

Case Study: Expert Opinion

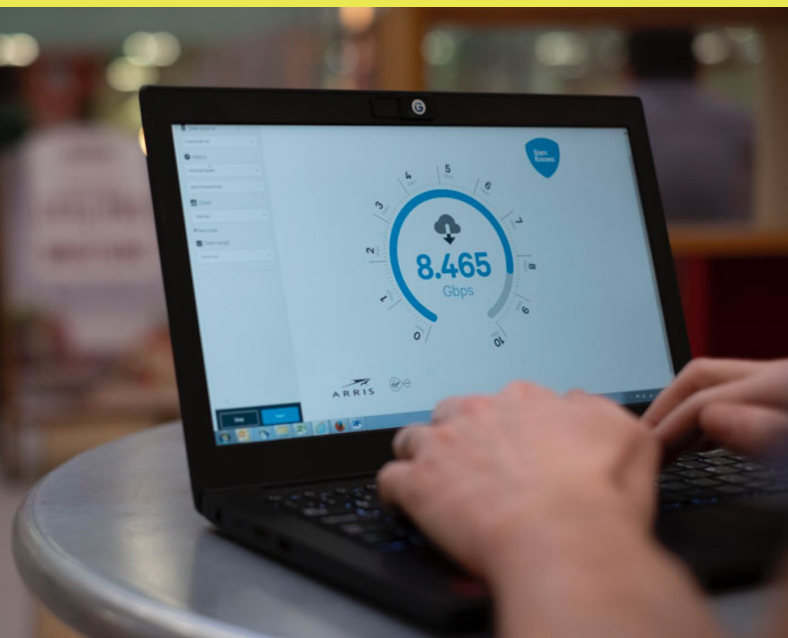
The Concept

Helping Virgin Media articulate the possibilities of hyperfast broadband.



The Client

Virgin Media is trialling hyperfast fibre optic home broadband offering speeds of more than 8Gbps - 216 times faster than the UK average. But why do people need such great speeds? Applied Futurist Tom Cheesewright helped Virgin Media to tell a story of tomorrow: how will future consumers use hyperfast broadband?



The Media Launch

Tom accompanied Virgin Media spokesperson Richard Sinclair on a round of media briefings and interviews, as well as contributing original content for Virgin Media and parent company Liberty Global's social media channels. While Richard explained to media how the trial worked and the challenges involved in delivering such high speeds, Tom helped bring it to life by exploring the emerging technology trends set to shape consumer behaviour. Tom set out a vision of how the connection might be used in the future, including potential applications in augmented and virtual reality (AR/VR).

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"Each new leap in internet speeds has spurred a new round of innovation in digital services..."

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Results

The Virgin Media launch was reported in nearly 50 media outlets including various national titles such as the BBC, The Daily Express and The Sun, Computer Weekly and Techradar. Tom's role as an independent expert added credibility to the launch and his commentary was widely quoted in the press coverage.



Conclusions

Although hyperfast services are still at trial stage in the UK, Tom predicted that they will be rolled out across the UK within the next decade. "Today we are just starting to glimpse the immersive communication and entertainment opportunities that speeds like this will enable, bringing the physical and digital worlds together into a rich, interactive environment."



"It was great working with Tom to make Britain faster, bring the trial to life and capture the possibilities of hyperfast speeds. Tom understood what we were trying to do and added real value in the briefings."



Richard Sinclair MBE

Executive Director for Connectivity at Virgin Media