

# End-users Empowerment tools

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# regulation **made simple**

**Cutting through the complexity** of communications sector **regulation, policy and law:**



telecoms



consumer protection



media



digital economy



postal



competition



radio spectrum



sustainability



across  
**the globe**



to provide  
**clarity** and  
independent **insights**



regulatory  
training



custom  
research



regulatory  
intelligence



conferences  
& networking

# Empowerment tools

Comparison of offers and prices

Coverage maps

Speed advertising

Publications ranking providers

Try and Buy

# Comparison tools

| Countries   | Comparison tool provided by the NRA |
|---|-------------------------------------|
|  Belgium        | ✓                                   |
|  Czech Republic | ✓                                   |
|  France         | ✗                                   |
|  Germany        | ✗                                   |
|  Ireland        | ✓                                   |
|  Italy          | ✗                                   |
|  Netherlands    | ✗                                   |
|  Poland         | ✗                                   |
|  Portugal     | ✓                                   |
|  Slovakia     | ✓                                   |
|  Spain        | ✗                                   |
|  Sweden       | ✗                                   |

Cullen International, February 2024, research based on 12 EU countries

# Broadband speed claims

## Advertising broadband speeds



### Croatia

Min. speed  $\geq$  70% of the max. advertised speed



### Czech Republic

The min. speed can never fall below 30% of the advertised speed



### Ireland

“Up to” speed claim must include a % of the plan's customers to whom the speed is delivered at least 80% of the time



### UK

Providers should be able to demonstrate that the speed is achievable for at least 50% of the relevant customer base at peak time

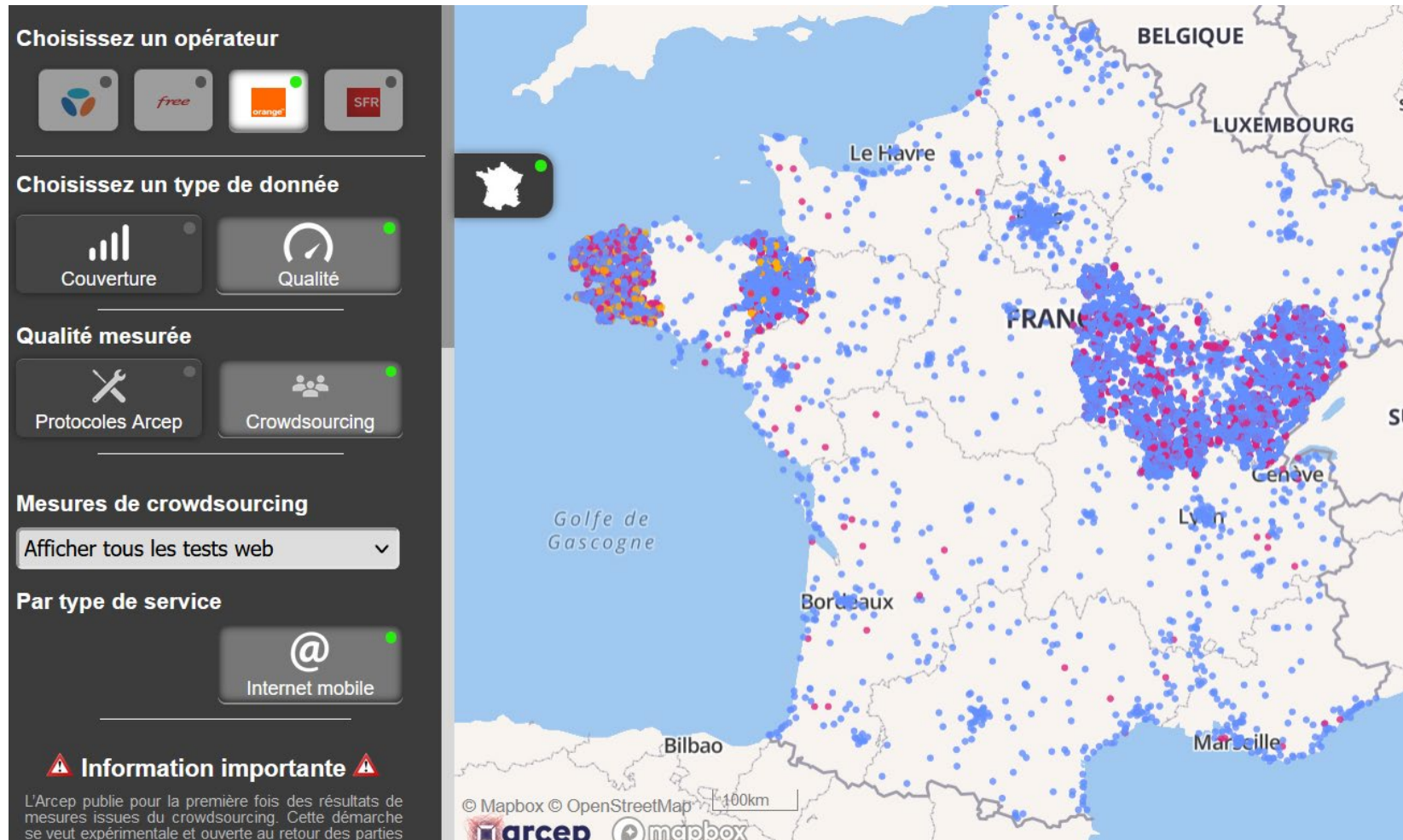
## Using the term "fibre" in advertisements



● No rules ● Existing rules on the use of the term "fibre" in advertisements

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# Coverage maps (France)



ARCEP runs tests on the quality experienced




“Code of conduct” for broadband speed measurement tools

# Ranking providers (UK)



## Broadband satisfaction

|  | Average broadband | BT    | EE    | KCOM  | NOW   | plusnet | Shell <sup>®</sup> | sky   | TalkTalk For Everyone | Virgin | vodafone |
|---|-------------------|-------|-------|-------|-------|---------|--------------------|-------|-----------------------|--------|----------|
| Satisfaction with service overall   | 82%               | 83%   | 85%   | N/A   | N/A   | 89%     | N/A                | 82%   | 78%                   | 81%    | 83%      |
| Satisfaction with speed of service  | 80%               | 80%   | 81%   | N/A   | N/A   | 83%     | N/A                | 80%   | 76%                   | 82%    | 82%      |
| Customers with a reason to complain   | 20%               | 19%   | 13%   | N/A   | 10%   | 20%     | N/A                | 18%   | 24%                   | 25%    | 22%      |
| Overall satisfaction with complaint handling  | 51%               | 55%   | 55%   | N/A   | N/A   | 53%↑    | N/A                | 55%   | 46%                   | 46%    | 49%      |
| Ofcom complaints per 100,000 subscribers**  | 44↓               | 35↓   | 22↑   | N/A   | N/A   | 46↓     | 108                | 16↓   | 67↓                   | 66↓    | 64       |
| Average call waiting time (mm:ss)**   | 2:37              | 2:45↑ | 1:06↑ | 4:13↓ | 0:51↑ | 2:08    | 8:14               | 2:14↓ | 1:22↑                 | 3:07↓  | 3:19↑    |



## Comparing customer service: mobile, home broadband and landline

Source: Ofcom May 2023 [Report](#)





# “Try and buy” (Croatia)



- Try & buy period min. 5 days
- Mobile broadband and voice services
- Free trial SIM card
- Right to terminate contract at no additional charges within the trial period
- Requirement to pay traffic charges generated during the trial period





Thank you

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