



Clearcast Substantiation 6 March 2024

1. **"Birmingham deserves better broadband"**
2. **"Birmingham deserves better broadband for less"**
3. **"Join the city's fastest major broadband provider"**

1. "Birmingham deserves better broadband"

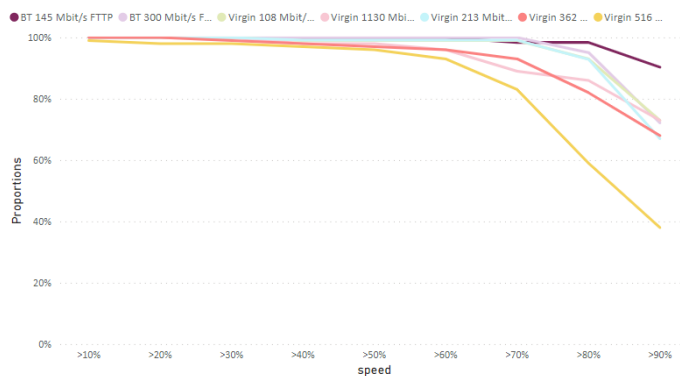
The basis for the claim "Birmingham deserves better broadband is the fact that we're promoting full fibre broadband, the UK's most reliable broadband technology, in Birmingham.

Full fibre broadband outperforms copper, fibre-to-the-cabinet and Virgin's cable technology for all the key metrics associated with broadband – latency, speed consistency, packet loss and downstream jitter – as shown in the most recent Ofcom home broadband performance report (published March 2023). Clearcast has previously cleared the "UK's most reliable broadband technology" for both Sky and Vodafone's full fibre products. We are selling the same technology, but are the only major provider to sell Openreach's 1.6 Gbps broadband product.

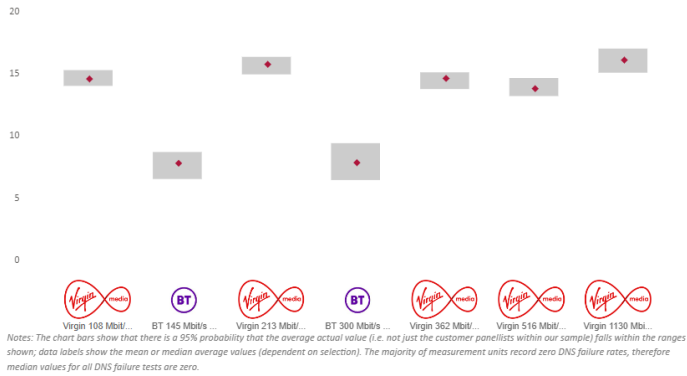
The tables below are taken from the Ofcom report, and show the relative performance of full fibre to Virgin's cable service. Full Fibre outperforms cable to a statistically significant degree for speed consistency, latency, packet loss and downstream jitter. The full results (including FTTC products) can be found here:

[UK home broadband performance, measurement period September 2022 \(published March 2023\) - Ofcom](#)

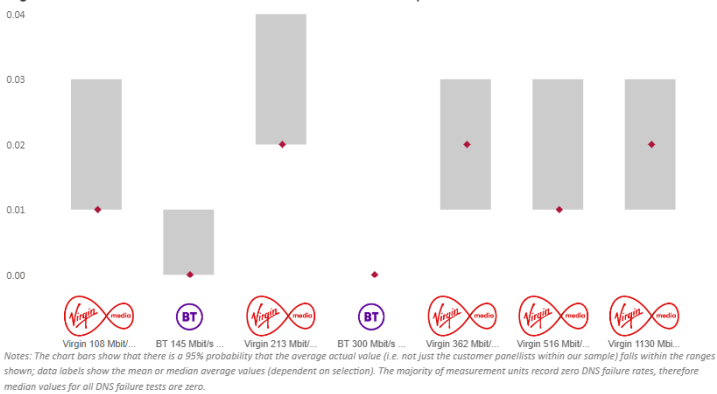
Distribution of average minimum speed as a proportion of maximum speed, by ISP packages: Sept 2022



Average latency for ISP packages (lower values indicate better performance), and significant differences, to a 95% level of confidence: Sept 2022 (ms)

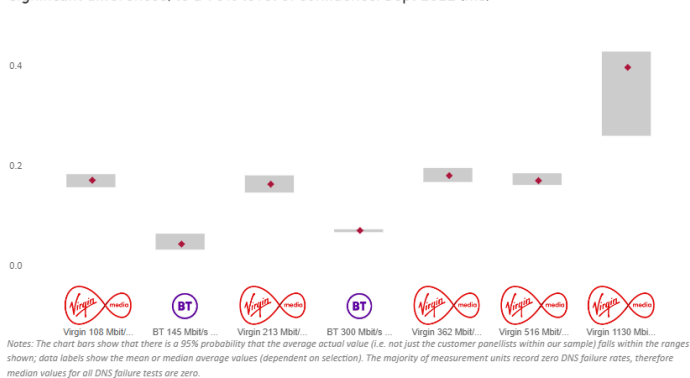


Average packet loss for ISP packages (lower values indicate better performance), and significant differences, to a 95% level of confidence: Sept 2022 (%)



Downstream jitter:

Average downstream jitter for ISP packages (lower values indicate better performance), and significant differences, to a 95% level of confidence: Sept 2022 (ms)



2. "Birmingham deserves better broadband for less"

The saving is based on a comparison of the new customer price of EE Full Fibre 150 vs Virgin out of contract price on M125 over 24m.

	Product	Pricing	Over 24 months	Savings vs Virgin
EE product and offer price	FF150	£29.99	£719.76	1296- 719.76 = £576.24
Virgin Media product and OOC price	M125 Fibre BB	£54	£1,296	

Commented [MR1]: Hi George, do you have the price comparison table for this? If so please can you add it in, thanks

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 and consequently the fastest major broadband provider in Birmingham. 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