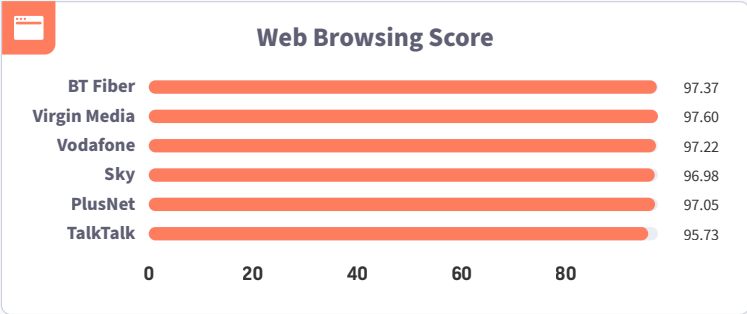
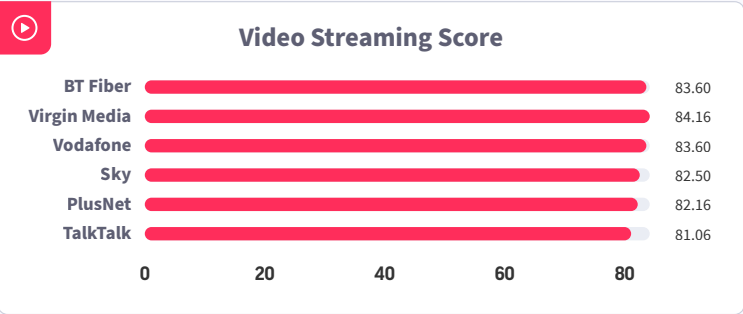
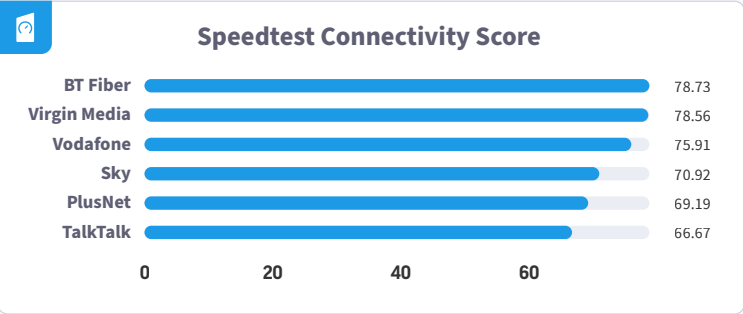


UNITED KINGDOM - BEST BROADBAND

BT full fibre is the Best Broadband in the United Kingdom, Q1-Q2 2026. Best Broadband is based on the Speedtest Connectivity Score, which combines various real-world network performance metrics, such as speed, latency, web browsing and video streaming. The BT full fibre network includes EE customers. EE full fibre may highlight that they operate on the same underlying network as BT full fibre.

Market Analysis



Speedtest® Map



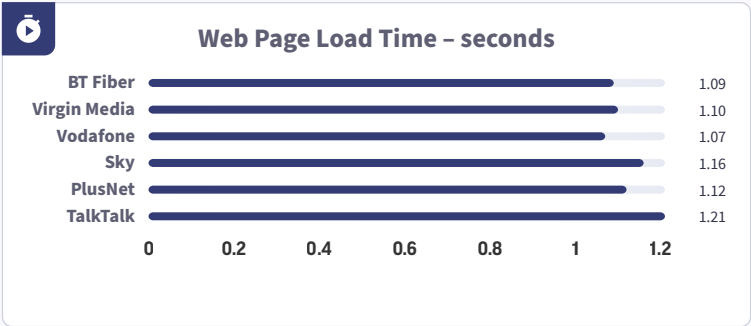
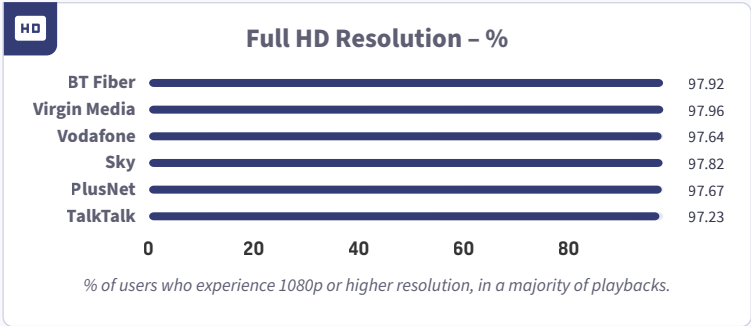
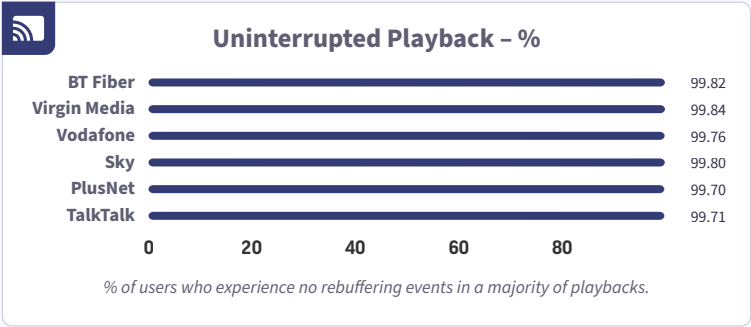
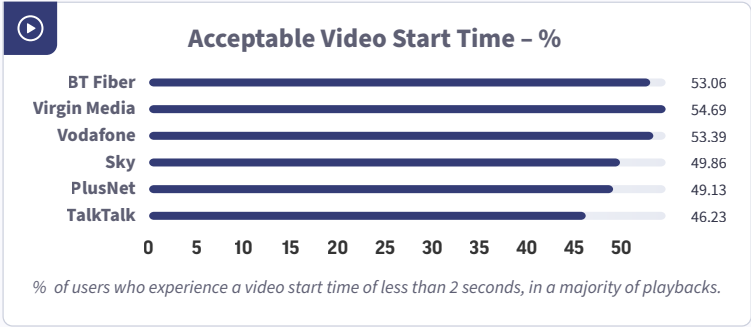
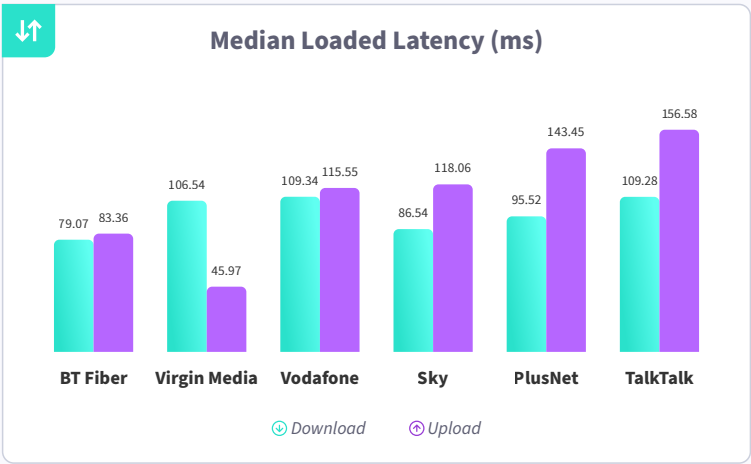
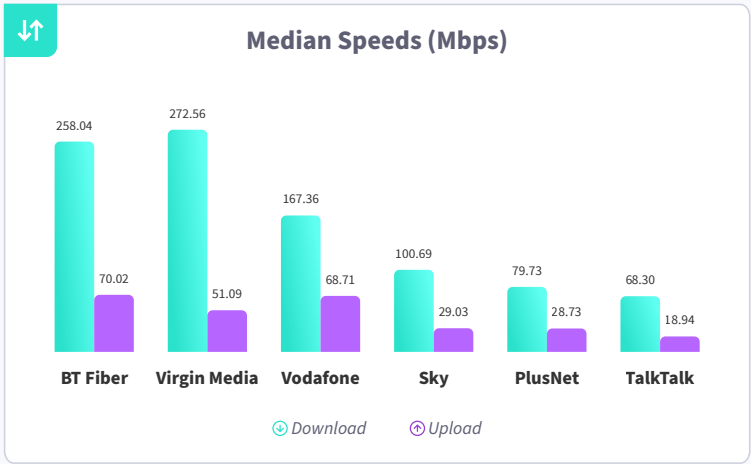
Market Statistics

 Sample Count

7,346,720

 Test Count

31,6167,872



Methodology

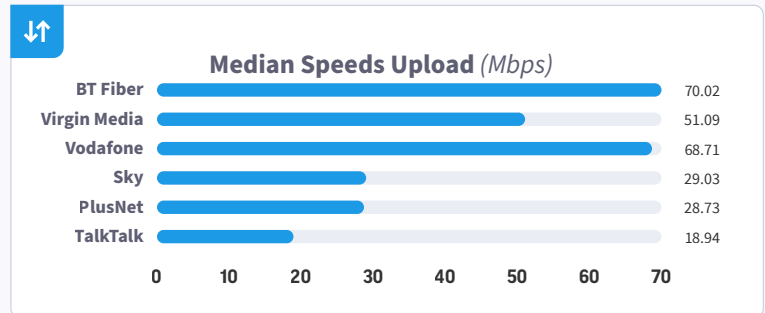
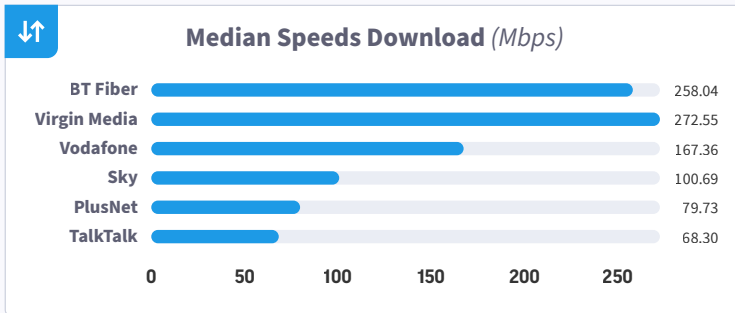
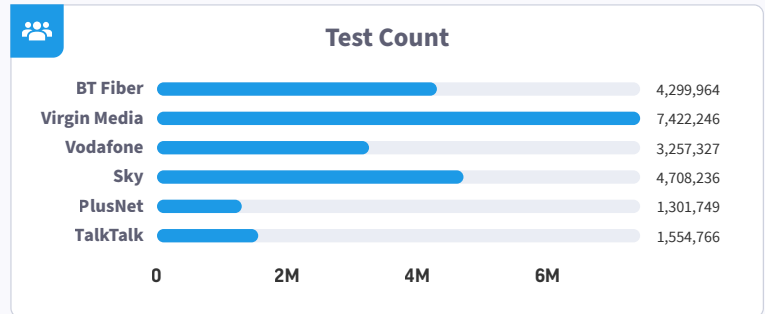
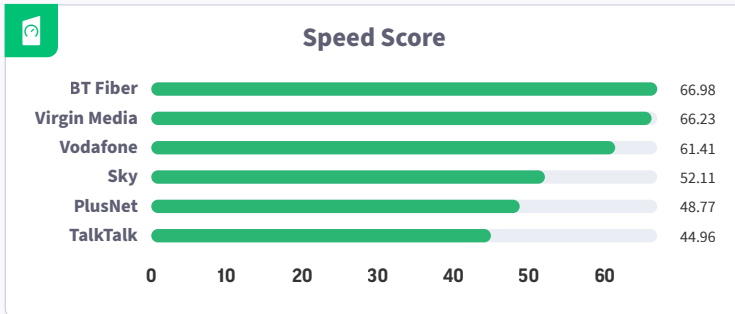
Best Network is based on the Speedtest Connectivity Score™, providing a reliable measure of the overall fixed and mobile network connected experience. Speedtest Connectivity Score combines various real-world network performance metrics, such as speed, latency, and quality of experience for everyday activities like web browsing and video streaming. This methodology ensures that the results reflect a user’s experience across multiple activities. To be eligible for the Best Network, a provider must offer service within the national footprint throughout the full period. The winning provider must also represent at least 3% of the total samples recorded in the relevant geography during that period.

Speedtest Connectivity Score Components:
Speed Score: 50%
Web Browsing Score: 25%
Video Streaming Score: 25%

UNITED KINGDOM - FASTEST BROADBAND

BT full fibre is the Fastest Broadband in the United Kingdom, Q1-Q2 2026. Fastest Broadband is based on Speed Score™ and provides a measure of a network's throughput and responsiveness. It combines download and upload speeds with latency metrics to give an overall view of speed performance. The BT full fibre network includes EE customers. EE full fibre may highlight that they operate on the same underlying network as BT full fibre.

Market Analysis



Speedtest® Map



EE Fibre & BT Business may highlight that they operate on the same underlying network as BT full fibre. Any associated creative claim should clearly communicate that EE Fibre or BT Business runs on the UK's Best Broadband Network, the UK's Fastest Broadband Network or the UK's Best Broadband Gaming Experience.

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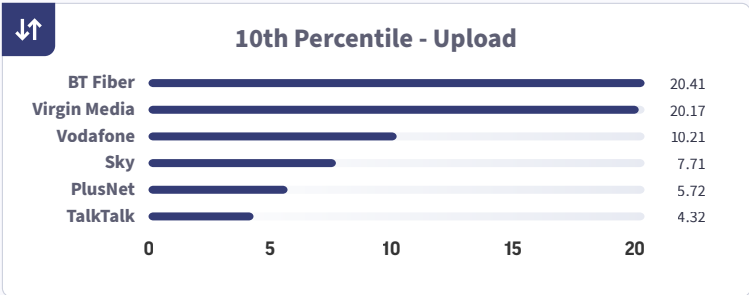
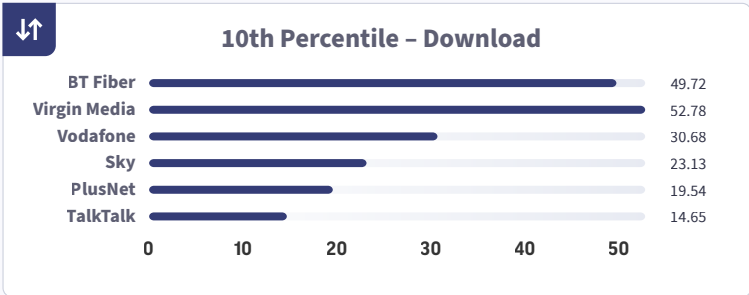
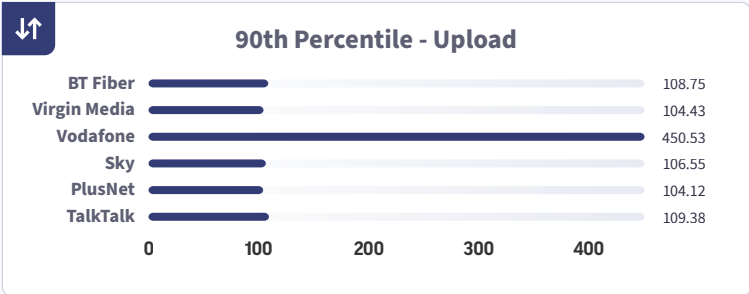
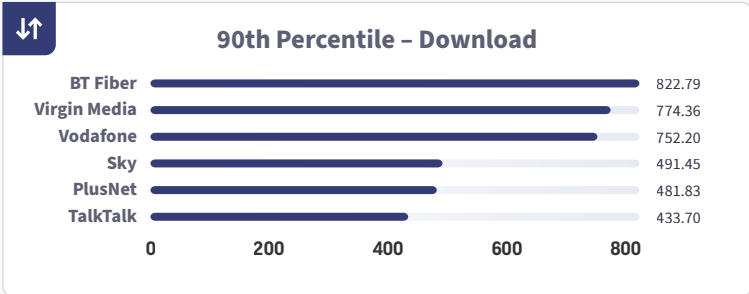
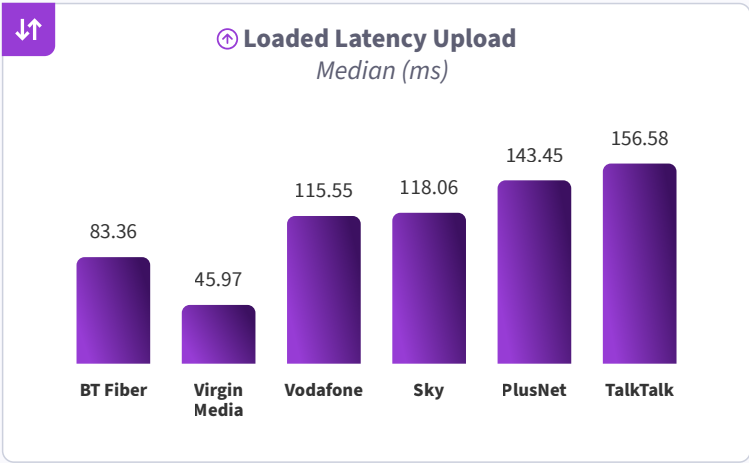
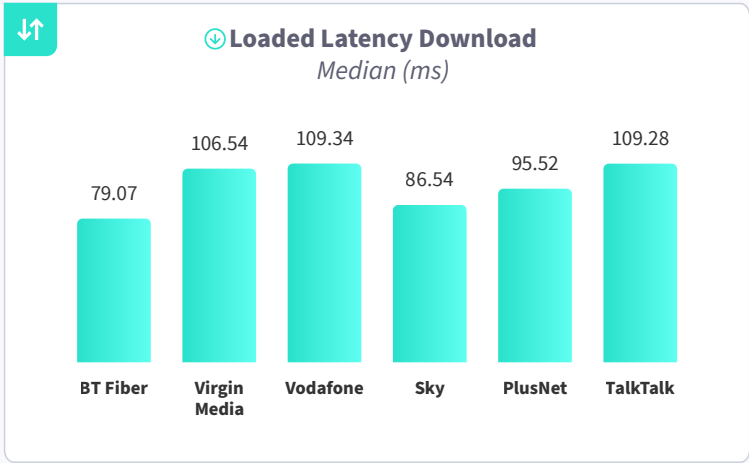
Market Statistics

 Sample Count

5,050,385

 Test Count

45,346,915



Methodology

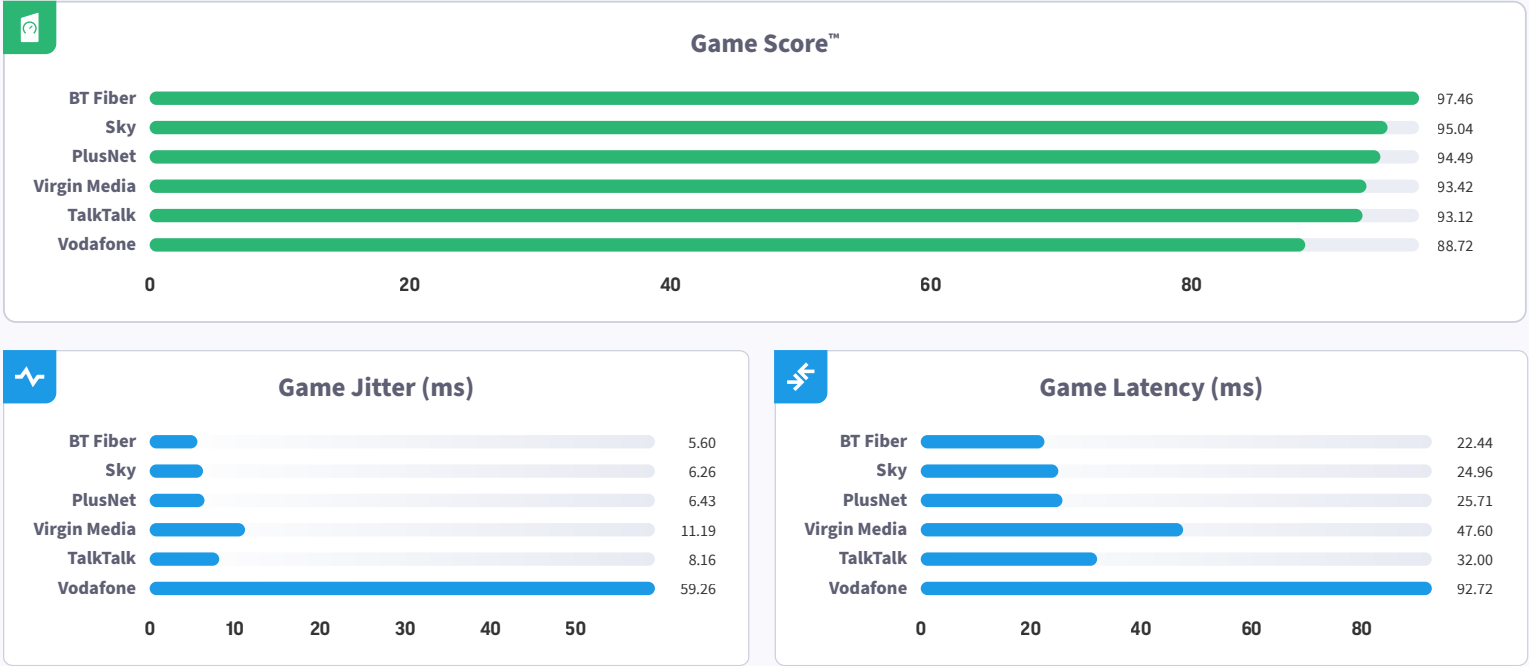
Fastest Network identifies the fastest fixed and mobile networks that are generally available to consumers in a specific geographic area. Fastest Network is based on Speed Score, a measure of a network's throughput and responsiveness. Speed Score uses data from various metrics, including 10th, 50th, and 90th percentiles of download and upload throughput and loaded latency. It combines to give an overall view of network performance. To be eligible for the Fastest Network, a provider must offer service within the national footprint throughout the full period. The winning provider must also represent at least 3% of the total samples recorded in the relevant geography during that period.

Speed Score Components:
Download Speed: 70%
Upload Speed: 20%
Latency: 10%

UNITED KINGDOM - BEST BROADBAND GAMING EXPERIENCE

BT full fibre is the Best Broadband Gaming Experience in the United Kingdom, Q1-Q2 2026. Best Broadband Gaming Experience is based on Game Score, which is composed of latency and jitter measurements taken to real world gamer servers, in addition to consumer-initiated performance metrics. The BT full fibre network includes EE customers. EE full fibre may highlight that they operate on the same underlying network as BT full fibre.

Market Analysis



Speedtest® Map



Market Statistics



Total Users

4,255,305

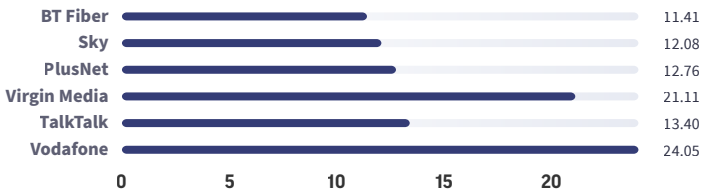


Total Test Count

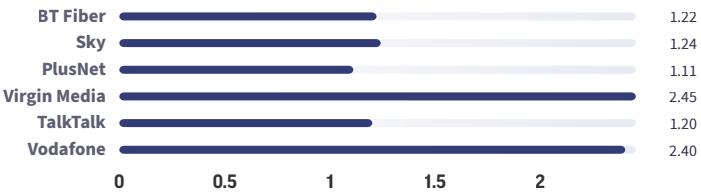
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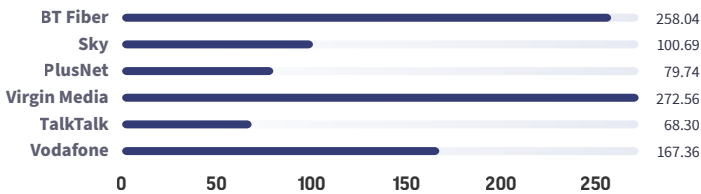
10th Percentile Game Latency (ms)



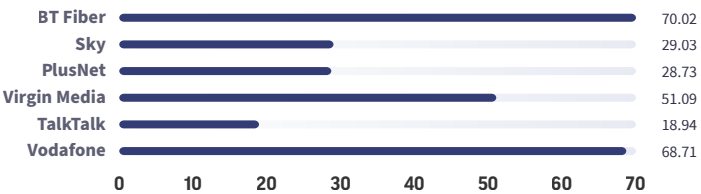
10th Percentile Game Jitter (ms)



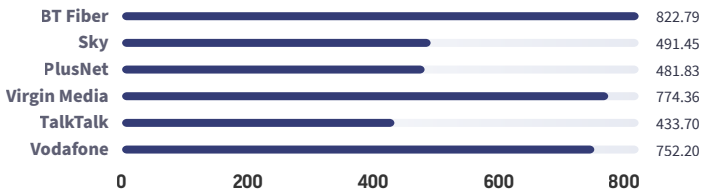
Median Download Speed (Mbps)



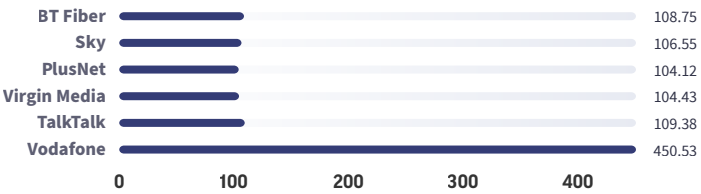
Median Upload Speed (Mbps)



90th Percentile Download Speed (Mbps)



90th Percentile Upload Speed (Mbps)



Methodology

Game Score™ is based on Ookla’s consumer initiated Speedtest results as well as Consumer QoE™ latency and jitter measurements taken to real world game servers. Game Scores are composed of eight components, each measuring a different aspect of consumer gaming experience. Each of these components is evaluated and scored on a scale of 0-100 for each provider. Finally, scored components are combined in a weighted average to produce a Game Score for each eligible provider. To be eligible for the Best Gaming Experience, a provider must offer service within the national footprint throughout the full period. The winning provider must also represent at least 3% of the total samples recorded in the relevant geography during that period.

Game Score Components:
Latency: 50%
Jitter: 20%
Download Speed: 20%
Upload Speed: 10%