

# BReATH – Broadband e-Services and Access for the Home



## Promoting broadband across Europe

*A Specific Support Action project funded by the European Commission 6<sup>th</sup> Framework Programme Information Society Technologies.*

## Objectives

To stimulate and support the transfer of know-how and best practices in planning and delivering broadband e-services and access to the EU New Member States and Associated Candidate Countries, involving as many stakeholders and actors as possible and fostering cross-border research collaboration.

## Technical Approach

BReATH will survey and benchmark the current status of deploying broadband access and services in NMS and ACC states and identify problems, hurdles and bottlenecks to their deployment. It will carry out case studies, techno-economic studies and strategic modelling to support discussions with regional stakeholders to find ways of overcoming implementation barriers and will explore methods for creating broadband investment incentives in the New Member States. These investigations will cast light on the sensitivities and issues associated with particular development approaches and will place the results in a regional context.

Overall, the project studies will culminate in a 'Road Map' and 'Good Practice Framework' for the strategic development and deployment of broadband services in those areas that are just starting out or plan to do so in the future. They will take into account existing, new and emerging technologies for broadband access and service aggregation and will provide a framework for developing suitable business models.

BReATH study results will be disseminated through a programme of seminars and workshop events, which will be used to strengthen awareness and further encourage the take-up of broadband. The project will liaise with other relevant EU projects, programmes and actions to generate opportunities for international cooperation and entrepreneurial initiatives. Events will provide focussed discussions through Special Interest Groups as well as networking facilities to encourage business and research partnerships to develop.

Participation in BReATH will be at three levels:

- Project Members (the consortium), mandated to perform the studies, present the results and organize the various events
- Affiliated Partners, who lend specific support to the project (and could obtain preferential access to the project's results)
- Public Participants, who participate in open-access events and activities where high-level information from the project and its results can be made publicly available.

## **Events**

Workshops in the Czech Republic, Poland, Slovenia, Greece and international conferences in Europe.

## **Results**

- Surveys and benchmarking studies report
- Business cases and success stories in the roll-out of broadband access and e-services
- Dissemination to NMS and ACC of know-how regarding broadband access technologies, best practices, regulations, guidelines and strategic planning
- Roadmap identifying key steps to widespread take-up
- 'Step Forward' initiative, raise the awareness of the various stakeholders and stimulate the take-up of broadband

## **Project Partners**

- Eindhoven University of Technology (TUE), The Netherlands - Coordinator
- Research and Education Society in Information Technologies (AIT), Greece
- Gtel Consultancy Limited (GTel), UK
- National Institute of Telecommunications (NIT), Poland
- Institut Jozef Stefan, University of Ljubljana (IJS), Slovenia
- Institute of Radio Engineering and Electronics (IREE), Czech Academy of Sciences, Czech Republic
- European Institute for Research and Strategic Studies in Telecommunications GmbH (Eurescom), Germany

## **Project Information**

Start date: 1 June 2005

Duration: 18 months

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