



# BROADBAND CLAIMS

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## "ONLY EE" CLAIMS

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17<sup>th</sup> September 2024

1. **Only EE has Work Mode which prioritises your broadband end to end, for working from home**
2. **Only EE has Game Mode which turbo-charges your gaming experience with geo-filtering and ping-optimiser**
3. **Only EE has Game Mode and Work Mode, which prioritises your broadband traffic end to end, to the things that matter most to you**
4. **EE is the first major broadband provider to offer WiFi 7 triband technology to all its customers**

## BROADBAND CLAIMS #1-#3

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3. **Only EE has Game Mode and Work Mode, which prioritises your broadband traffic end to end, to the things that matter most to you**

Work Mode and Game Mode are part of the EE broadband add-on, WiFi Enhancer, powered by Netduma's QoS solution. When Work Mode and/or Game Mode are switched on, Netduma's QoS optimises a customer's broadband using a combination of features which are unique in the market. Netduma's QoS solution works across:

- All devices on the network. This means if a customer has prioritised work or gaming then all the devices in home will benefit from this. Whilst others may offer a solution which prioritises a single device, with WiFi Enhancer you can prioritise gaming or work applications across all devices on the home network.
- Over WiFi and WAN (your broadband connection). Congestion can occur over both a customer's WiFi and WAN connection, but WiFi Enhancer ensures prioritisation for important traffic across both. Therefore, with WiFi Enhancer, the customer's boosted apps are being prioritised end to end e- from the router to the network with WAN and around the home with WiFi. This ensures prioritisation regardless of where the queue has occurred.
- For a large array of games and work from home applications. WiFi Enhancer supports a number of work applications including Microsoft Teams, Skype, Slack, Webex and Zoom. Similarly, for gaming, the solution prioritises all PlayStation, Xbox and Nintendo Switch games

and ensures a list of popular PC games are supported for boosting purposes. Both work applications and game libraries are refreshed on periodic basis.

WiFi Enhancer also includes Netduma's unique Geo Filter which allows customers to connect with the best possible gaming servers, blocking laggy ones. While Netduma's QoS ensures that customers have control of what they prioritise in the home environment, they could still encounter a compromised gaming experience if they connect with a poor gaming server. WiFi Enhancer's Geo Filter prevents this by ensuring that customers always end up with best available servers with minimal ping. A customer can choose between Simple and Custom modes and can allow or deny servers.

We have reviewed the details of all 108 Broadband Internet Service Providers that we have identified as providing fixed broadband services across the Uff. This review took place between 18/09/2023 to 22/09/2023.

Broadband Provider	Does the broadband provider offer the combination of features to optimise for gaming and/or home working?
Airband	X
Amatis Networks	X
Andrews & Arnold Ltd	X
Aquiss	X
B4RN.org.uk	X
Boundless Networks	X
Box Broadband	X
Breathe	X
Brawband	X
BreezeTel	X
Briant Broadband	X
Brillband	X
Briskona	X
BT	X
Cerberus Networks	X
CIX	X
Cloudscape Connect	X
Community Fibre	X
Converged Communication Solutions	X
Cuckoo	X
Direct Save Telecom	X
Eclipse Broadband	X
EE	✓
Exa Networks	X
Exascale	X
F4RN	X
FACTCO Ltd	X
Fastnet	X
FibreCast	X
Fibre Hop	X
Fidonet	X
Freeola	X
Global4	X
Giacom	X
Gigaclear	X
Gigabit Networks	X
Giganet	X
Glide	X
G-Network	X
Green ISP	X
GreenNet	X

Home Telecom	X
hSo	X
HS4	X
Hyperoptic	X
ICUK.net	X
ID Net	X
IFB	X
I Need Broadband	X
Internetty	X
iTalk	X
Its Fibre	X
Juice Broadband	X
Karma Computing	X
KCOM	X
Link Broadband Ltd	X
Lothian Broadband	X
NOW	X
No One Internet	X
Octaplus Networks Ltd	X
OFNL	X
One Stream	X
Origin	X
Pine Media	X
PlusNet	X
Pop Telecom	X
Post Office	X
Pulse Fibre	X
Pulse 8	X
Pure Broadband	X
PureFibre	X
QuickLine	X
RocketFibre	X
RunFibre	X
Shell Energy	X
Sky	X
Spectrum Internet	X
Stream Networks	X
Surf Fibre	X
Talk Talk	X
Telecom	X
The Phone Coop	X
Three	X
Timico	X
Toob	X

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Total Web Solutions	X
Trooli	X
TrueSpeed	X
Trunk Networks	X
Ultra Fibre	X
Unchained ISP	X
Utility Warehouse	X
V Fast	X
Virgin Media	X
VISPA	X
Vivaciti	X
Vodafone	X
Vorboss	X
WatchFront	X
Wessex Internet	X
Wight Fibre	X
Wildcard Networks	X
Yayzi	X
York Data Services	X
YouFibre	X
Zen	X
Zzoomm	X
6GInternet	X

## BROADBAND CLAIMS #4

### 4. EE is the first major broadband provider to offer WiFi 7 tri-band technology

Customers joining EE will have the ability to opt to upgrade their home WiFi experience to a service that includes the new WiFi 7 tri-band enabled Smart Hub Pro and Smart WiFi Pro. EE are the first major Broadband provider to provide this WiFi 7 enabled service.

We have reviewed the routers provided by the UK's major Broadband Internet Service Providers. This review took place between 01/07/2024 to 16/09/2024.

Major Broadband Provider	Does the broadband provider offer a service that includes WiFi 7 tri-band technology in their routers and/or mesh WiFi extenders?
EE	✓
BT	x
Virgin Media / O2	x
PlusNet	x
Sky	x
Shell Energy	x
Talk Talk	x
Vodafone	x