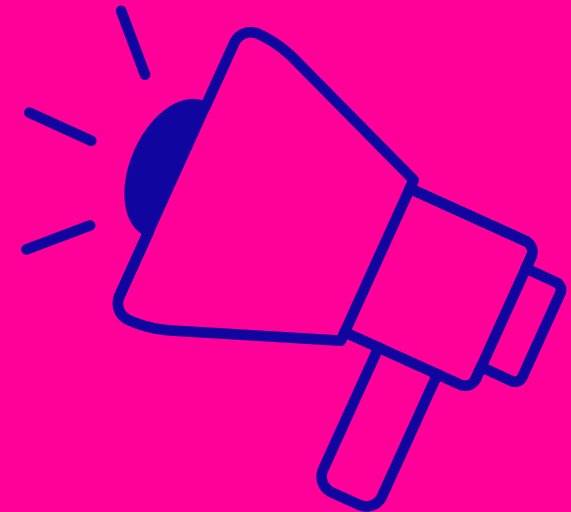
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## Silicon Luxembourg November 2022



<https://www.siliconluxembourg.lu/myconnectivity-lu-our-advantage-we-have-no-commercial-interest/>



## Paperjam November 2022



<https://paperjam.lu/article/et-vous-que-savez-vous-votre-c>



## TechSense December 2022



<https://techsense.lu/news/letzconnect-tour-anime-la-discussion-autour-du-cblage-vertical-des-rsidences>

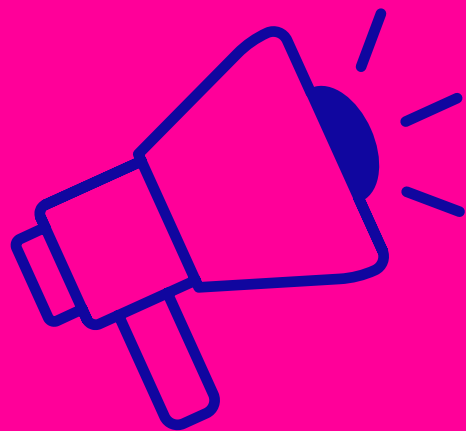


# MyConnectivity on social networks

Initially, to increase its visibility and strengthen its presence in the Luxembourg telecommunications ecosystem, MyConnectivity focused its social network activity on LinkedIn.

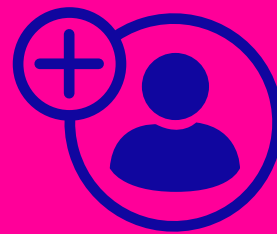
In a second phase, in 2023 MyConnectivity will establish a presence on other social networks. This will focus on a more direct approach, interacting with audiences via more playful content.

## Do you follow MyConnectivity?



**27,684**

Impressions



**490**

LinkedIn followers



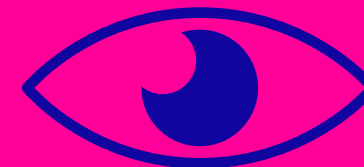
**6,000 +**

Clicks



**853**

Reactions



**2,937**

Page views on LinkedIn

# 2023 Perspectives

## A new website for 2023

**In October 2022, MyConnectivity launched a call for tenders for the creation of its new website.**

The website aims to become a major entry point within the telecommunications ecosystem, but also to be an informative and practical interface for citizens eager to learn more about connectivity to ultra-high-speed broadband and its applications. The new website will be ready by June 2023.

**A truly interactive platform, the website will notably offer business and individual users:**

- A comprehensive presentation of MyConnectivity's missions, expertise and services.
- An introduction to the team and the board of directors.
- Editorial content, video and infographics on themes related to connectivity.

- A FAQ to answer visitors' questions.
- A "news" area allowing visitors to track MyConnectivity's activities.
- Access to the agenda of events organised by MyConnectivity and invitations to participate.
- The ability to contact MyConnectivity or apply to join the team.

# 2023

# Welcome to our Advisory Community!

**As with the pilot workshop entitled “Vertical cabling toolbox for property managers and owners”, an official launch of our Advisory Community is scheduled for early April 2023.**

Throughout 2023 we will continue to organise workshops and events addressing themes on the future of connectivity by engaging our Advisory Community. Here’s how!

## **What?**

The MyConnectivity Advisory Community is a group of passionate people whose goal is to improve, accelerate and make ultra-high-speed broadband connectivity accessible in Luxembourg.

## **Why?**

The objective is to work together on topics such as the adoption and deployment of ultra-high-speed broadband, consumer protection, coverage of the remaining white spots in the field...

## **For whom?**

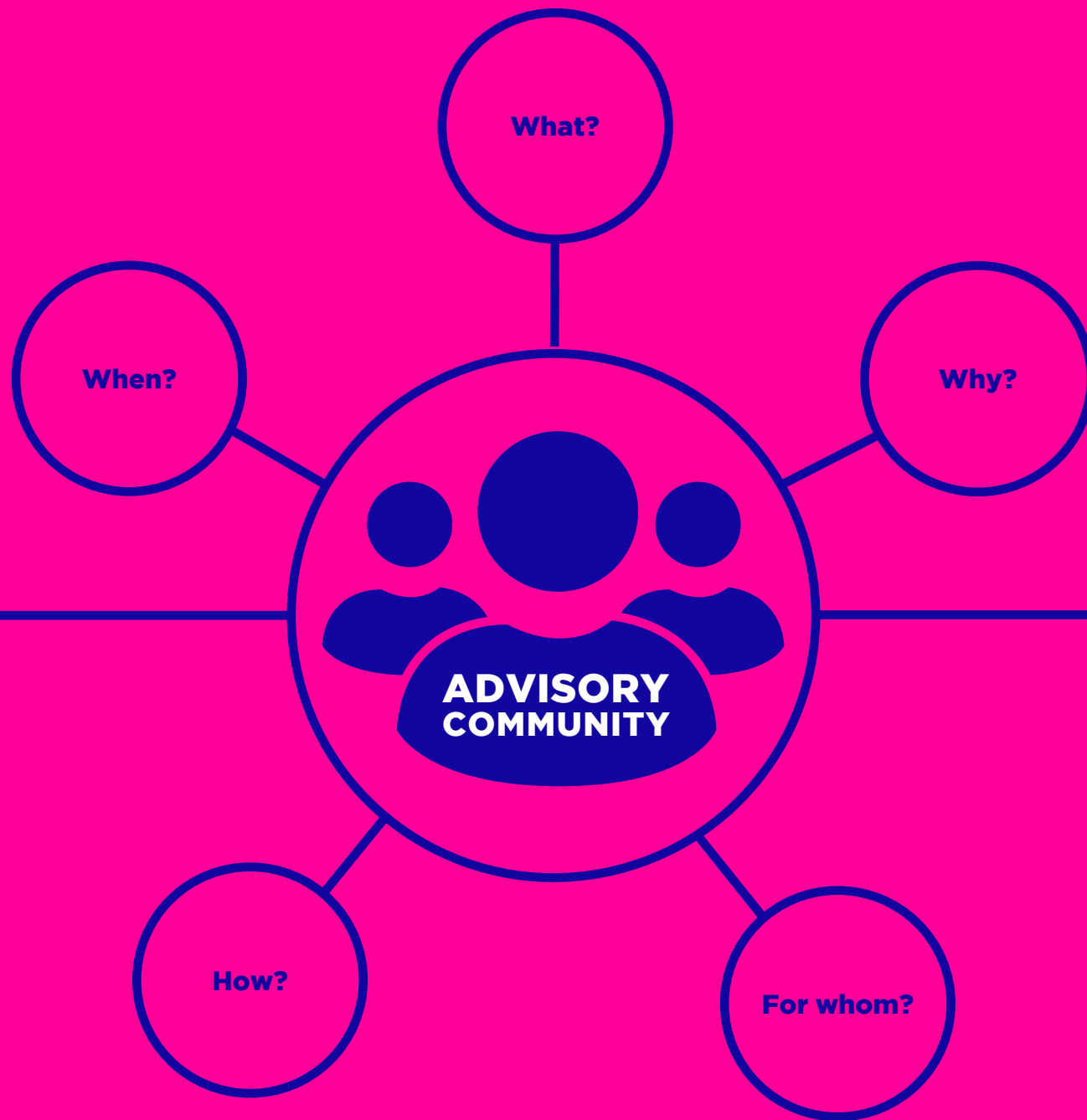
Anxious to maintain an inclusive approach to its mission, these working groups are open to professionals as well as to individuals interested in the subject.

## **How?**

To participate, simply subscribe to the mailing list prior to receiving an invitation to our future events.

## **When?**

The community will meet 1 to 3 times a year, according to a clearly defined agenda and led by MyConnectivity. Each year, a networking event will allow you to attend conferences to meet each other and exchange ideas.



# Technical projects

**The successful deployment and adoption of ultra-high-speed broadband are closely linked to resolving certain technical constraints. So, it is necessary to work on explanation, identification, and standardisation for different stakeholders.**

Label, standard, toolkit... MyConnectivity is working on focusing its efforts on these issues in 2023.

## Creation of a label

The adoption of ultra-high-speed broadband is often curbed by the absence, the obsolescence or the poor implementation of vertical cabling within buildings. To overcome this barrier and to mobilise operators, owners and the public, MyConnectivity is working on creating a label. This will make it possible to evaluate the vertical cabling status of a building simply and effectively.



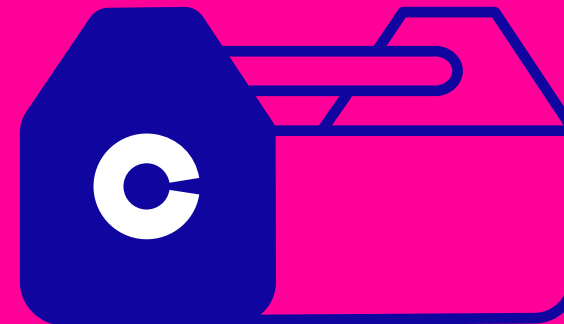
## Setting up a norm

To simplify the implementation of vertical cabling within buildings, MyConnectivity is currently developing a project for technical process standardisation in Luxembourg. Such a norm should allow for the streamlining of considerable technical constraints connected to vertical cabling and to facilitate implementation or renovation.



## Distribution of a toolbox

This toolbox is mainly intended for property managers and owners of buildings or homes in Luxembourg. It collates information and questions related to the installation of vertical cabling. This practical, factual, illustrated document emphasises the importance of having such infrastructure within a home as well as its economic benefits, such as making it more attractive for potential tenants. Published imminently, the brochure will finally allay legitimate concerns about the implementation of vertical cabling thanks to comprehensive explanations, as well as the presentation of concrete technical solutions.



**“Your connectivity  
matters to us”**



**CONNECTIVITY**

