

The information in this table is provided for comparison purposes only and does not form part of your agreement with EE. Please check <http://ee.co.uk/price-plans> for details of your plan.

## Traffic Management Key Facts Indicator\*

<b>Section 1: Traffic management in relation to your broadband tariff</b> (not including during busy times and places to manage network congestion see Section 2)	
Name of broadband tariff	All EE Consumer & Small Business 4GEE Phone plan and add-ons (Pay Monthly) EE Small Business 4GEE Sharer plans, and add-ons
<b>Use and availability of services, content, application and protocols on this tariff</b>	
Are any services, content, applications or protocols blocked on this tariff?*	Yes
If so what?	All price plans and add-ons block unsolicited spam email (unauthenticated Simple Mail Transfer Protocol (SMTP) email) whilst in the UK and abroad.
Are there any services, content, or protocols always slowed down?	No
If so what?	Not applicable
Are any services, content, applications or protocols prioritised?	No
If so what?	Not applicable
Are any managed services delivered on this tariff?	No
If so what? What impact?	Not applicable
<b>How we ensure compliance with data caps, download limits and fair usage policies</b>	
What are the download/upload limits or data usage caps on this tariff?	<b>EE Consumer &amp; Small Business Mobile phone plans and add-ons</b>  All price plans have a data allowance. Once the allowance is used further additional data can be purchased until the next bill cycle, after which the data allowance counter will reset to zero.  <b>EE Small Business Sharer plans</b>  Where a data allowance is shared across all the mobile devices on an account, a run-on rate applies once the allowance is used up. At the end of the bill cycle the data allowance will be refreshed and usage will be reset to zero.  Where data allowance is at an individual user level, this individual data allowance will be used up before using any shared allowance. If no shared data allowance is available, or has been used up, a run-on rate applies.
Is traffic management used to manage compliance with data caps and download limits?	Yes
Under what circumstances?	<b>EE Consumer &amp; Small Business Mobile phone plans and add-ons</b>  Once the data allowance from the package is used services will be stopped until a further data add-on is purchased. Until then browsing the internet, download apps, and watching videos online will not be permitted.

	<b>EE Small Business Sharer plans</b>  Once the individual or shared allowance is used up web browsing, downloading apps or watching videos online are permitted.  <b>All price plans and add-ons</b>  P2P traffic is throttled from 8am to 2am daily. Details are given below.	
Level of speed reduction?	P2P traffic has a speed reduction	
Duration of speed reduction?	P2P traffic is throttled at all times, but at different speeds depending on the time of day.	
Is traffic management used in relation to heavy users?	No	
Under what circumstances?	Not applicable	
Level of speed reduction?	Not applicable	
Duration of speed reduction?	Not applicable	

<b>Section 2: Traffic management to optimise network utilisation</b>			
Is traffic management used during peak hours?			Yes***
When are typical peak hours?	Weekdays: 8:00 until 02:00	Weekends: 8:00 until 02:00	
<b>What type of traffic is managed during these periods?****</b>			
<i>Traffic Type</i>	<i>Blocked</i>	<i>Slowed down</i>	<i>Prioritised</i>
P2P		During peak hours, the traffic is slowed down to 50kbps and during off peak is capped at 1800kbps.	
Newsgroups			
Browsing/email			
VOIP (Voice over IP)			
Gaming			
Audio streaming			
Video streaming			
Music downloads			
Web Pages			
Video downloads			
Voice			
Instant messaging			
Software updates			

Is traffic management used to manage congestion in particular locations?		No
If so how?	Not applicable	

- \* This KFI gives an overview of typical traffic management practices undertaken on this product; it does not cover circumstances where exceptional external events may impact on network congestion levels.
- \*\* This excludes any service, application or protocol that an ISP is required to block by law and child abuse images as informed by the list provided by the Internet Watch Foundation.
- \*\*\* The controls outlined in the table are applied at all times, not just peak hours.
- \*\*\*\* If no entry is shown against a particular traffic type, no traffic management is typically applied to it though overall network management rules shall apply.
- \*\*\*\* In addition to the above practices, EE also modifies some traffic to optimise the end-user experience. The rationale for doing so is to make best use of network capacity to support real-time applications and make efficient use of data allowances.

## Notes

**Video streaming:** We continually modify web-based embedded video streaming services in the following ways. You can choose to opt-out of these modifications at any time. We allow the video to build-up a buffer only up to a fixed proportional ratio of what is being viewed. This is based on the fact that the majority of videos are stopped by the customers without watching the whole clip, and therefore saves unnecessary data download by you. In cases of network congestion, we may dynamically modify the playback bit rate so that the clip remains watchable. We are not currently compressing video streaming services to ensure that you receive a superior streaming experience when on 4G. We may compress video streaming whilst in 3G or 2G areas to try to prevent buffering and give a seamless experience.

We may compress the image slightly. We may reduce the frame rate on certain videos.

**Web Pages:** We modify i.e. compress web page images so that the web page loads faster, helping save the customer's data consumption. Settings for this service can be changed on request.

These settings may be different based on the data bearer you are on at the time when you are using your phone e.g. we may not compress an image whilst you are on 4G but would on 3G or 2G.

## Glossary

Note: This is a glossary of terms used within this document only. If they're not ticked as applicable in the above policy, then they aren't relevant to your plan.

### Traffic management:

Traffic management is the term used to describe a range of technical practices undertaken to manage traffic across networks.

The different outcomes achieved by the use of technical practices can include:

- the prioritisation of certain types of traffic in busy times or busy areas to ensure that it is of an adequate quality
- the slowing down of certain traffic types that are not time-critical at busy times or busy places
- ensuring compliance with a consumer's contract, for example slowing down of traffic for the heaviest users
- supporting the delivery of managed services, for example to provide a specific quality of service for a specific piece of content

**Best Efforts:** This phrase relates to the delivery of internet traffic where traffic management is applied without distinctions based on the source/destination of that traffic and we do not guarantee to offer any particular level of service.

**Managed services:** The majority of internet traffic is delivered on a "best efforts" basis. A managed service, on the other hand, is one whereby an ISP offers a specific "quality of service" – or level of performance - for a certain type of content, service or application. Such a quality of service arrangement can be made between an ISP and a content or service provider or directly between an ISP and the consumer.

**Slowed down:** This outcome is achieved by the deployment of technologies that can decrease the priority of traffic types deemed to be non-time critical on the network e.g. slowing down traffic such as downloads during busy times and busy periods.

**Prioritised:** This outcome is achieved by the deployment of technologies that increase the priority given to certain traffic types, e.g. time-critical traffic such as video.

**Heavy users:** Heavy users can cause peak traffic volumes to exceed the engineered maximum load. In practice this usually refers to a very small proportion of users of a network whose use is excessive to the extent that it impacts on other users.

**Further information on traffic management is available on the Ofcom website:**  
<http://consumers.ofcom.org.uk/2013/09/internet-traffic-management/>