

FACTBOX: WHAT SINGAPOREANS DO DURING CONFERENCE CALLS: CHECK EMAILS, CHAT, DOODLE AND FALL ASLEEP

Singapore, 25 February, 2011: Teleconferencing plays a big role in businesses today. While on calls, however, most people are actually doing other things as well! A study conducted by mission critical communications provider Cable&Wireless Worldwide found out that the top three activities Singaporeans carry out while being part of a teleconference call are checking and writing emails (54%), surfing the internet (46%) and chatting with other colleagues around them (34%).

Other things Singaporeans admit to having done include: eating, doodling, leaving the room to use the toilet and taking a nap! In spite of all this though, the international study also shows that Singaporeans have the longest average attention span in video conference calls.

Top activities for Singapore		Per cent
1.	Checking and writing emails	54
2.	Surfing the internet	46
3.	Chatting with colleagues	34.8
4.	Eating	25.2
6.	Leaving the room to use the toilet	22.4
7.	Doodling	13.6
8.	Taking a nap	7.6

Top 3 Activities per Country					
Activity	Singapore	India	UK	Germany	Spain
Country					
1.	Checked/written emails (54.0%)	Checked/written emails (50.4%)	Checked/written emails (42.0%)	Checked/written emails (39.3%)	Surfed the Internet (42.8%)
2.	Surfed the Internet (46.0%)	Surfed the Internet (48.8%)	Doodled (35.2%)	Surfed the Internet (37.7%)	Checked/written emails (40.8%)
3.	Chatted with colleagues (34.8%)	Chatted with colleagues (33.6%)	Worked on something else (31.1%)	Doodled (32.5%)	Chatted with colleagues (26.8%)

Note to editors:

The research was carried out in the UK, India, Singapore, Germany and Spain with more than 4,800 business and consumer respondents, of which 750 were from Singapore.

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About Cable&Wireless Worldwide

Cable&Wireless Worldwide (LSE: CW.) is one of the world's leading mission critical communications providers, delivering a range of high-quality managed voice, data and IP-based services and applications to large multinational companies, governments, carrier customers and resellers across the UK, Asia Pacific, India, Middle East & Africa, Continental Europe and North America.

Reaching 20,500km in length, Cable&Wireless Worldwide owns the UK's largest fibre network dedicated to business users of telecoms, and provides ubiquitous nationwide access through a combination of fibre, digital, microwave, radio and leased circuits. The network has presence in over 400 towns and cities in the UK, with 802 unbundled exchanges covering 55% of the population.

Internationally, Cable&Wireless Worldwide's global next-generation network (NGN) stretches to more than 500,000km, including interests in 69 global cable systems, and provides connectivity to 153 countries. The Group's IP-based Multi-Service Platform operates across the NGN, offering a single environment on which voice and data applications can be converged to drive business efficiencies. Cable&Wireless Worldwide's network is uniquely designed with inbuilt resilience and the capability to re-route traffic in the event of failure of one or more paths, particularly at the international level.

With more than 6,200 colleagues globally, Cable&Wireless Worldwide is committed to delivering exceptional customer service and developing long term partnerships with its customers.

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