



## Superfast Broadband Digital Scotland



### Fibre broadband is switching on Scotland



The roll out of fibre broadband continues, with over 800,000 homes and businesses now able to connect to faster broadband, thanks to the Digital Scotland Superfast Broadband programme.

Towns and villages which have recently joined the superfast revolution include Catterline, Tillyfourie and Helensburgh.

The roll out will continue at pace throughout the winter and our engineers have plans in place so they are ready for anything the Scottish weather can throw at them.

Find out if you can get Superfast Broadband at your home or business now by entering your postcode or landline telephone number in our checker at [www.scotlandsuperfast.com](http://www.scotlandsuperfast.com).

### New campaign coming up your street



A new phase of our 'Up your street' campaign launched on Monday 23 with a whole host of different media being used to get the message out about access to fibre broadband. As well as national radio and social media advertising, there will be a focus on specific local communities with leaflet drops, outdoor advertising such as billboards and bus shelters and some bus advertising around Fife routes. Watch out for our ad van too – it could be right 'up your street'!

### Fibre broadband – helping small businesses grow

It is not just big businesses that can take advantage of faster broadband. Right now, thousands of small businesses across Scotland are finding that faster fibre broadband can be the key that unlocks higher growth and profits.

If you don't have a website for your business yet, there's never been a better time to get started. With digital channels opening up whole new markets, it is important that your business is visible to customers online and fibre broadband makes the whole process so much easier. To see a brief and helpful video explaining why a website would be an excellent move for your business, [click here](#).

Fibre broadband can help you work faster and smarter, deliver better service to your customers, and make the most of cost-saving technology such as VoIP telephony, cloud computing and videoconferencing. The Inchtute Hotel is one local business that is now [reaping the benefits](#) - with customers noticing a difference in ease of bookings as well as better connectivity within the hotel.

To find out what Superfast Broadband could mean for your small business, [click here](#).



### From Aberdeen to Anaheim



By Fergus Ewing – Scottish Government Cabinet Secretary for the Rural Economy and Connectivity

We are thrilled that the Digital Scotland Superfast Broadband programme has now surpassed the milestone of 800,000 premises.

Since the programme began deploying back in January 2014, over 8,300km of cable has been laid – enough to stretch from Aberdeen to Anaheim in California.

Our fibre infrastructure is growing rapidly and, each week, hamlets like Bargrennan in Dumfries and Galloway and Cairnie in Aberdeenshire are able to join the 'digital age', thanks to the programme.

However, to benefit, people need to remember they need to sign up for the new, faster services with an internet service provider of their choice. Upgrades are not automatic.

The people I meet who have signed up describe the positive difference that has been made to them and how their business has improved.

I am not complacent - I am aware that those who do not have access are at a disadvantage and our job is not done until everyone is connected. We are now focussing on the next steps to achieve 100% coverage by 2021

We want all of Scotland's businesses and families to enjoy the benefits of high speed broadband. That's why we are committed to delivering 100 per cent superfast broadband access across Scotland by the end of 2021.

Work has started to get us there with publication of a State Aid public consultation on how best to "reach 100%". This consultation outlines the number of premises - over 280,000 - which currently cannot access superfast speeds. While many of them already have access to some level of connectivity, often it is at slower speeds, so these premises will be the focus of our ambitious target.

Whilst having around 5% of premises left to get superfast broadband may seem a small percentage - it is one that is vital to the economy and a challenge that Digital Scotland looks forward to completing by 2021



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