



Bezeq Reaches 100,000 ADSL Subscribers

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MILESTONE IN BROADBAND INTERNET: BEZEQ PASSES THE 100,000 SUBSCRIBERS MARK

CUSTOMER SATISFACTION SURVEY: 87% ARE SATISFIED WITH ADSL BROADBAND INTERNET SERVICE. 86% OF HOUSEHOLDS IN ISRAEL ARE ALREADY CONNECTED TO THE BROADBAND INFRASTRUCTURE

Yesterday Bezeq connected the 100,000th customer to its broadband Internet service. Bezeq launched the service in November 2000, since when it has invested heavily in its penetration and in setting up and operating the infrastructure. Today approximately 86% of all households in Israel are connected to the infrastructure, giving them access to broadband high-speed Internet. Within a few months, Bezeq will complete the connection of all its customers to the infrastructure.

Satisfaction surveys carried out quarterly by the company among ADSL subscribers, indicate a high level of general satisfaction at the end of the second quarter of the year – 87% are satisfied to very satisfied. The survey also shows considerable improvement in the conception of value for money: the percentage of customers who feel they are receiving good to excellent value for their money has increased from 59% at the end of March to 70% today. Another indication from the survey is that 84% of customers are pleased or very pleased with the surfing speed, compared with 77% in the preceding quarter and 70% at the end of 2001.

Survey participants said that they use ADSL for surfing an average of 59 hours per week. Most of them (59%) say that more members of the household are surfing now than did before the connection to ADSL.

The main use of ADSL is for downloading files â€” 32% of the sampling. 11% use the service for business/studies/work, and 9% mainly for e-mail. For 8% of the sampling the main use is for listening to live music, while for 4% is for games, chat-rooms or general surfing.

The managers of the ADSL service at Bezeq say that in recent months many more customers have chosen to install the service themselves â€” about 15,000 have done so to date, either by buying the modem at a Bezeqstore and installing it themselves, or by ordering the service from their Internet suppliers, most of which supply the modem free of charge. Those who do the installation themselves save a considerable part of the costs of the service, including NIS 20 per month for leasing the Bezeq modem.

Pnina Shenhav, Vice President of Sales and Marketing, said that Bezeq is proud to have reached 100,000 ADSL subscribers. "The penetration percentage for broadband Internet in Israel is high compared with Western Europe. Bezeq will continue its efforts to increase penetration, by adding surfing packages and by providing value added services which will augment the use of the service. Bezeq is also encouraging quality broadband content by sponsoring the leaders in this field, such as ADSL-MSN, Walla Speed, the kids site, etc.