1. **“The UK’s most reliable broadband technology”**
2. **“[Location] deserves better broadband”**
3. **“Join the city’s [Location] fastest major broadband provider”**
4. **“Out of contract with Virgin? Save up to £576”**
5. **“Faster uploads vs Virgin”**
6. **“50% less lag than Virgin”**

1. The UK’s most reliable broadband technology

Full fibre broadband outperforms copper, fibre-to-the-cabinet and cable technologies for all the key metrics associated with broadband – latency, speed consistency, packet loss, downstream jitter etc. The Ofcom UK Home Broadband Performance report 2021 sets out why this is the case:

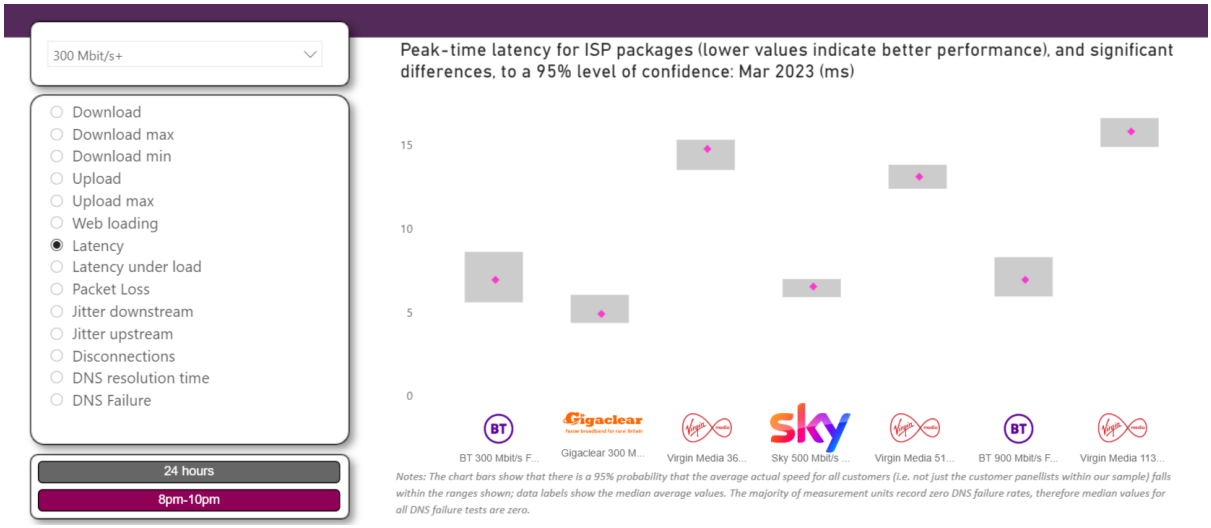
Ofcom UK Home Broadband Performance report 2021, page 12:

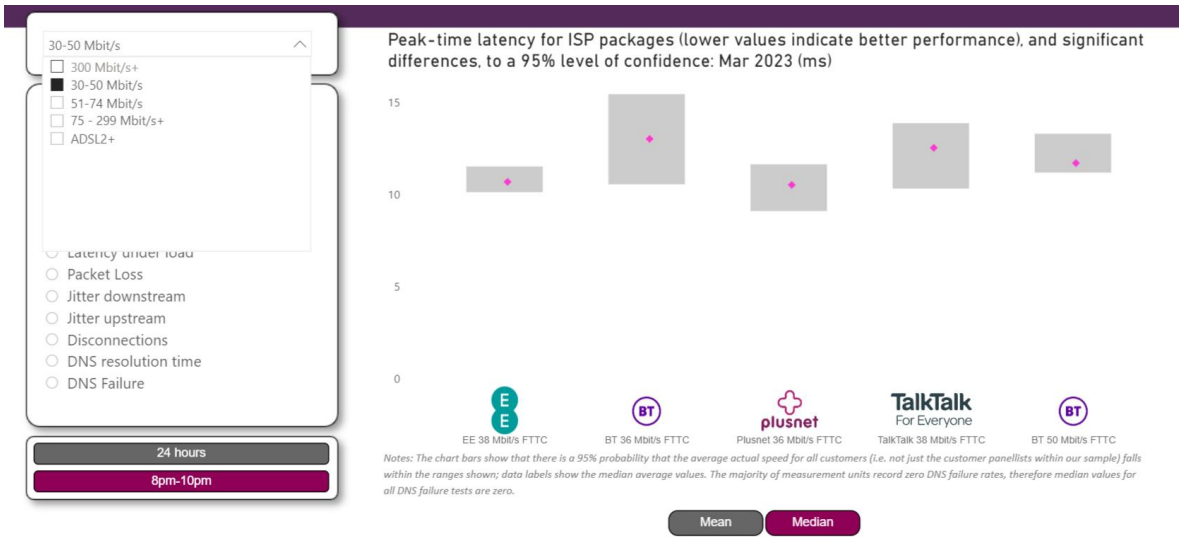
Full-fibre connections have the least variation in performance

There are two main reasons why home broadband connections do not always provide their maximum or headline (advertised) speed throughout the day:

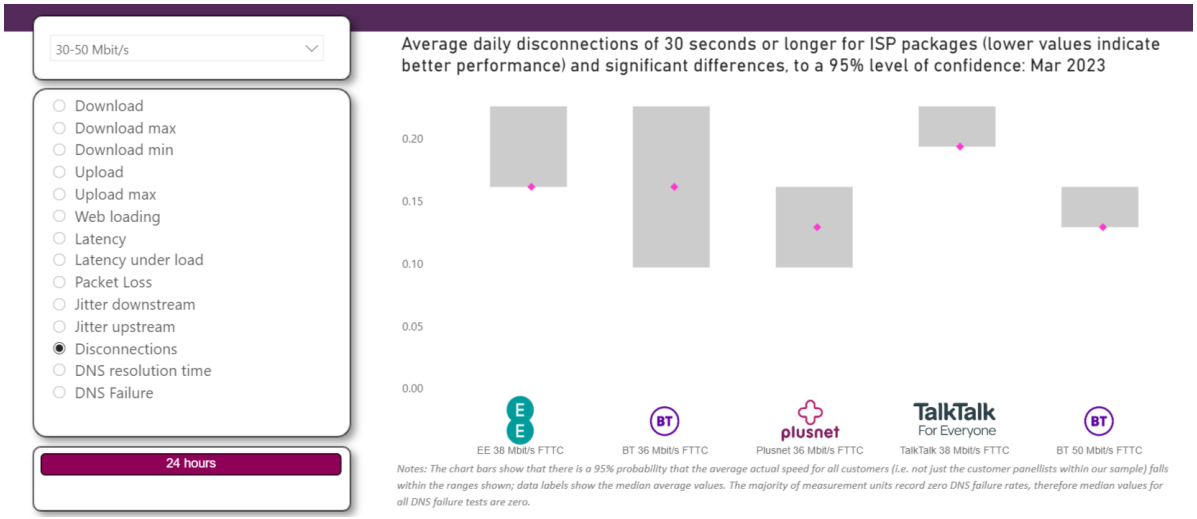
- For copper-based technologies such as ADSL and FTTC, the maximum speed that a line can support is dependent on the length and quality of the line from the end-user’s home to the local exchange (for ADSL) or street cabinet (for FTTC); lines to some premises will never support the service’s advertised speed (although under the Voluntary Code of Practice for broadband speeds, broadband providers must provide an estimate of the speed that the line can support before purchase).
- The actual speeds of all connection types tend to fall when broadband providers’ networks are busy. The variation in speeds at peak times tends to be higher for cable connections, due to network congestion occurring nearer to the customer, making it harder to add the additional capacity required to reduce the effects of congestion.

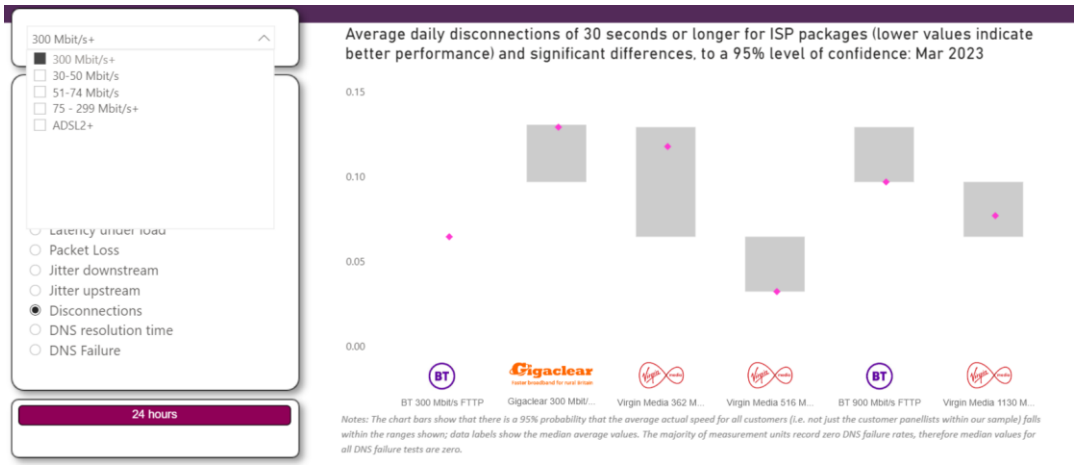
Ofcom’s performance reports compare the technologies using Sam Knows test data, and show the improved reliability and speed consistency full fibre offers – see this example from the most recent Ofcom report, published September 2023 for latency:





The stats for disconnections also show the superior performance of full fibre vs fibre to the cabinet and cable services:





The full data can be found here:

[UK home broadband performance, measurement period March 2023: Interactive data - Ofcom]

2. **"[Location] deserves better broadband"**

The claim describes the roll out of full fibre broadband in various locations across the UK, which EE provides from the Openreach network, and compares this new technology with the existing copper, fibre-to-the-cabinet and cable services currently available. As demonstrated above, full fibre performs better than these technologies on the key metrics associated with broadband performance. EE is also the only major broadband provider to make 1.6 Gbps full fibre available in each location.

The locations are: Birmingham, Bristol, Edinburgh, Glasgow, Leeds, Liverpool, Manchester, Newcastle and Nottingham.

3. **"Join the city's fastest major broadband provider"**

EE is the only major provider to sell the fastest tier of Openreach full fibre, which means we are the only major provider to sell speeds of 1.6 Gbps in Birmingham, Bristol, Edinburgh, Glasgow, Leeds,

Liverpool, Manchester, Newcastle and Nottingham, and consequently the fastest major broadband provider in each location. See the table below:

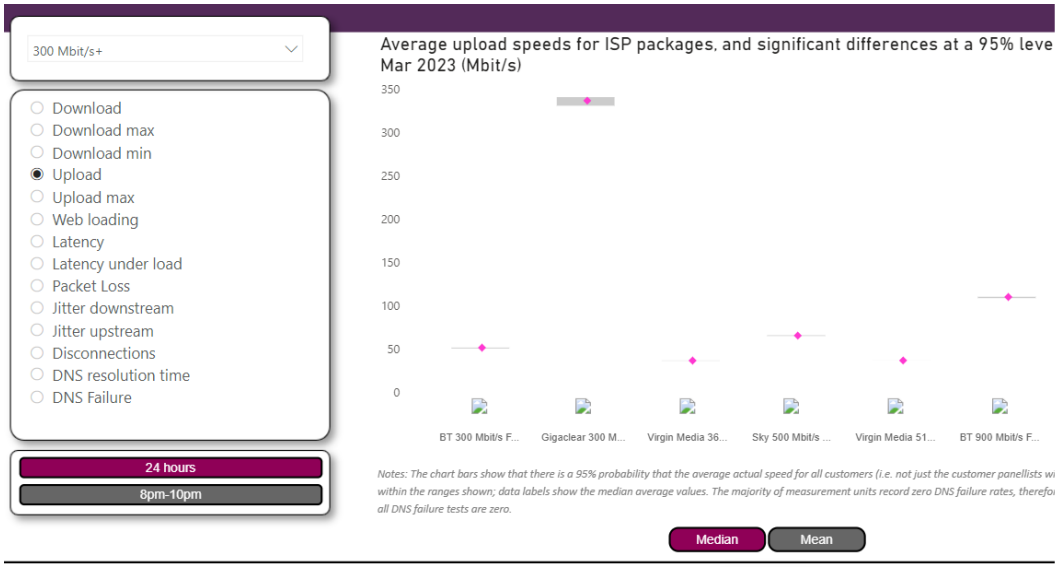
Broadband provider	Does the Provider offer speeds equal to or greater than 1.6Gbps
EE	✓ 1.6Gbps
BT	✗ 900Mbps
Virgin Media/O2	✗ 1.1Gbps
Plusnet	✗ 900Mbps
Sky	✗ 900Mbps
Shell Energy	✗ 948bps
TalkTalk	✗ 944Mbps
Vodafone	✗ 910Mbps

4. **"Out of contract with Virgin? Save up to £576"**

Saving based on EE Full Fibre 150 vs Virgin out of contract price on M125 over 24 months. Last checked on 5 July 2024.

5. **"Faster uploads vs Virgin"**

Data from the September 2023 Ofcom report demonstrates the superior upload speeds on full fibre compared with Virgin's cable broadband:



6. "**50% less lag than Virgin**"

Data from the September 2023 Ofcom report demonstrates the superior latency on full fibre compared with Virgin's cable broadband. See screenshots included under point 1 above.