Annual report

2023

MyConnectivity

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# Connectivity is the technological backbone of socio-economic progress

**Elisabeth Margue,**
**Minister Delegate to the Prime Minister**
**for Media and Connectivity**

In times of rapidly advancing digitalisation, **very high-capacity communications networks are the backbone of socio-economic progress.** MyConnectivity uses its expertise and passion to implement the government's objective to provide citizens and businesses in Luxembourg with stable and high-performing networks, which are making a significant contribution to the competitiveness, sustainability and social inclusion of our country.

# Sustainable foundation and wide visibility

**Julien Larios,**
**Deputy-CEO (and Technical Director)**
**of MyConnectivity**

2023 was our first full year as MyConnectivity. We used these 365 days to consistently build on the activities that we started in 2022 in order to create a sustainable foundation for the coming years.

As the human element is key for us, we expanded our team and further developed our network through a number of endeavours, for example by establishing our Advisory Community. We also ramped up dialogue with our target groups through the LetzConnect roadshow and our Future Workshop.

With all of this, as well as with very specific projects such as promoting vertical cabling, we promoted connectivity in Luxembourg, as well as making it visible through media coverage and via our own communication channels.

2023 was hence an eventful year for MyConnectivity, and we have summarised the most important milestones for you on the following pages.

**Eric Krier,**

**Former President**

**of the board of directors**

**Patrick Chaussy,**

**President**

**of the board of directors**

# Contributing to progress with concrete action

# Shaping the future with the help of our partners

2023 was another year of technological disruption and turbocharged change worldwide. Against this backdrop, the events and developments in 2023 confirmed MyConnectivity's mission. MyConnectivity contributed to this progress in Luxembourg, with the technological expertise of its team - and with concrete actions.

Our future is digital; it will be built at the Human Machine Interface - in Luxembourg as well as globally. Ultra-high-speed communication infrastructures are crucial to achieve Europe's technological ambitions and its economic and social progress. With the help of our public and industrial partners, we will continue to shape the future and ensure that Luxembourg remains at the forefront of connectivity.

# How we started

## The creation of the MyConnectivity G.I.E.

Our future will be connected. Our connectivity must therefore be even more efficient than ever, so that each of us, professionals and private individuals, can fully participate in the socio-economic development of the country. That is why, in December 2021, MyConnectivity was officially founded by

- the Ministry of State via its Media, Connectivity and Digital Policy Department, and
- LU-CIX Management G.I.E., operator of the national Internet exchange point that interconnects critical networks and hosts international content providers in a secure and trusted environment in the heart of Europe.
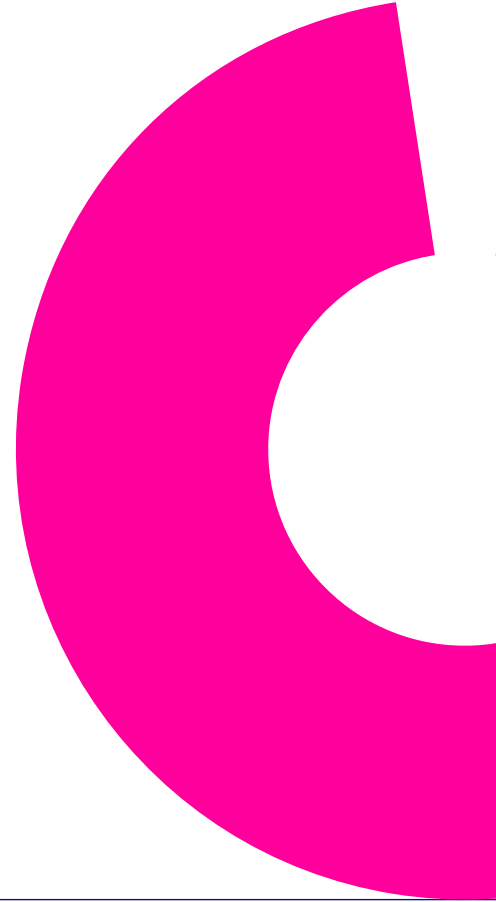
# How we proceeded in 2023

## MyConnectivity's first full year of activity

2023 was our first full year of activity. Since our successful operational launch in 2022, we have continued to grow in every respect and managed to stimulate and help accelerate take-up of VHCN technologies, all the while building on the actual needs of the users in Luxembourg. In line with our mission and vision, we consequently implemented our connectivity strategy, building on a clearly defined four-pillar approach, and above all our unique team.

# Our team of experts

**Julien Larios**

**Deputy-CEO & Technical Director**

**Marc Lis**

**Head of Marketing & Communication**

**Céline Krummenacker**

**Administrative Assistant**

**Gabriela Besen**

**Market Specialist**

**Karim Habib**

**Telecom Specialist**

**Victor Dick**

**Head of Projects**

# Why we get up in the morning

## The MyConnectivity Mission

With the founding of MyConnectivity, Luxembourg established its clear ambition to promote technological and social progress. Humanity stands at the dawn of a new era, in which digital technologies will be crucial to coping with the various environmental, economic, and social challenges looming on the horizon.

Artificial intelligence, connected objects, virtual and augmented realities, smart cities … our means of working, communicating, learning or entertainment will be reliant on these technologies. MyConnectivity's mission in this context is clearly defined:

- We implement actions relating to 5G and ultra-high-speed broadband strategies.
- We assist administrations, local authorities, businesses wishing to take full advantage of the socio-economic opportunities offered by ultra-high-speed communication technologies.
- We advise and support technological projects in the field of electronic communications that present strategic opportunities for Luxembourg.
- We map the national electronic communications and ICT ecosystem (Advisory Community).
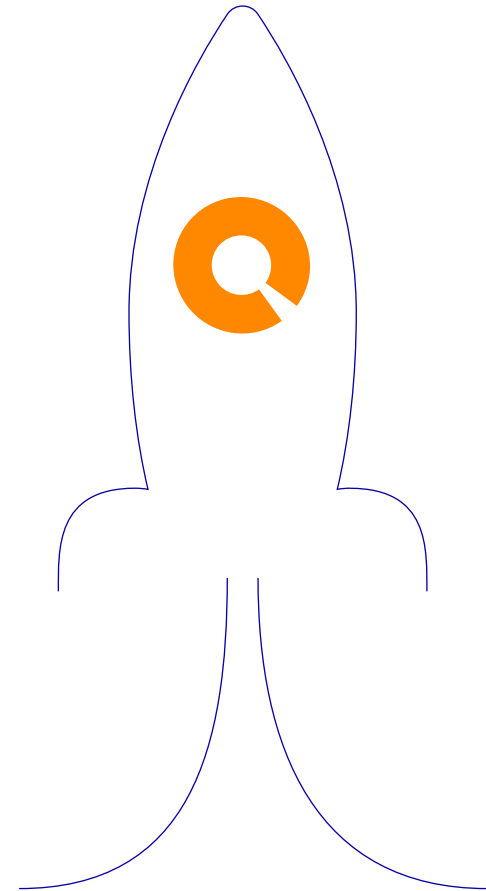
In short: **By further improving connectivity today, we help consumers and businesses to be ready for the digital changes of tomorrow.**

# What we do with passion

## The MyConnectivity Approach

**Discover Luxembourg's**

• **5G strategy**

• **Ultra-high-speed broadband strategy 2021-2025**

To achieve this, we are focusing on the following specific targets:

**Sustainable Uptake**

Encourage adoption of ultra-high-speed broadband by:

• understanding the barriers to the adoption of ultra-high-speed broadband.

• showcasing the added value of such connectivity and providing households and businesses with the appropriate education.

• accelerating the roll-out of in-building network infrastructures (vertical cabling) in multi-family buildings.
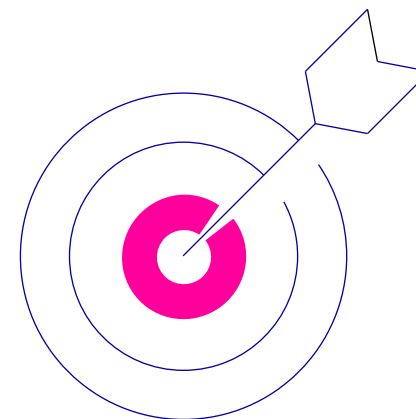
**Coverage of White spots**

Support private and public organisations to achieve 100% coverage in the most time, cost and labour-efficient way.

**Consumer Protection**

Support the consumer protection ecosystem (B2B2C) by **improving transparency and strengthening consumer protection** in the telecommunication sector in Luxembourg, so that adoption of ultra-high-speed broadband is the result of a free, informed and financially sustainable choice.
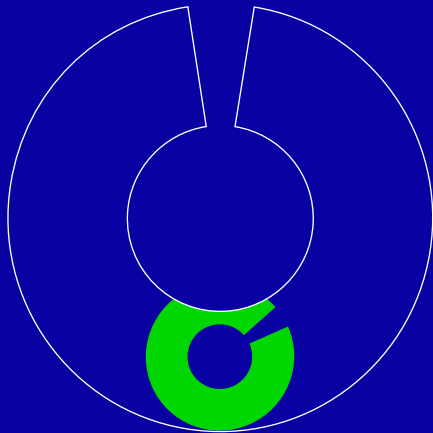
# Our four pillars

## The MyConnectivity Impact

In order to achieve maximum socio-economic impact,
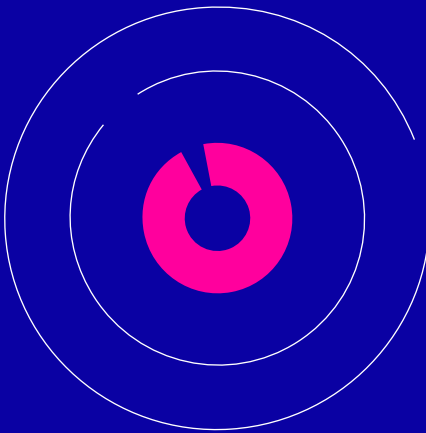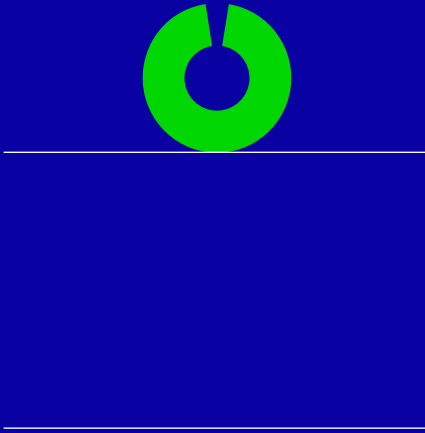our daily work is based on four positioning pillars. We want to:
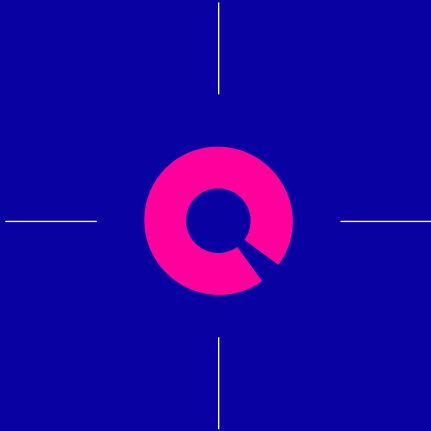
**Map and nurture a telecoms-related ecosystem featuring all relevant stakeholders**
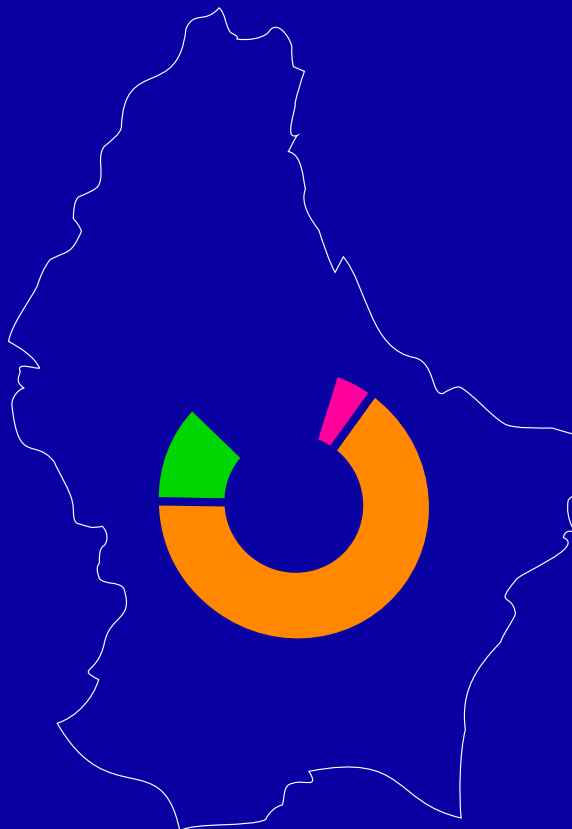
**Enlighten and educate different audiences**

**Support technical progress**

# Luxembourg Map & Stats

**5%**

of all Luxembourg households have no fixed internet connection

**12%**

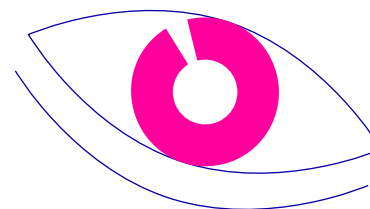of all Luxembourg households do not have the technical capability to adopt an ultra-high-speed broadband connection

**65%**

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

# Our principles

## The MyConnectivity Vision

Organisations that have a clearly defined mission also have a clear vision of the future. This is especially true in an extremely innovative technology environment such as ours. MyConnectivity's vision is value-based. We are:

### Neutral in every respect

MyConnectivity is a neutral entity. This is a fundamental characteristic of our DNA and of our running. We aim to pave the way to digital transition in Luxembourg and make our country a European leader in this field.

### An inclusive interface...

Privileged ties with all stakeholders connected to ultra-high-speed broadband challenges is fundamental to achieving our long-term objectives. These stakeholders include key players of relevant industries, access providers, public organisations, users, and consumer protection associations.

### ...providing a shared perspective

MyConnectivity provides an inclusive interface and a common vision: Position Luxembourg as a beacon for digital services, content, and applications in and beyond its borders. A dynamic country that welcomes communities and potential new players in this field.

# Growth driven by excellence

## MyConnectivity's development

### Growing human power

We have systematically expanded our team of experts over the course of the year.

### Multiple expertise

Our Advisory Community, founded in 2023, already boasted 130 members from 110 different organisations at the end of the year.

### Inspiring visits

Further developing also means learning from others. This is why we visited two telecommunication labs, located in Germany and Belgium in the shape of an innovation park and a 5G lab.

### Versatile ideas

Additionally, with our Future Workshop in December, we built our own stage for a highly creative exchange on all aspects of connectivity.
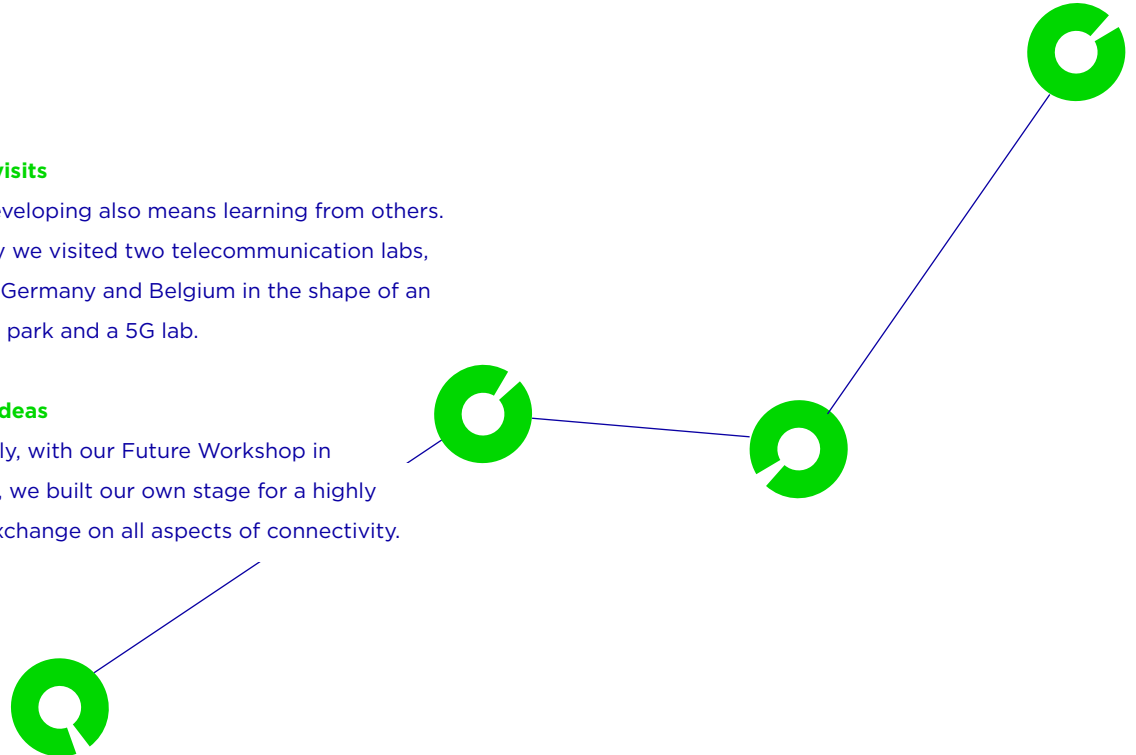
# Progress is based on responsibility

## Consumer Protection

MyConnectivity initiated profound discussions with various consumer protection organisations in 2023. These dialogues enabled us to understand their positions - which led to concrete measures over the course of the year:

- The Advisory Community members attended a first workshop on the topic.
- MyConnectivity was represented by an information stand at the Home and Living trade fair. Our exchange with consumers confirmed that they still know very little about Wi-Fi, 5G and fibre optic technologies and underlined a need for information.
- The MyConnectivity website was relaunched as a highly accessible platform, enabling consumers to easily get relevant information on connectivity.

The consumer protection related knowledge we gathered will lead to a tangible action plan in 2024.
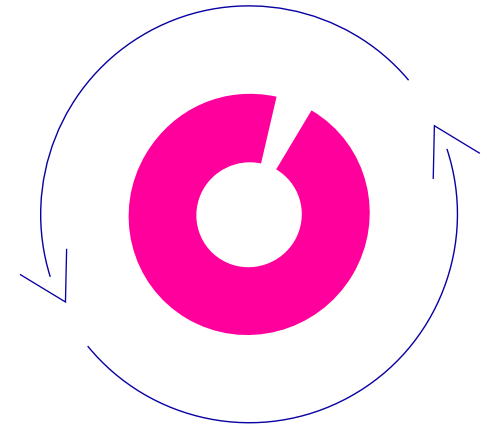
# Progress built on action

## Uptake & White spots

### Uptake

The accelerated roll-out of ultra-high-speed networks in 2023 focused on vertical cabling in residential buildings - with the aim of stimulating both supply and demand. Our specific catalogue of measures included:

- **Vertical Cabling Toolkit:** Creating a brochure aimed to help property managers and owners understand what is needed when installing cabling for ultra-high-speed broadband in a residential building.

- **National Norm:** Establishment of a technical committee with 12 members, representing 98,1% of the broadband internet market in Luxembourg. Teaming up with ILNAS to draw up a national standard that will serve as a reference for carrying out vertical cabling work in residential buildings for the benefit of citizens, businesses and service providers.
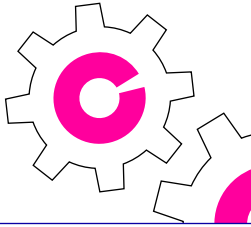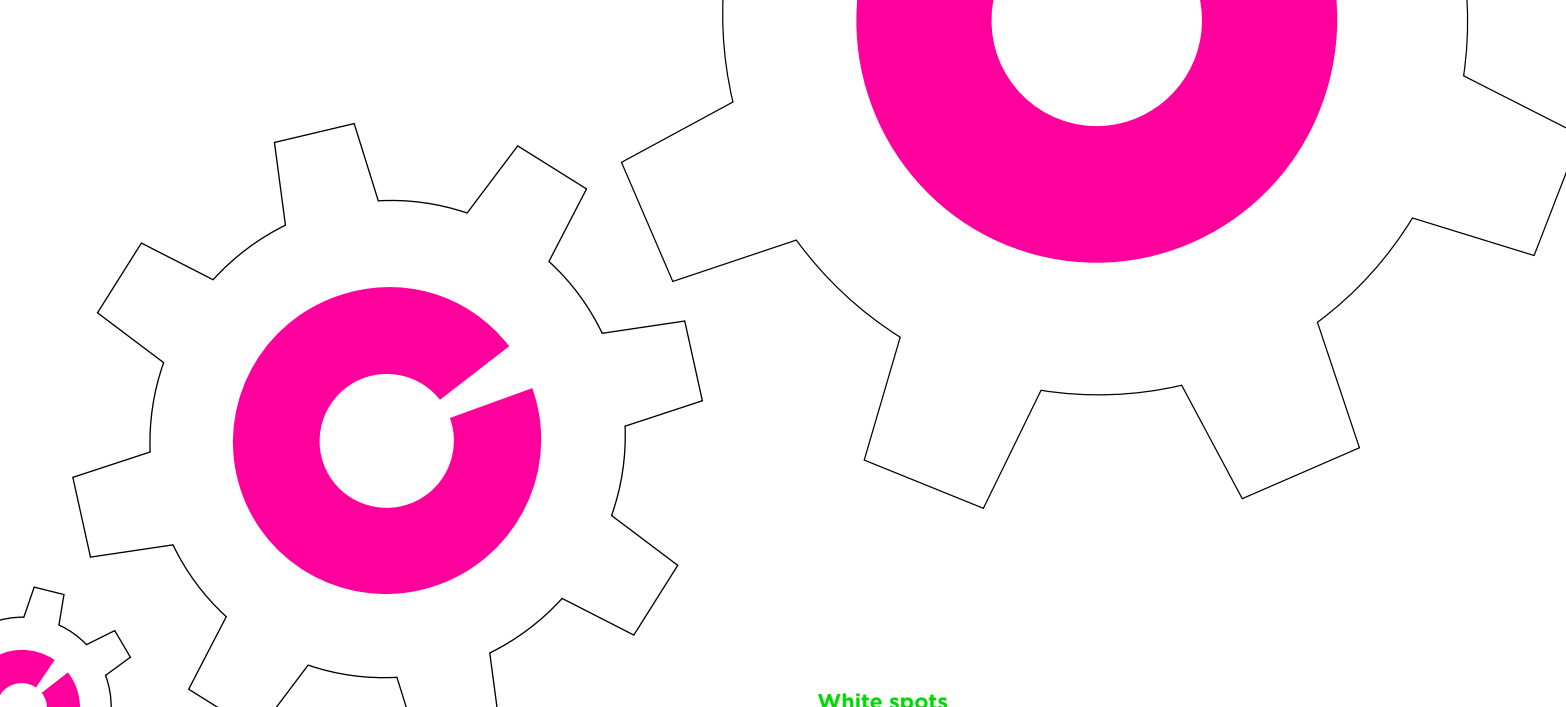
**White spots**

- **Labelling:** more transparency regarding telecoms equipment in flats and houses.
- **Market research:** over 1000 private customers surveyed in Luxembourg.
- **LetzConnect:** second awareness-raising tour on vertical cabling.
- **Advisory Community Workshop:** vertical cabling conference with external speakers.

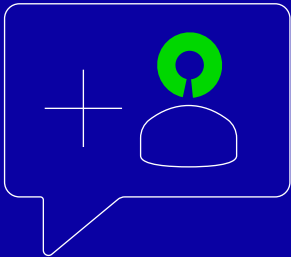The elimination of "white spots" concerns the five per cent of Luxembourg not yet covered by "future-proof" technology. We reached three important milestones in 2023:

- **Exchange:** Organisation of a workshop on network expansion in Luxembourg.
- **Collaboration:** Teaming up with ILR and LNDS to detect, characterise and monitor the evolution of coverage of the remaining 5% without ultra-high-speed networks.

- **Connectivity Roadmap:** MyConnectivity and the municipality of Berdorf joined forces to bridge connectivity gaps, aiming to understand the reasons behind lacks of connectivity and develop solutions, not only for Berdorf but for other communes. At the time of the signature of the Letter of Intent, only 40% of the population of Berdorf was covered by VHCN (fibre only, no coax/docsis). Given an estimated population of 1984 persons, the pilot project will address the needs of 793 citizens (approximately 400 households).

# Our digital presence 2023

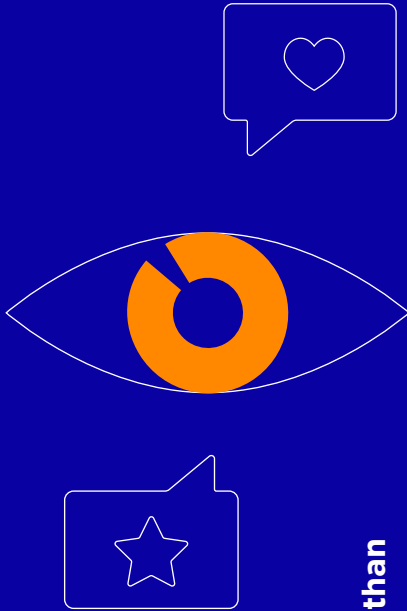**MyConnectivity's Social Media evolution**

Connectivity for the country and its people also means open and transparent communication. In this sense, it is particularly important for us to communicate what we are doing - and what we are planning to do. We primarily use social media for this purpose, with a (successful) focus on Linkedin:
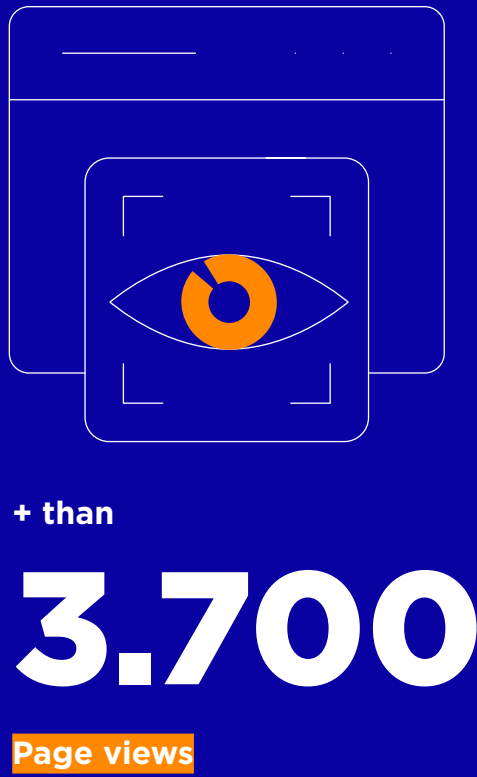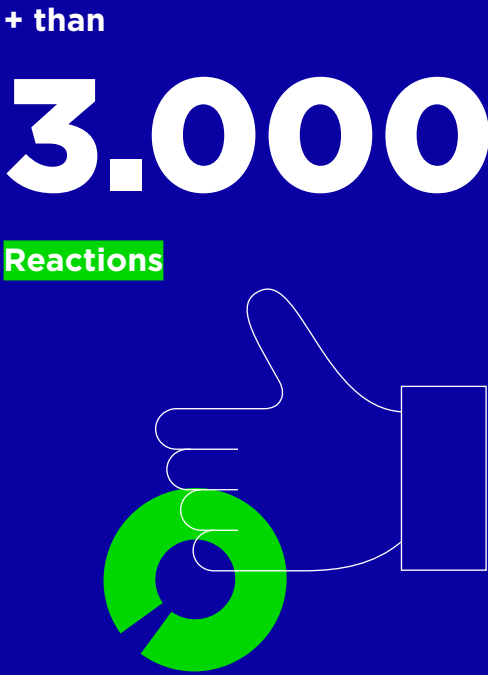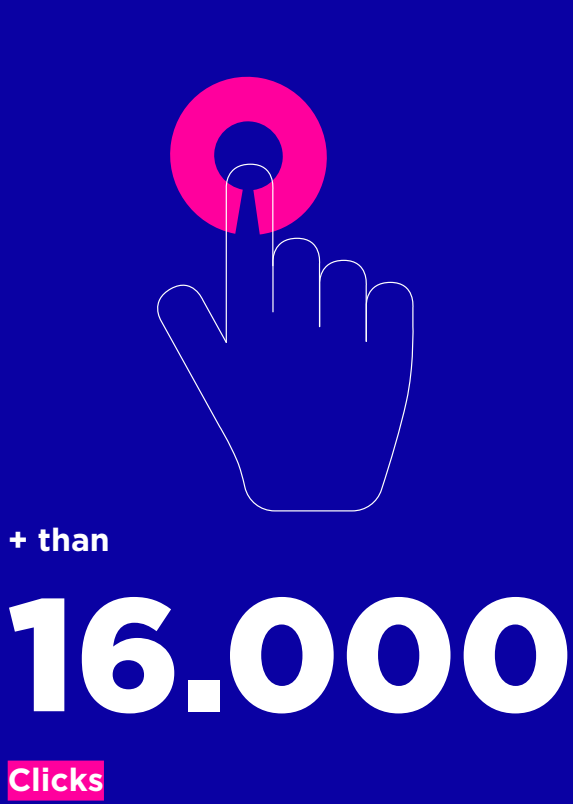
## 1.165

**Followers**

on 31/12/2023

## 153.000

**+ than**

**Impressions**

**+ than**

**3.000**

Reactions

**+ than**

**16.000**

Clicks

**+ than**

**3.700**

Page views

# Our appearances 2023

## MyConnectivity's event activities

Our mission is to provide technology-based progress for people - and that's why we also socialise in Luxembourg and beyond. At events, workshops, visits, and meetings, we exchange ideas, promote our services and our brand - and learn a lot.

**Events organized and inspired by MyConnectivity**

- **4 Advisory Community Events:** The Advisory Community is a working and discussion group comprising vital stakeholders within the telecommunications sector, including service providers, operators, municipalities, real estate experts, and representatives from the building and construction industry.

- **LetzConnect Tour, in two cities:** MyConnectivity's LetzConnect Tour was launched in 2022 and is an annual roadshow across different municipalities, to meet our stakeholders. The 2023 edition was held in Luxembourg-City and Esch-sur-Alzette and promoting our new Vertical Cabling Toolkit took centre stage during the events.
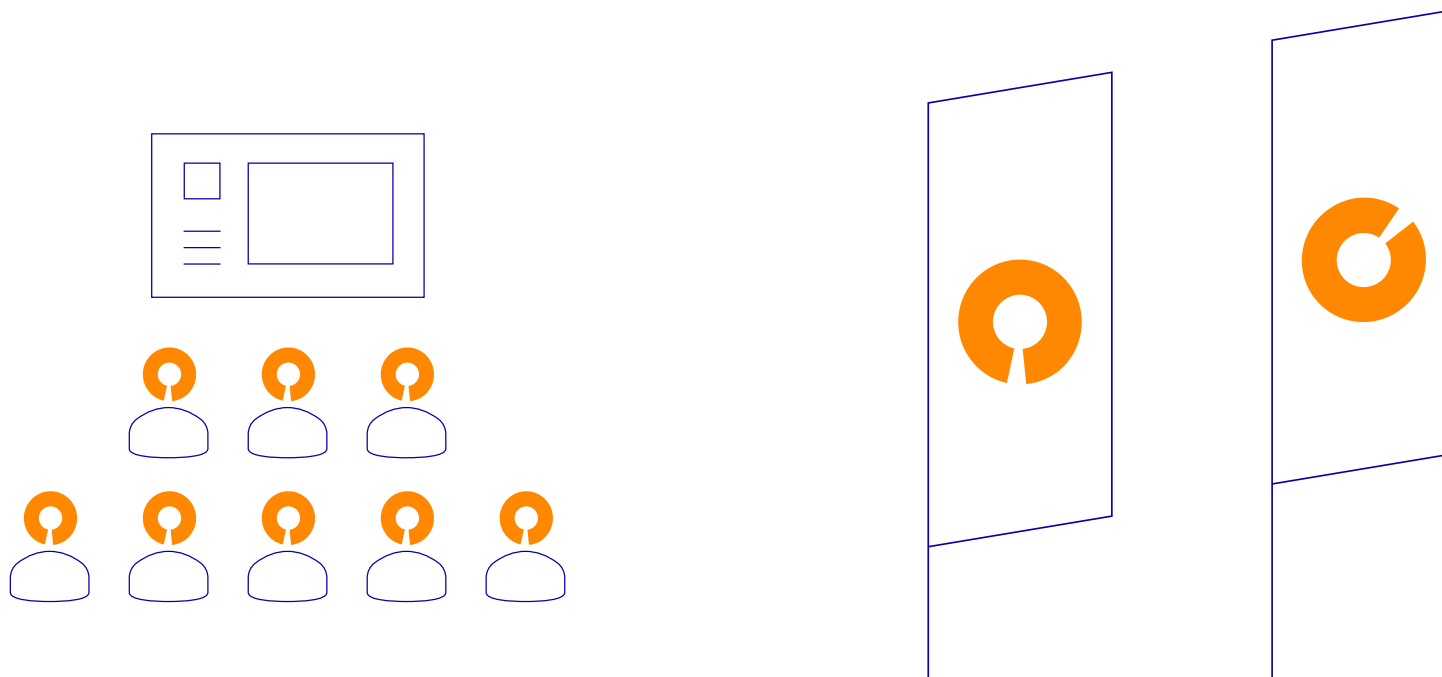
- **Luxembourg Internet Days:** We were present at the 10th edition of this national key event, which gathered more than 1.000 IT, OT and ICT professionals of the Greater Region and beyond, notably from the Partner Country for 2023, Portugal. We organised the "The State of Connectivity in Luxembourg" conference, which showcased the latest trends and innovations shaping the digital landscape in our country.

- **The Future Workshop:** MyConnectivity's Future Workshop is more than just a mere event, it's a concept. Following the highly inspiring kick-off conference in December 2023, the workshop aims to spark discussions about future connectivity, connect diverse groups, bridge gaps, and promote connectivity advancements in Luxembourg. The findings will be compiled into a white paper to be later shared with partner organizations and the community.
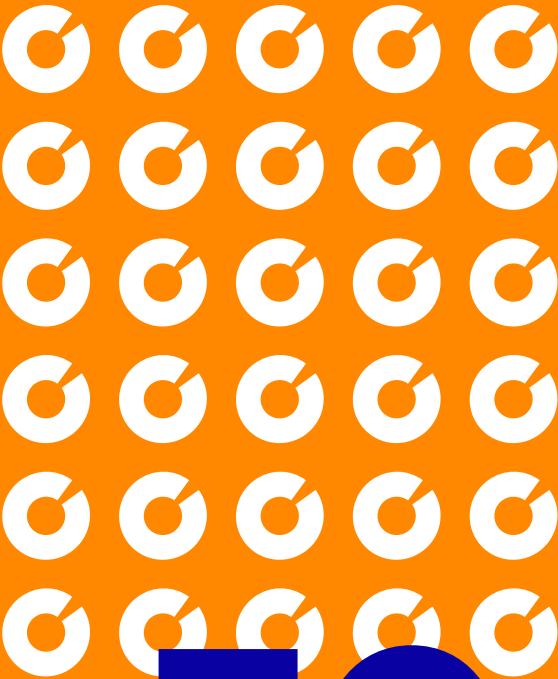
# Our Events in numbers

## 171
attendees

## Luxembourg Internet Days

## 52
attendees
to the conference

and
**+ than**

## 100
visits to
our stand

On average
**+ than**

## 30
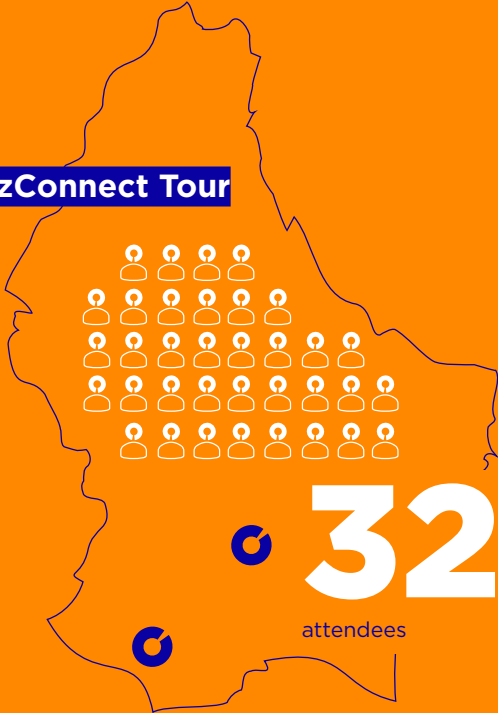
participants attending our dedicated
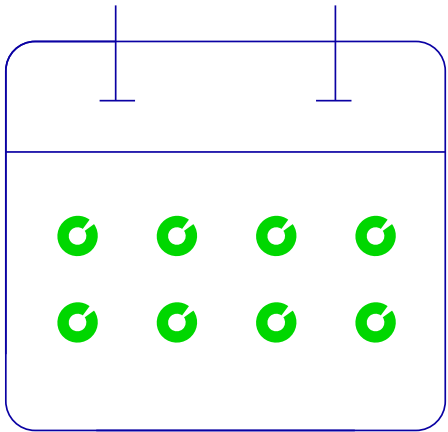community events across 2023.
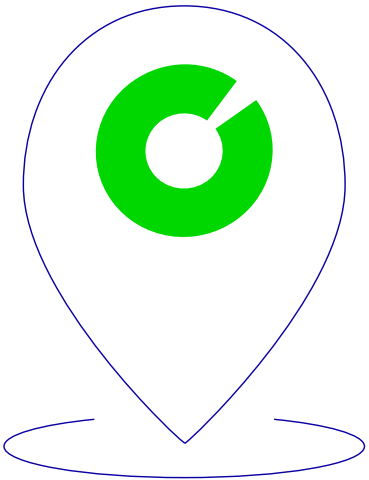
## LetzConnect Tour

## 32
attendees

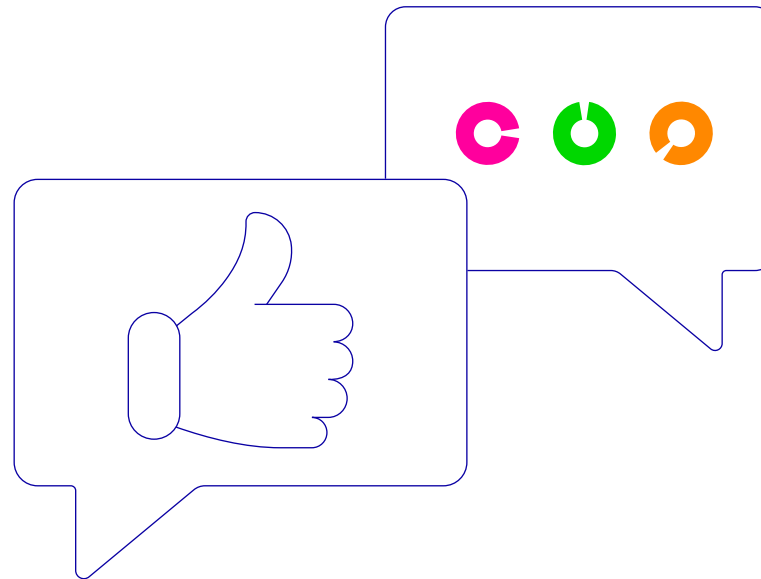# Events we attended & visits we made

**Events**

**Visits**

# Our awareness 2023

## MyConnectivity's media coverage

Our activities contribute to shaping the future of Luxembourg - and they stand out. It is hence not a surprise that we have been a media topic. We received a lot of media attention in 2023, and we regularly inspired the discussion.

# Our promise 2024 and beyond

## MyConnectivity's horizon

2023 was a very eventful year for MyConnectivity. We created a sustainable foundation on which we will build in the years to come. In 2024, we will consistently continue the initiatives launched last year and inspire new projects.

Upcoming milestones include:

• Further strategic partnerships for consumer protection.
• The completion of the pilot project with the municipality of Berdorf.
• The creation of a national register for vertical cabling.
• The creation of a property label for connectivity.

All this with the aim of making a significant contribution to the future viability of Luxembourg.
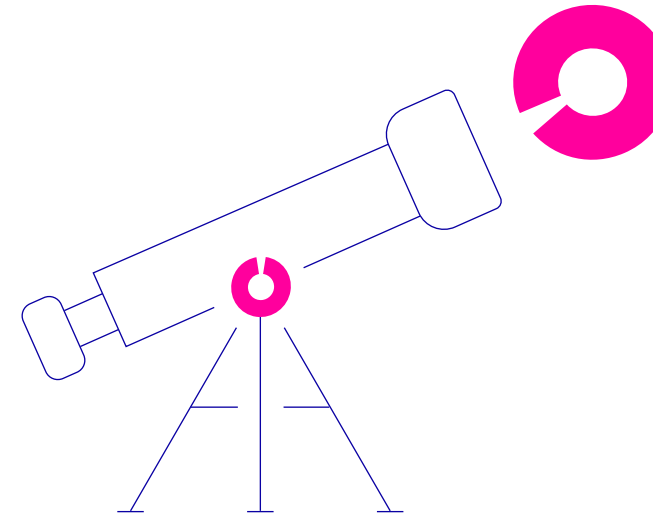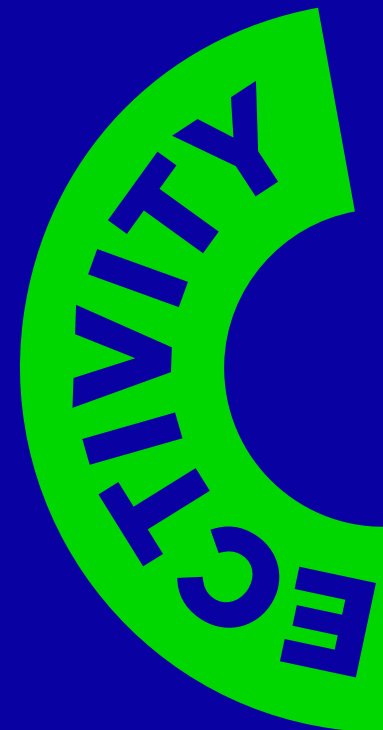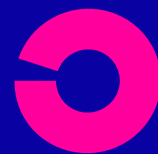
Reducing $CO_2$ emissions is a fundamental concern for MyConnectivity. Nevertheless, $CO_2$ emissions cannot be completely avoided when printing such a publication. To mitigate the environmental impact of printing, we will offset our $CO_2$ emissions by planting trees proportional to the number of printed copies requested.