



OMEGA Techno-economic analysis

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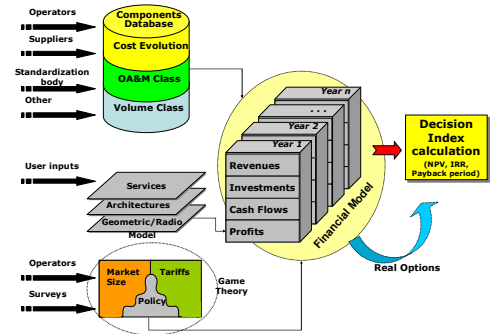
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Abstract

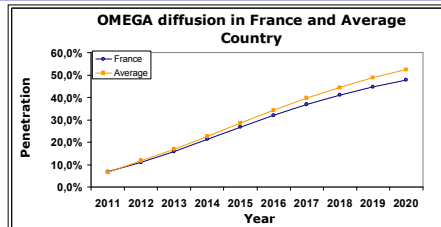
The techno-economic analysis of the OMEGA business prospects in the European home networking market has led to the creation of a model that attempts to simulate the business case of an OMEGA service operator. This entity aims to provide OMEGA enhanced services to the consumers. The results concerning two cases are presented: France and a hypothetical "average country", the market characteristics of which reflect the average of the eight OMEGA partner countries.

Main Methodology

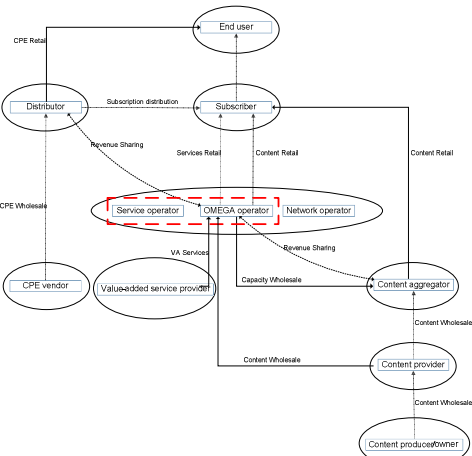


Market data and demand forecast

Country	Population 2010 projection	Number of Households	Average number of rooms per household
Austria	8.404.899	3.536.000	2,945
France	62.582.650	26.734.000	3,015
Germany	82.144.902	39.291.000	2,897
Greece	11.306.765	4.221.000	3,148
Italy	60.017.346	23.902.000	3,106
Slovenia	2.034.220	745.000	3,156
Spain	46.673.372	16.226.000	3,162
UK	61.983.950	26.649.000	3,028
Average	41.893.513	17.663.000	3,057



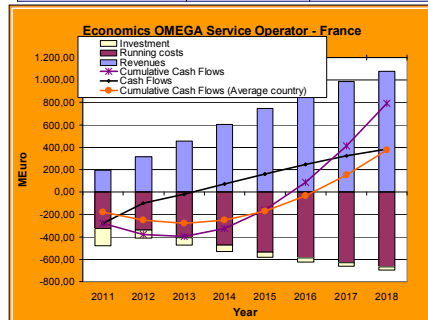
Business model



The entity studied is the OMEGA service operator, that, through business deals with a network operator and with several content providers, reaches the customers to deliver its services. It also provides OMEGA equipment to subscribers.

Financial Results

Parameter	France	Average
Net Present Value	157.941.132 €	34.495.144 €
Internal Rate of Return	17,44%	12,56%
Payback Period (years)	6,16	6,69
Total Investments	488.131.967 €	297.949.960 €
Total Running Cost	3.964.777.656 €	2.499.124.224 €
Total Revenues	5.247.025.792 €	3.171.344.911 €
ARPU (Monthly in 2018)	24 €	24 €
Rest Value	73.085.324 €	47.583.333 €
Maximum Finance needed	395.819.504 €	277.787.494 €



Conclusion

The final findings of this effort are **positive** and forecast a **profitable entry** of the OMEGA technology into the home networking market. The OMEGA Service Operator has been found to have enough space for **business opportunities** and **acceptable profit margins**. OMEGA can be even more attractive for an incumbent operator that seeks to keep its market share, or even increase it with new subscribers who want to enjoy OMEGA's capabilities. Therefore, a migration to OMEGA might be of interest to European operators, since the perspectives seem really optimistic at this point.

OMEGA project website <http://www.ict-omega.eu>

Contact OMEGA

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