

# Spotlight: Germany

The proposed shift to gigabit-capable networks is not quite fast enough in the eyes of the German workforce, who are demanding a more rapid upgrade



Germany's federal Government has set itself a target of installing nationwide gigabit-capable networks by 2025 and has also developed a 5G strategy. The goal is to expand the fibre infrastructure in each region and every community – preferably directly to people's homes.

In April 2021, Parliament voted to support the right to fast internet, with a focus on connectivity in rural/countryside areas. Of course, the success of such an ambitious programme will rely on strong collaboration between Service Providers and German lawmakers.

There's high demand for improved internet access among the population: 75% of Germany's workforce think the Government's action isn't fast enough and are demanding a quicker upgrade.

More than half (52%) also believe government investment in fast, reliable internet is just as important as maintaining other public utilities such as the national water and energy infrastructure.

## Route to growth

A huge 80% say affordability of reliable broadband is set to become a major issue in Germany, while 69% view secure, fast, reliable connection as a necessity.

A majority also think that economic growth must be built on better internet access: 66% state this. A similar proportion (65%) say having access to fast and reliable internet is critical to developing and maintaining a well-educated and informed population. Strongly linked to this sentiment, nearly two thirds of German's (62%) believe broadband should be free.

## Key takeaways



**69%** say access to secure, fast, reliable connection is a necessity



**75%** think the Government should accelerate its plans to ensure high-speed, reliable internet for everyone in Germany



**66%** agree accessibility of fast and reliable internet is critical to future economic growth



**65%** say having access to fast and reliable internet is critical to developing and maintaining a well-educated and informed population

The German workforce has a keen eye on the ability of internet services to support changes to their working lives.

70% of respondents say broadband services must improve dramatically across the country in order for people to be able to work anywhere.

More than four in 10 (44%) spend seven or more hours online per day, suggesting lines are blurring between personal and work use of the internet at home; 46% of households say three people or more share their home connect throughout the day.

During the next 12 months, 47% believe their overall internet usage will stay the same or

grow. A further 22% expect to use the internet less than they do at present but suspect their time online will not return to pre-pandemic levels.

**New connections**

Almost half (48%) rate connectivity a critical factor in where they choose to live. Of this figure, 18% say they either moved home recently without realising their new location has poor internet connection, or they have pinpointed where they'd like to move to but know there is no connection available.

Nearly 4 in 10 (38%) hybrid workers, and 37% of those who work remotely full time, claim their home connection is only average or weak meaning they cannot rely on a strong connection. As a result, almost three in 10 (29%) hybrid workers claim they'll upgrade within a year.

