



# Media release

Sunday 9 September 2018

## The nbn™ network: how much speed do you need?

### Check, select, connect — three steps to help get the best speed plan on the nbn™ broadband access network

The majority of Australians don't understand how to pick the right broadband speed for their households' needs, according to new insights released today.

The research, commissioned by NBN Co, reveals that while more than three-quarters (76 per cent) know there are a range of speed tiers on offer when ordering a plan on the nbn™ broadband access network, two thirds (66 per cent) don't know how to select a plan based on their households internet usage.

NBN Co has today launched a new public information campaign to help people select the right broadband speed tier for their household's needs and to understand some other factors that can affect their experience.

The three-step campaign – 'Check, Select, Connect' – will run nationally across TV, print and digital media to encourage Australians to:

- **Check** – their internet usage habits and the number of devices connected during peak usage times between 7pm and 11pm.
- **Select** – the right speed plan for their household's needs with an internet provider.
- **Connect** – the right Wi-Fi router/modem in the right place and contact their provider to get help with any further in-home set up.

It will target Australians who can now connect to services over the nbn™ access network as well as those already connected to remind them to speak with their phone and internet provider and check they are on the right speed plan to suit their internet usage.

#### **NBN Co's Executive General Manager of Marketing, Channels and Sales, Kent Heffernan said:**

"With almost three-quarters of Australian households now able to connect to services over the nbn™ access network, it has never been more important for people to speak to their internet provider about the steps they need to take to get the ideal plan to suit their needs in the evening peak periods.

"Our new campaign is another step in our ongoing efforts to help ensure Australians have the right information to get a great experience when they connect to the nbn™ access network. In some instances, even calling an internet provider to upgrade to a higher-speed tier could dramatically improve their experience.

"We've seen a significant shift in people on higher speed plans in the past year, with the amount of wholesale plans of 50Mbps or above almost tripling from 16 per cent to 47 per cent. At the same time, the average bandwidth network congestion has reduced from almost five hours in December to consistently less than 30 minutes per service, per week (excluding nbn™ Sky Muster™ satellite)."\*



The **nbn**<sup>™</sup> access network is almost three-quarters built with more than four million homes and businesses already connected. NBN Co remains on track to complete the rollout in 2020.

Get the most from your experience with the nbn<sup>™</sup> access network – Check. Select. Connect.



Please visit [nbn.com.au/experience](http://nbn.com.au/experience) for more information.

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## Resources

Click [here](#) for audio

Click [here](#) for video



## Notes to editor:

*#NBN Co's monthly progress report is designed to give Australians a clearer understanding of the ways the company is taking action to improve customer experience. The metrics used relate to services NBN Co delivers to phone or internet providers and the physical connection of homes and businesses to **nbn**<sup>™</sup> infrastructure. The metrics do not cover services supplied by providers to end users. Metrics are based on averages, summaries and simplifications; end-user experiences vary. Please visit [nbn.com.au/updates](http://nbn.com.au/updates) for important information on the metrics and their descriptions.*



- **\* Average network bandwidth congestion** – Average bandwidth congestion across the **nbn**<sup>™</sup> access network is around 28 minutes per week per premises - compared with 4 hours and 52 minutes per week in July 2017. This measure excludes **nbn**<sup>™</sup> Sky Muster<sup>™</sup> satellite. Bandwidth congestion depends on the capacity purchased by internet providers. Numbers are indicative only. Your experience may vary depending on factors such as your **nbn**<sup>™</sup> access technology, internet provider, plan and equipment.
- **^ Uptake to higher wholesale plans** – As at July 2018, there are 47 per cent of homes and businesses on a 50Mbps (download) wholesale speed plan or higher – compared with 16 per cent in July 2017. This measure includes 25-50Mbps (download) wholesale speed plans. Your experience may vary depending on factors such as your **nbn**<sup>™</sup> access technology, internet provider, plan and equipment.
- Consumer research was conducted by Forethought from May-June 2018 and surveyed more than 800 Australians.
- **#**Your experience, including the speeds actually achieved over the **nbn**<sup>™</sup> network, depends on how **nbn**<sup>™</sup> network is delivered to your premises, whether you are using the internet during the busy period, and some factors outside our control (like your equipment quality, software, broadband plans, signal reception and how your service provider designs its network). Speeds may be impacted by network congestion on NBN Co's Fixed Wireless network, including during busy periods. Satellite users may experience latency.