

Virgin Media Website audit
Broadband speeds information

The Broadband Speeds Code of Practice requires that providers make specific information available during the sales process and on the website more generally. Some further information is required if available or if requested by the customer. The following table explains which information was tested and whether this is mandatory:

Location	Information	Question	Notes
During online sales process	Throughput speed	2.7	Only to be provided where available, which is uncommon
	Information about what can affect the speed of a broadband service, including traffic management and fair usage policies where applicable (see below)	2.13, 2.14, 2.21	Mandatory
	Information about the Broadband Speeds Code of Practice	2.15	Optional; mandatory only in post-sale information
On website	Fair Usage Policy in a way that is clear and comprehensible	2.18	Mandatory where applicable
	Explanation of how customers can check and maximise their speeds	2.20	Mandatory (not directly tested)
	Traffic Management/Shaping Policy in a way that is clear and comprehensible	3.1	Mandatory where applicable

Some of the information asked for in the audit is not relevant to Virgin Media because of the type of network technology they use. Where this is the case, the response 'N/A' has been used.

Section1: General

1.0: Date of website assessment: 17/11/2016

1.1: Time started website assessment: 16:32

1.2: Time finished website assessment: 18:00

1.3: how did you find the majority of the information: A mixture of customer experience clicking through and searching

Section 2: Audit information

2.0 Was there a broadband speed checker facility? NO

2.4 Estimated mid-point ADSL line speed provided? N/A cable service

2.5: Range of estimated ADSL speed provided? N/A cable service

2.6 Minimum guaranteed speed provided ADSL? N/A cable service

2.7 Throughput speed provided ADSL? N/A cable service

2.4b Estimated mid-point VDSL line speed provided? N/A cable service

2.5b: Range of estimated VDSL speed provided? N/A cable service

2.6b Minimum guaranteed speed provided? N/A cable service

2.7 Throughput speed provided VDSL? N/A cable service

2.11 If fibre optic broadband/ cable was 'coming soon' at your address, what information was provided about this?

N/A as service available

2.12 Did the text in/ around the line checker indicate that the speeds given were an estimate? N/A

2.13. Was there any information about what can affect the speed of your broadband connection within the broadband speed checking facility? N/A

2.14 Please select what was mentioned WHEN PROVIDED WITH SPEED OPTIONS

a. Distance from telephone exchange
b. The wiring quality e.g. fibre optic/copper wire explanation
c. How busy the network is/the number of people online at any one time
d. The network capacity of the broadband provider
e. The time of day/day of week
f. Quality of the phone line Y
g. Their traffic management policy
h. Their fair usage policy and any specific limits
i. Interference from electrics/devices at home – e.g. the layout of house, number of devices using electricity, number devices using wireless connections
j. Other (please specify) YES: websites being used/ number of people online/ computers specifications

store.virginmedia.com

is in a Virgin Media area

Great news! You can get Virgin Media

Moving house and [already with us?](#)

TV channels

245+ channels

Including

The fastest, widely available optical fibre broadband

Award winning

QuickStart is a free self-install kit to help you set up in your own time. It's yours from **21st November**

Check out our great packages below [Carry on browsing](#)

£29 a month

store.virginmedia.com

Check out our great packages below [Carry on browsing](#)

Fibre optic Broadband

Up to 12x faster than regular broadband*

+

Phone

Unlimited weekend calls to UK landlines**

+

TV

Choice of up to 245+ channels

Option to add Mobile SIM

Add mobile SIM and get unlimited calls and texts

£29 a month for 12 months then £40 a month

Price includes Virgin phone line
£14.99 activation fee

[View bundles](#)

Fibre optic Broadband

Up to 12x faster than regular broadband*

+

Phone

Inclusive unlimited weekend calls to UK landlines and Virgin Mobile numbers, plus weekend calls to 0870

£32 a month for 12 months then £40 a month

Price includes Virgin phone line
£14.99 activation fee

[View choices](#)

Fibre optic Broadband

Up to 12x faster than regular broadband*

£27 a month for 12 months then £32.25 a month

£14.99 activation fee

No need for a phone with us or anyone else

[View choices](#)

The legal stuff

store.virginmedia.com

Fibre optic Broadband
Up to 12x faster than regular broadband*

£27 a month for 12 months then £32.25 a month
£14.99 activation fee
No need for a phone with us or anyone else

[View choices](#)

The legal stuff

Prices may change at any time during the contract.

Minimum term applies to your cable service, check basket for details. If you cancel during the minimum contract period you will incur an early disconnection fee.

Service availability: Minimum term applies to your cable service, check basket for details. If you cancel during the minimum contract period you will incur an early disconnection fee.

Installation: An engineer installation fee applies (starting from £40 for standard install).

Activation Fee: There is an activation fee of £14.99.

Payment: Minimum term applies to your cable service, check basket for details. If you cancel during the minimum contract period you will incur an early disconnection fee.

Separate contracts apply to your cable and mobile services.

**Please note standard charges apply, please check with your network operator for rates.
***For details about how much it costs to call our team from a Virgin Media home phone, visit virginmedia.com/callcosts. Call costs from other networks and mobiles vary.

- General
- Offers
- TV
- Broadband
- Phone

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store.virginmedia.com

Broadband

Broadband general: Speeds referred to are download speeds unless stated otherwise. Virgin Media ultrafast speeds are 10Gbps and above. Minimum computer requirements apply. Speed of internet connection assumes components working at optimum speed and capacity. Home environment, device limitations, number of users and time of day may affect WiFi performance. Acceptable use policy applies.

Downloading: Copyright owner's permission may be required for the downloading of music.

Fastest/ultrafast broadband over WiFi: Virgin Media Vmax 200 WiFi speed measured in independent tests (Forrester, Nov 2016) benchmarked against competitors' advertised max. Fixed line speeds (Ofcom Report, Feb 2016). See <http://www.virginmedia.com/using-speeds> for details.

F-Secure SAFE: F-Secure SAFE not available on BlackBerry operating systems.

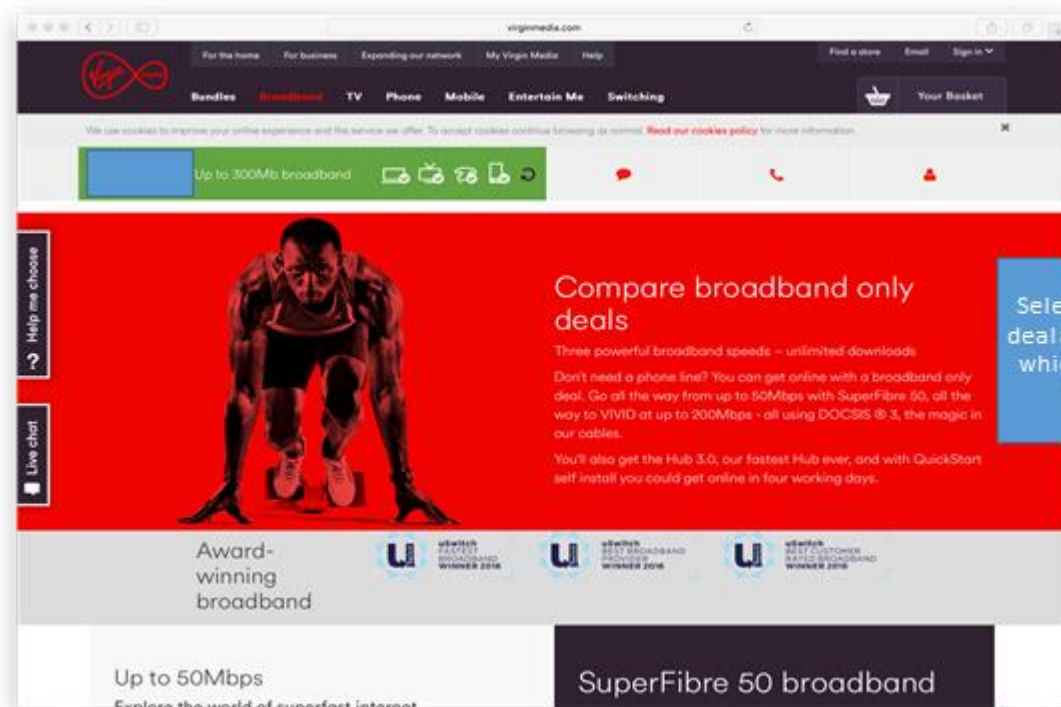
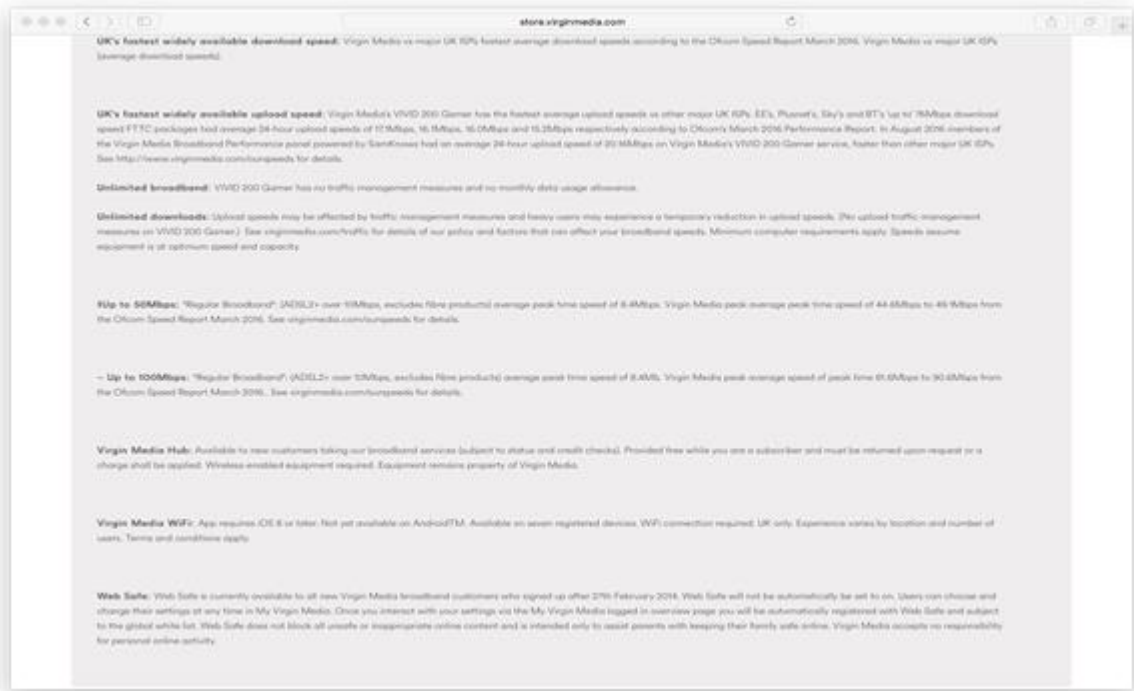
More likely to get headline speed: Highest percentage of headline speed achieved over 24 hours (Ofcom Speed Report, March 2016)

Netflix Streaming: Source: <https://speedindex.netflix.com/country/uk/>. Netflix ISP Speed Index compares performance of major ISPs and lists the average prime time latency for Netflix content streamed to Netflix members during a particular month for major ISPs. Virgin Media leading ISP for past 12 months.

Ofcom Report: Average speed data comes from the Ofcom Speed Report March 2016, unless otherwise stated. These figures reflect the speeds that would be achieved 95 times out of 100 if the exercise was repeated with different panels. If the range of two operators overlaps, then these operators offer comparable performance. They are not a description of the range of speeds actually measured. Speeds tested over a 24 hour period through a wired connection for one PC. Customers may experience slower speeds when multiple devices are connected and using broadband wirelessly.

Reliability: Broadband Genie Home Broadband Survey 2016 - www.broadbandgenie.co.uk/broadband/survey/2016.

* Twice as fast: Based on advertised max speeds (up to 200Mbps for VIVID 200 or up to 10Mbps for BT Infinity 2 and Sky Fibre Max). Speeds referred to are download speeds.



virginmedia.com

Up to 50Mbps

Explore the world of superfast internet

- On average 4x faster than BT and Sky's regular broadband¹
- Great for small households doing loads with 1-4 devices
- Perfect for superfast streaming and browsing
- Unlimited downloads – as much data as you need
- Our fastest ever WiFi hub

SuperFibre 50 broadband

£27 a month for 12 months

Then £32.25 a month
£14.99 activation fee

No Virgin Phone line

[Start your order](#)

Our speed compared to Sky and BT's regular broadband +

Up to 100Mbps

Our next generation optical fibre

- On average 8x faster than BT and Sky's regular broadband²
- Great for busy households with 5-9 devices
- Perfect for lots of people doing lots of stuff at the same time
- Unlimited downloads – as much data as you need
- Our fastest ever WiFi hub

VIVID 100 broadband

£32 a month for 12 months

Then £37.25 a month
£14.99 activation fee

No Virgin Phone line

virginmedia.com

Up to 200Mbps

A whole new way to experience the internet

- Over 2x faster than BT Infinity 2 and Sky's fastest widely available fibre (76Mbps)³
- Great for busy households doing loads with 10+ devices
- Perfect for lots of people streaming in HD, watching 4K* and more, all at Once
- Unlimited downloads – as much data as you need
- The UK's only widely available ultrafast WiFi

VIVID 200 Fibre Broadband

£40 a month for 12 months

Then £45.25 a month
£14.99 activation fee

No Virgin Phone line

[Start your order](#)

Our speed compared to Sky and BT's regular broadband +

Up to 200Mbps download + Up to 20Mbps upload + No traffic management

Boss-level broadband for gamers

- Made for gamers – play online, stream gameplay and chat, all at once
- Faster upload speeds – loads of extra bandwidth for gaming traffic
- No traffic management – keep playing for as long as you want

VIVID 200 Gamer

£45 a month for 12 months

Then £50.25 a month
£14.99 activation fee

No Virgin Phone line

Up to 200Mbps download + Up to 20Mbps upload + No traffic management

Boss-level broadband for gamers

- Made for gamers – play online, stream gameplay and chat, all at once
- Faster upload speeds – loads of extra bandwidth for gaming traffic
- No traffic management – keep playing for as long as you want
- Totally unlimited broadband – as much data as you need
- The UK's only widely available ultrafast WiFi

VIVID 200 Gamer
£45 a month for 12 months
 Then £50.25 a month
 £14.99 activation fee

No Virgin Phone line

Start your order

1 Cabled areas only. Up to 200Mbps download speeds
 2 VIRGIN MEDIA CABLED STREETS ONLY. Based on average peak time download performance. virginmedia.com/burspeeds. Movie based on 4.1GB file size, a single user and wired connection. Minimum device requirements apply.
 3 VIRGIN MEDIA CABLED STREETS ONLY. Based on average peak time download performance. virginmedia.com/burspeeds. Music album based on 33MB file size, a single user and wired connection. Minimum device requirements apply.

The legal stuff

Prices may change at any time during the contract.

Minimum term applies to your cable service, check basket for details. If you cancel during the minimum contract period you will incur an early disconnection fee.

Service availability: SERVICES AVAILABLE IN VIRGIN MEDIA CABLED STREETS ONLY. Subject to survey, capacity and credit check, minimum term contract applies, check basket for details. If you cancel during the minimum contract period you will incur an early disconnection fee.

Installation: An engineer installation fee applies (starting from £40 for standard install).

Activation Fee: There is an activation fee of £14.99.

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virginmedia.com/burspeeds

Clicked here

Get up to speed on Virgin Media's speeds

At Virgin Media we understand your need for speed. You want to get online and get your stuff done fast. Nobody's got time for the spinning wheel of doom, and we do everything within our power to make sure you don't have to put up with it. But don't just take our word for it – below are all the stats, facts, figures and FAQs so you can see for yourself just what's going on...



Our Typical Broadband speeds for October 2016

Product	Advertised Download Speed	Advertised Upload Speed	Average download speed at peak times (8pm-10pm)	Average Download speed over 24Hr	Average upload speed at peak times (8pm - 10pm)	Average upload speed over 24Hr
Super Fibre 50	Up to 50Mbps	Up to 3Mbps	45.59Mbps	51.35Mbps	2.97Mbps	2.99Mbps
Vivid 100	Up to 100Mbps	Up to 6Mbps	89.49Mbps	100.56Mbps	5.94Mbps	5.99Mbps

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virginmedia.com

Vivid 100	Up to 100Mbps	Up to 6Mbps	89.49Mbps	100.56Mbps	5.94Mbps	5.99Mbps
Vivid 200	Up to 200Mbps	Up to 12Mbps	151.87Mbps	186.03Mbps	11.88Mbps	12.06Mbps
Vivid 200 Gamber	Up to 200Mbps	Up to 20Mbps	188.61Mbps	204.88Mbps	20.27Mbps	20.76Mbps

Source: Virgin Media Broadband Performance Panel powered by SamKnows, the broadband performance monitoring specialists. Typical speeds are recorded with a standard ethernet cable. Virgin Media maximum download speeds may sometimes be up to 110% of the advertised download speeds.

Where do the speed stats come from?

The data comes from a broadband measurement panel made up of real Virgin Media customers spread out across our network. Powered by SamKnows, the broadband performance monitoring specialists, we run millions of tests per month to understand how our broadband is performing.

Ofcom's yearly review of UK broadband speeds is also carried out by SamKnows. Our testing mirrors the methodology used in Ofcom's review and can be found within section 2 of the annex [here](#).

Why do you say 'up to' about speeds?

We use the phrase 'up to' because download speeds are affected by things beyond our control. For example, the website you're on, the number of people online, or your computer's specifications. With Virgin Media, you'll get much closer to the broadband speed you pay for.

Speed you can rely on

Great internet experiences can move you but only when your connection is truly great. That's why we use a different type of cable to Sky and BT. Using DOCSIS[®] 3 technology, our cable's thicker copper core combined with quality insulation, allows us to deliver VIVID speeds up to

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Speed you can rely on

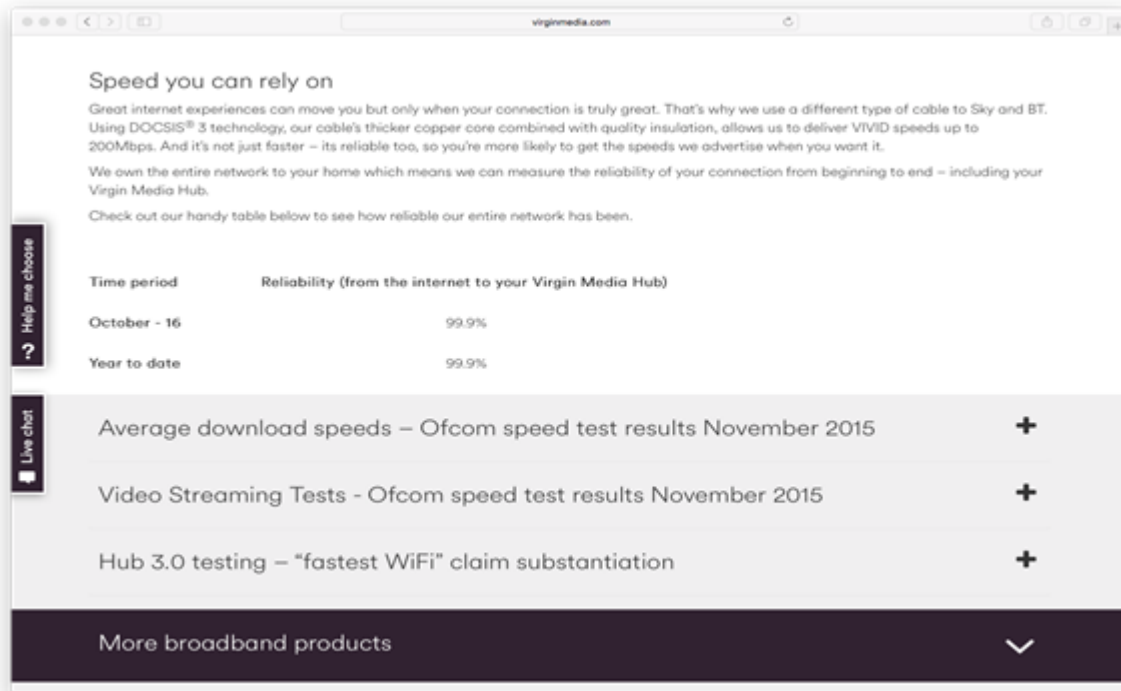
Great internet experiences can move you but only when your connection is truly great. That's why we use a different type of cable to Sky and BT. Using DOCSIS[®] 3 technology, our cable's thicker copper core combined with quality insulation, allows us to deliver VIVID speeds up to 200Mbps. And it's not just faster – its reliable too, so you're more likely to get the speeds we advertise when you want it.

We own the entire network to your home which means we can measure the reliability of your connection from beginning to end – including your Virgin Media Hub.

Check out our handy table below to see how reliable our entire network has been.

Time period	Reliability (from the internet to your Virgin Media Hub)
October - 16	99.9%
Year to date	99.9%

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2.15 Any other relevant information found?

Yes – associated download speeds and times. See 2.14.

2.16. Was there any information about what would happen if the speed you received was below the minimum guaranteed speed? Not applicable no minimum speed quoted. The site also did not specify what happened if you didn't receive the speed that you have purchased, ie up to 200Mb if you had purchased this package.

There is a section at the end of the Traffic Management Policy which seems to point to where to go if there are issues with speeds. This links to a speed test page. See 2.18.

2.17a Did the information state that you would need to contact the ISP if this happened?

YES

2.18a Did the information state that ultimately you can leave the contract if the speed continues to be below this level?

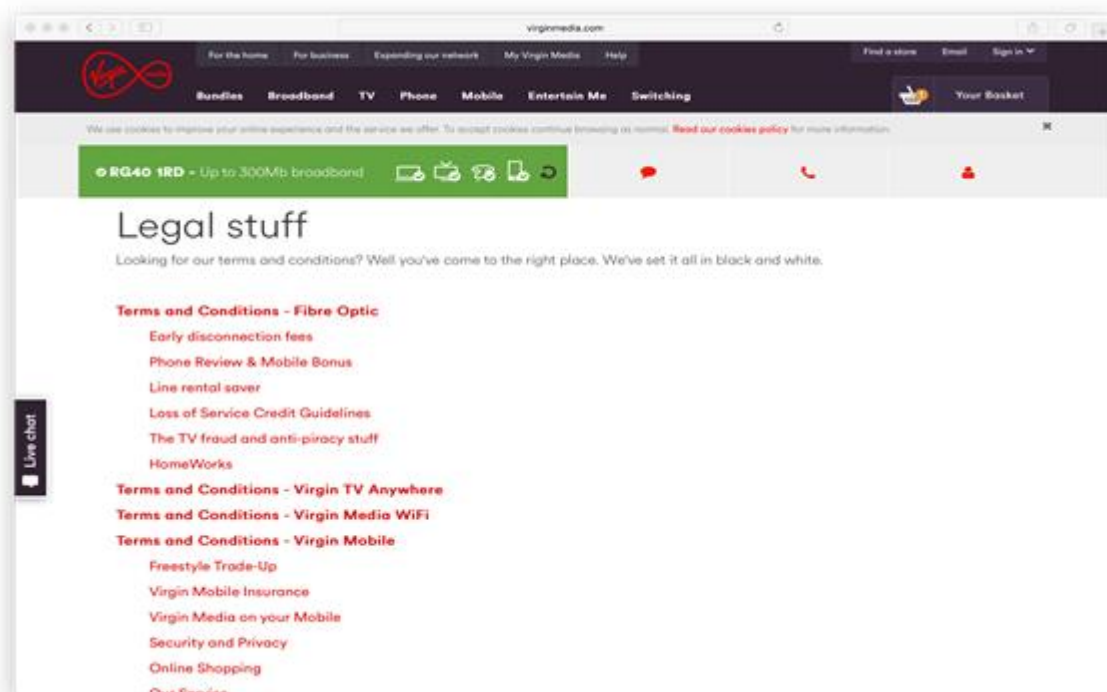
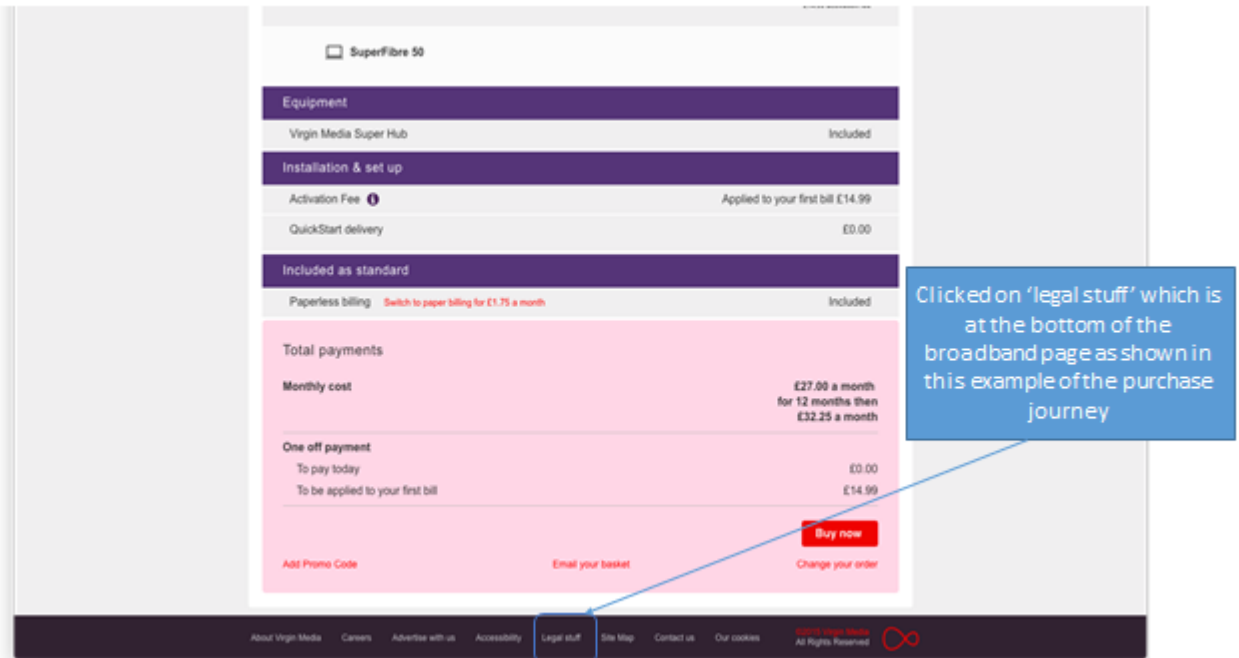
N/A

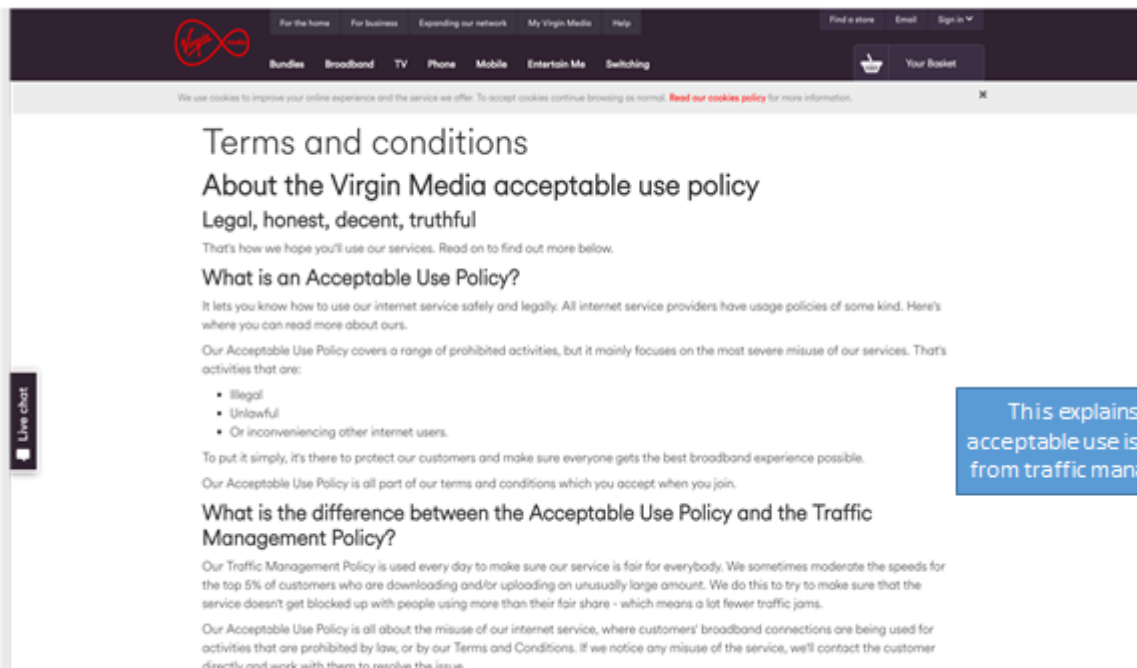
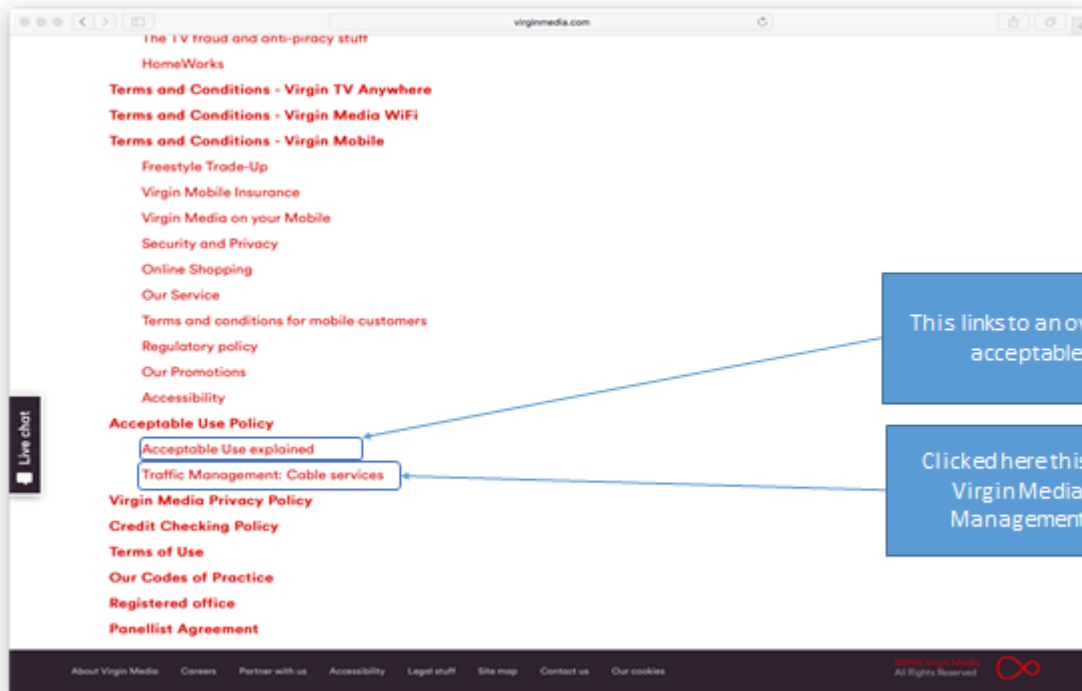
Did the information state at what level the speed needed to be below

N/A

2.18 Was there any information about a Fair Usage Policy? Please write in where on the website this is located (include URL)

‘Legal stuff’ section has a section related to ‘acceptable use’ and ‘traffic management’.





When is it used?

We'll only use our Acceptable Use Policy in severe cases of misuse, where a customer's connection is being used for purposes that are illegal, unlawful or inconveniencing other Internet users.

What activities are prohibited by the Acceptable Use Policy?

In general, customers should make sure that they don't use our internet services for unlawful or illegal purposes, or to inconvenience other internet users.

This means making sure that the household's internet connection isn't used to abuse other people using the internet or to purposefully receive or distribute unsuitable material, like copyrighted music and films without permission, spam, viruses, etc.

For more details, have a look at the full [acceptable use policy](#).

What happens if I breach the Acceptable Use Policy?

If we find that our internet service is being misused, we'll get in touch with you to let you know we're aware of what's going on. If we need to, we'll work with you to resolve the issues without taking any further action as much as possible, but we reserve the right to do so, if necessary.

What happens if I am not the person who actually carried out the prohibited activity?

It's important to know where you stand here. The account holder (that's the bill payer) is responsible for ensuring that their internet connection is used safely and legally, within the guidelines of the Acceptable Use Policy. They're also responsible for making sure that any computers connected to their broadband account are secured and that their connection is only used with their permission.

To help protect your computer, it's a good idea to secure your wireless connection and install up-to-date security software on any computer that accesses the internet in your household. This will help limit any unauthorised activity on your account and keep your personal details safe.

How will I know I have breached the Acceptable Use Policy?

If you breach our Acceptable Use Policy and/or our Terms and Conditions, we'll get in touch by letter or phone and you'll receive what we call a formal warning. We'll talk you through how to resolve your issue and avoid any further action being taken against you, but we reserve the right to do so, if necessary.

What happens if I continue to breach the Virgin Media Acceptable Use Policy after I have received a formal warning?

This explains that acceptable use is separate from traffic management

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What happens if I continue to breach the Virgin Media Acceptable Use Policy after I have received a formal warning?

Under certain circumstances, if prohibited activities are still being carried out on your account after receiving a formal warning, we may suspend your services until we're satisfied that the activity has stopped and won't happen again.

Sometimes we might reinstate your services if we receive a written undertaking from you, stating that you will not breach any part of the Acceptable Use Policy again.

Does the policy ever change?

Yes, so we recommend that you visit our website regularly to check for any updates or amendments to the Acceptable Use Policy. We'll make sure that any updates or amendments are clearly signalled at the top of the page.

How do I report someone who I think is breaching the Acceptable Use Policy?

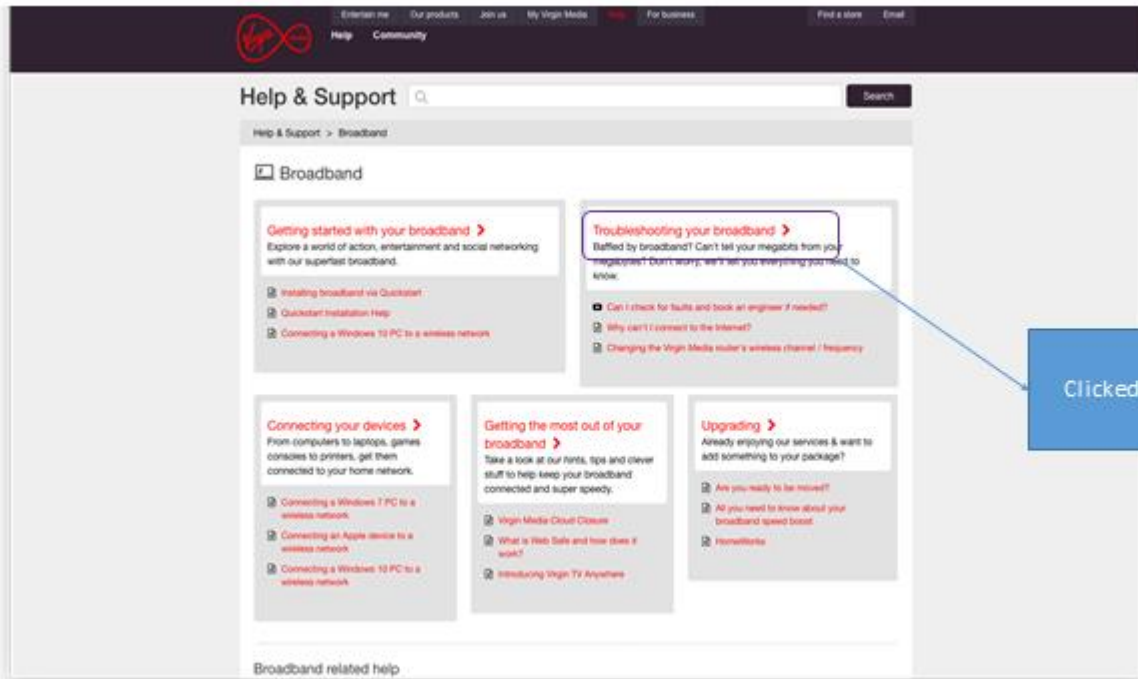
The best way to report any abuse of our network is to use our [online webform](#).

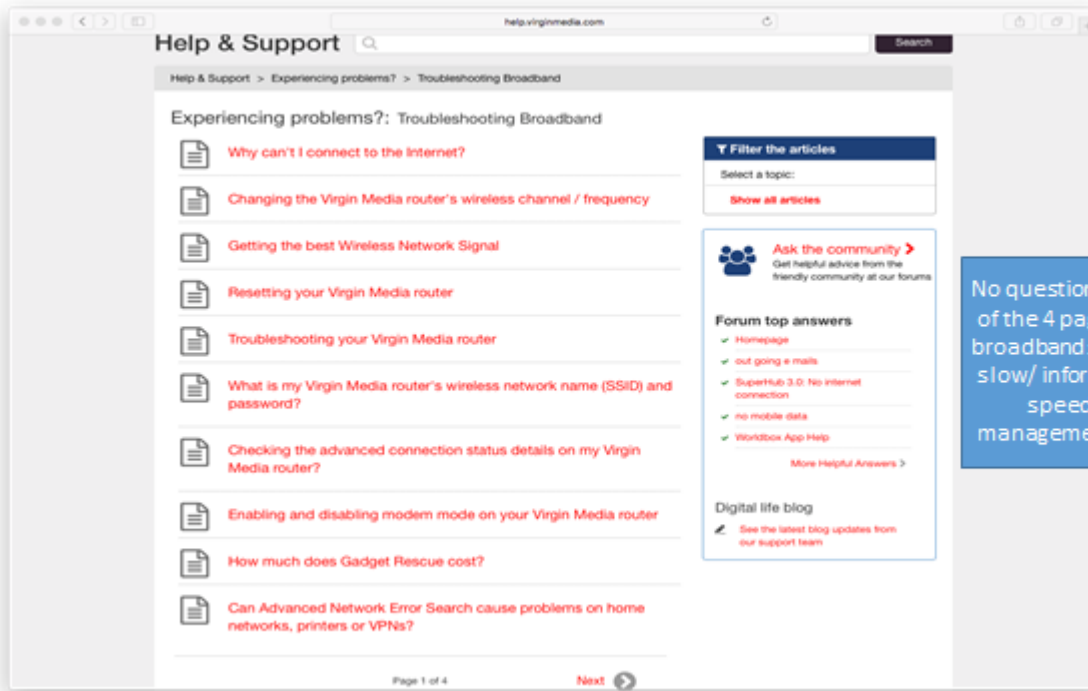
We need to be able to verify any misuse, so please include as much detail and evidence as you can when make a complaint.

This explains that acceptable use is separate from traffic management

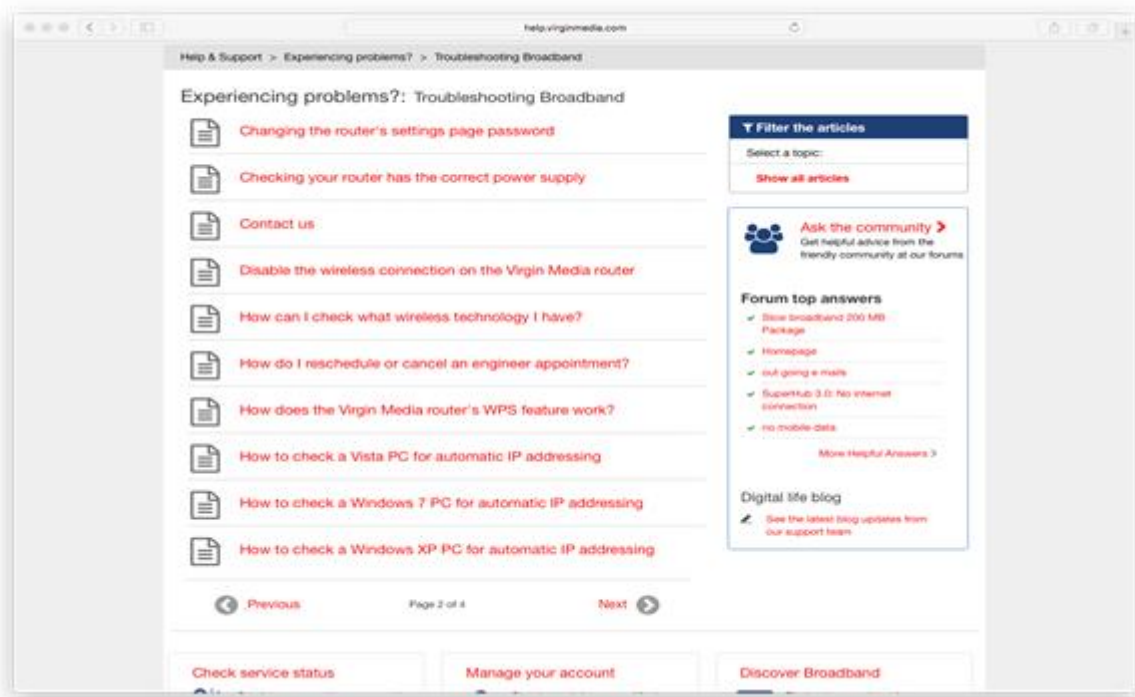
2.20 Did the website contain any *additional* information explaining line speeds (e.g. 'up to' speeds, headline speeds, throughput speeds. *Please write in type of information given and where this is located on the website*

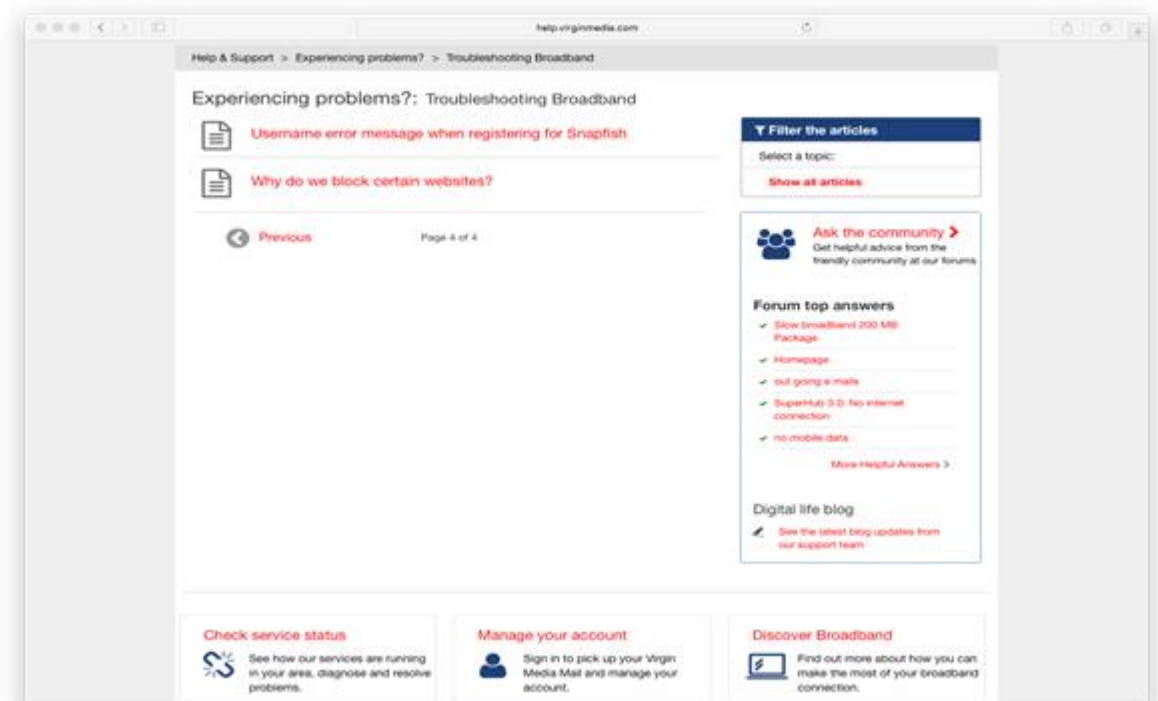
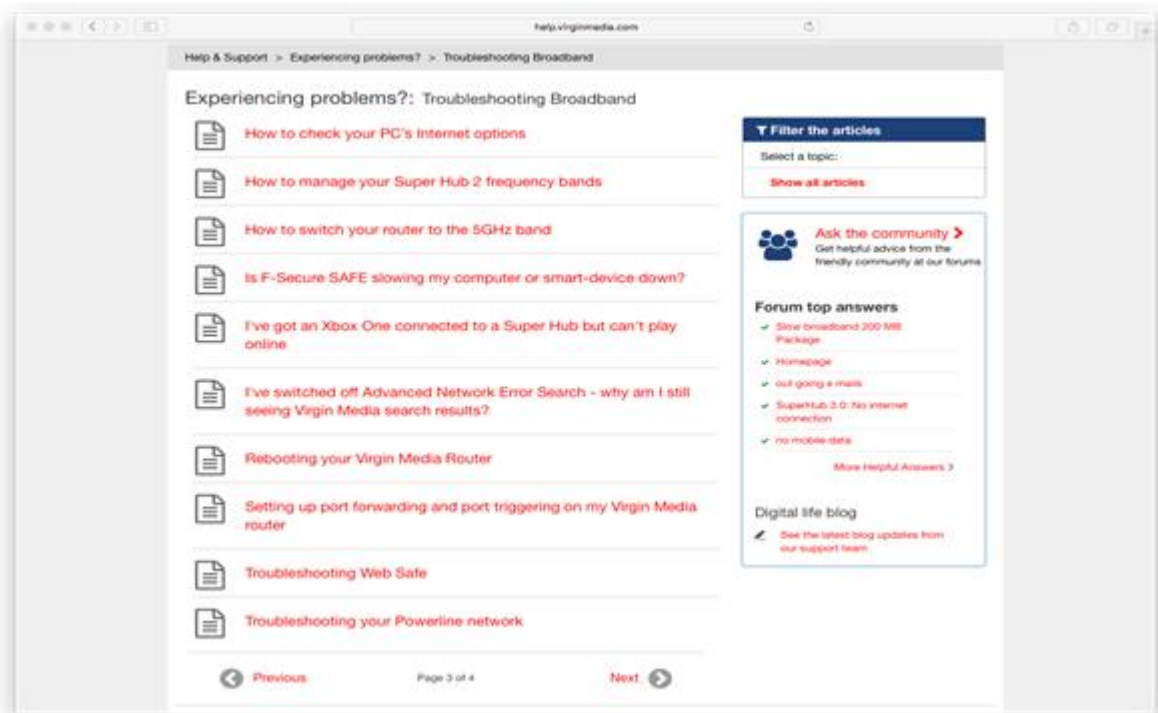
Looked in 'help' and no links on anything relevant to these subjects.
Searched for 'minimum speed' and 'throughput speed' yielded no results (unsurprisingly).





No question found on any of the 4 pages related to broadband speed running slow/ information about speeds/ traffic management/ fair usage





2.21 -Did the website contain any information that explained how internet speed affects user experience? e.g. downloading music, TV, movie, photos etc. Please write in type of information given and where this is located on the website

Yes there is a page with indicative download times for different activities on the different speed packages. See 2.14.

Section 3 General website information

3.1 Did the website contain information on traffic management? *Please write in type of information given and where this is located on the website (include URL)*

Link from 'acceptable use' on the 'legal stuff' page as outlined in 2.18

The screenshot shows the Virgin Media website's 'Help & Support' section for 'Broadband > Getting the most out of your broadband'. The main heading is 'Virgin Media broadband traffic management policy'. The page is divided into sections: 'What is traffic management?', 'How does traffic management apply to me?', and 'How do I avoid traffic management?'. The 'What is traffic management?' section explains that on any given day, more than 95% of customers use broadband for email, browsing, gaming, etc., and traffic management is only applied to a small minority during peak times. The 'How does traffic management apply to me?' section details that for VIVID 200 Gamer, HomeWorks + up to 300Mbps or VIVID 300, users won't be traffic managed. For 30Mbps or above unlimited services, users will only be traffic managed if they've reached their limit. For legacy 20Mbps services, users will be managed if they've reached their limit. A list of links for more information is provided: 'If you have 30Mbps unlimited broadband or above' and 'If you have 20Mbps unlimited broadband or below'. The 'How do I avoid traffic management?' section suggests saving heavy activity for overnight and using BitTorrent with a scheduler. A 'Related articles' sidebar on the right lists links like 'How to schedule downloads' and 'Configuring Advanced Settings on your router'. A 'Forum top answers' section lists 'Slow broadband 200 MB Package' and 'Slow speed in the evening - Area 21'. A 'Digital life blog' section offers 'See the latest blog updates from our support team'.

This is linked to from the 'legal stuff' page underneath the 'acceptable use' heading and has information on restrictions that are imposed as part of traffic management

This was also found by searching 'traffic management' in the 'help' section search facility.

This screenshot is a zoomed-in view of the 'How does traffic management apply to me?' section from the previous page. It details the following:

- If you're on one of our customers using broadband for emailing, browsing, gaming and listening to music it's highly unlikely that traffic management will apply to you.
- If you're on VIVID 200 Gamer, HomeWorks + up to 300Mbps or VIVID 300 then you won't be traffic managed on your download or upload activity.
- If you're on our 30Mbps or above unlimited services, excluding VIVID 200 Gamer, HomeWorks + up to 300Mbps or VIVID 300, you will only ever be traffic managed if you've been uploading a very large amount of data during peak times, and reached the limit set for your broadband tier.
- If you're on one of our legacy 20Mbps or below unlimited services, you will be managed if you've been uploading or downloading a very large amount of data during peak times, and reached the limit set for your broadband tier.
- If you're on one of our tiers with a specified usage amount then you will not be traffic managed as you have bought an amount of data as part of your service.

To see in detail how our traffic management works in practice:

- If you have 30Mbps unlimited broadband or above' click [here](#)
- If you have 20Mbps unlimited broadband or below' click [here](#)

Traffic Management doesn't apply to VIVID 300 Gamer, HomeWorks + up to 300Mbps or VIVID 300.

If you can't remember which speed you're on you can find these details on your bill. If you're an eBilling customer and view your bills online, just sign in to your My Virgin Media account and select My Bills. If you can't remember your username or password, see [How do I sign in to My Virgin Media?](#)

If you receive a paper bill you can find your broadband speed on page 2.

How do I avoid traffic management?

Save heavy activity for overnight. Just leave your computer to do it overnight, from 11pm onwards. The best bit is waking up the next morning to find it all done.

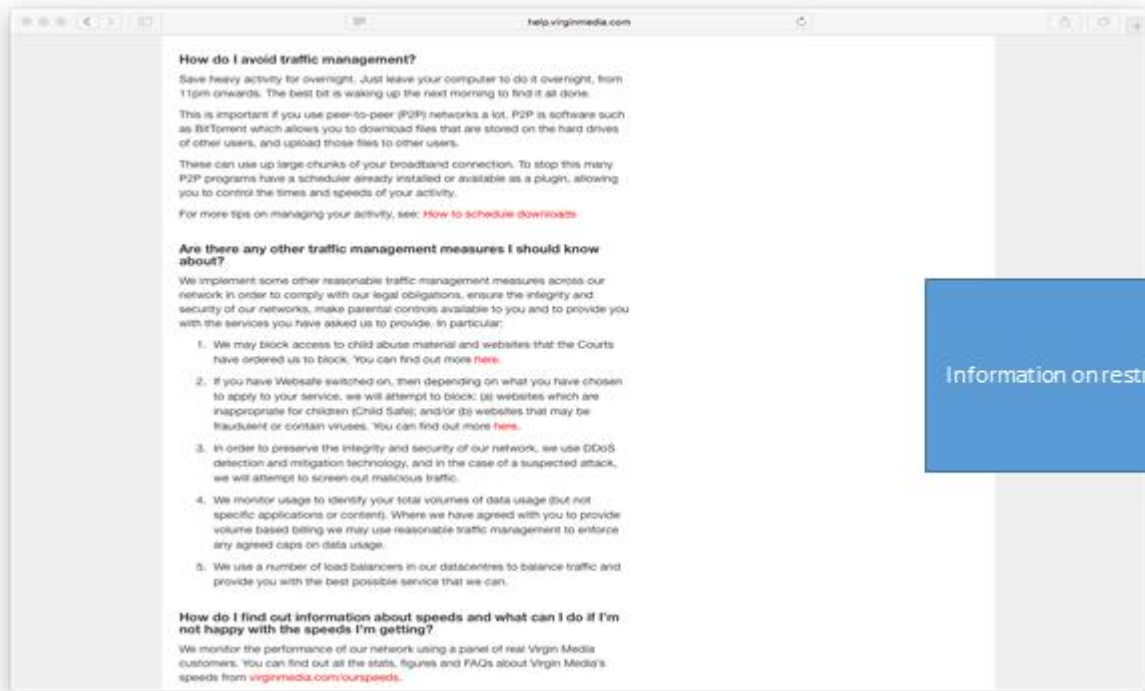
This is important if you use peer-to-peer (P2P) networks a lot. P2P is software such as BitTorrent which allows you to download files that are stored on the hard drives of other users, and upload those files to other users.

These can use up large chunks of your broadband connection. To stop this many P2P programs have a scheduler already installed or available as a plugin, allowing you to control the times and speeds of your activity.

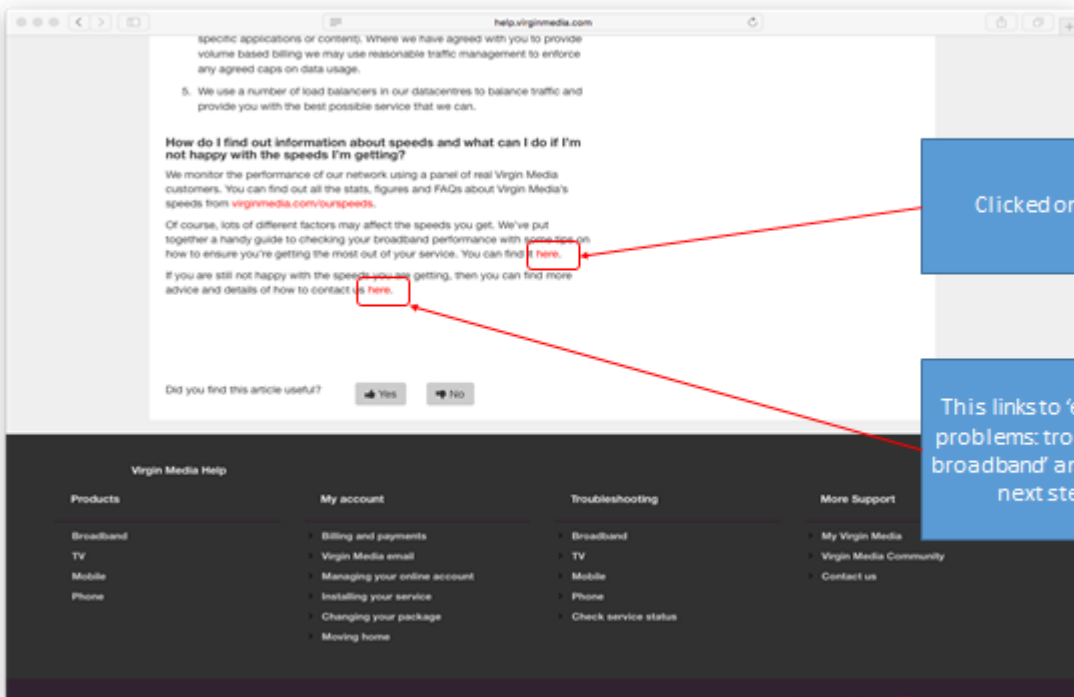
For more tips on managing your activity, see [How to schedule downloads](#)

Are there any other traffic management measures I should know

Information on restrictions

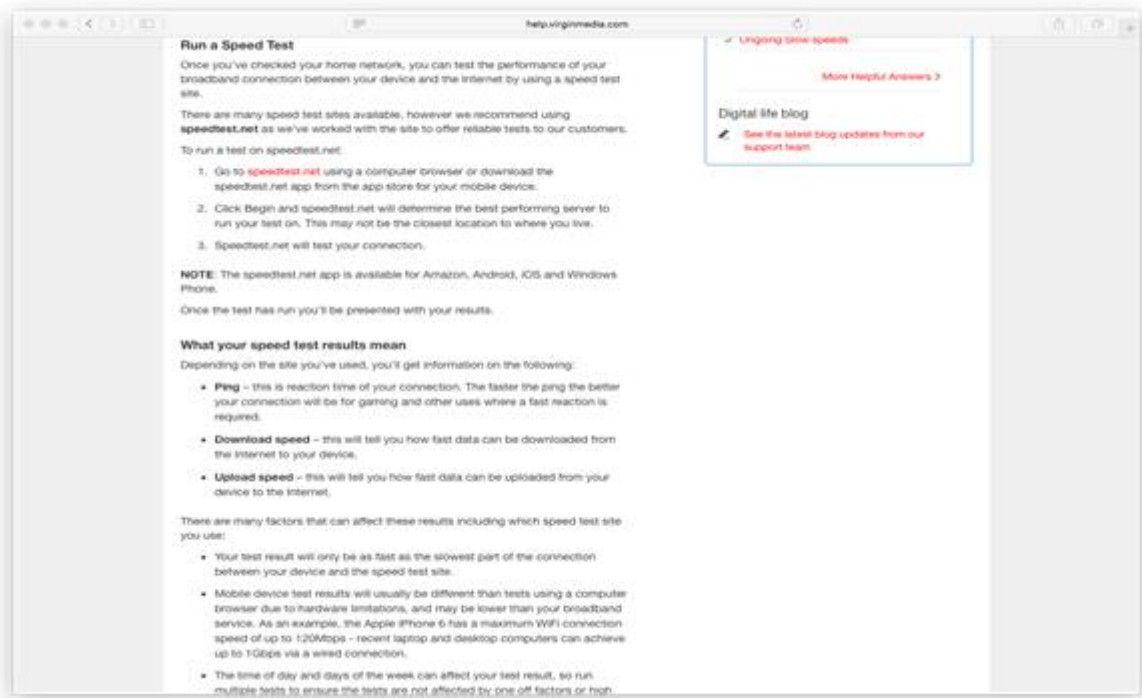
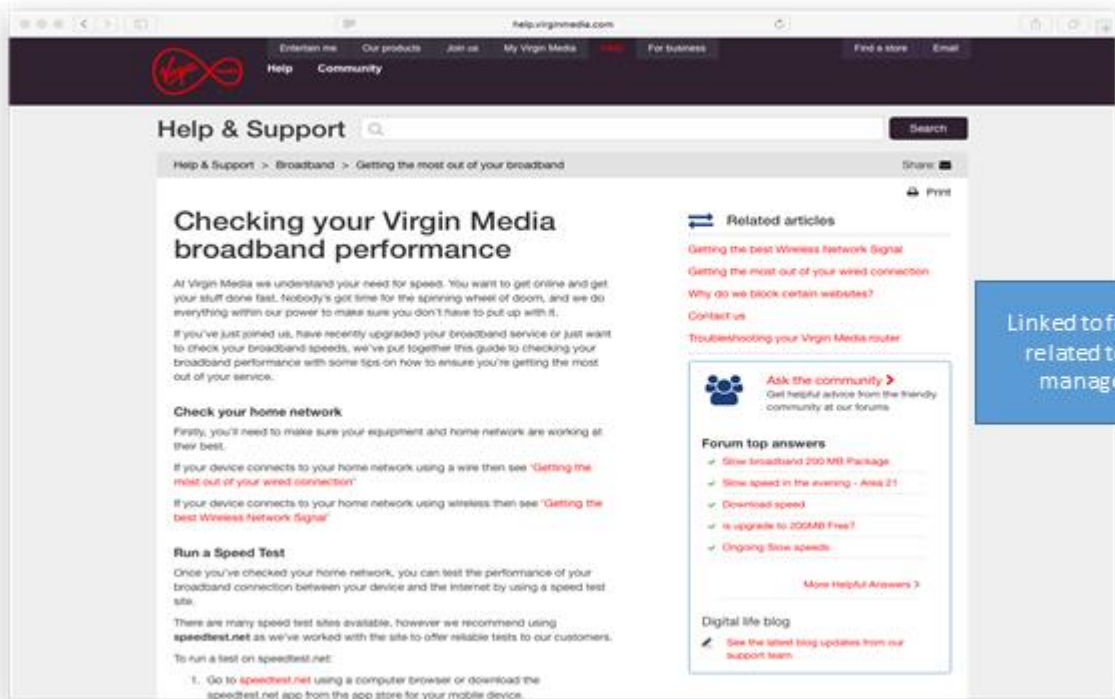


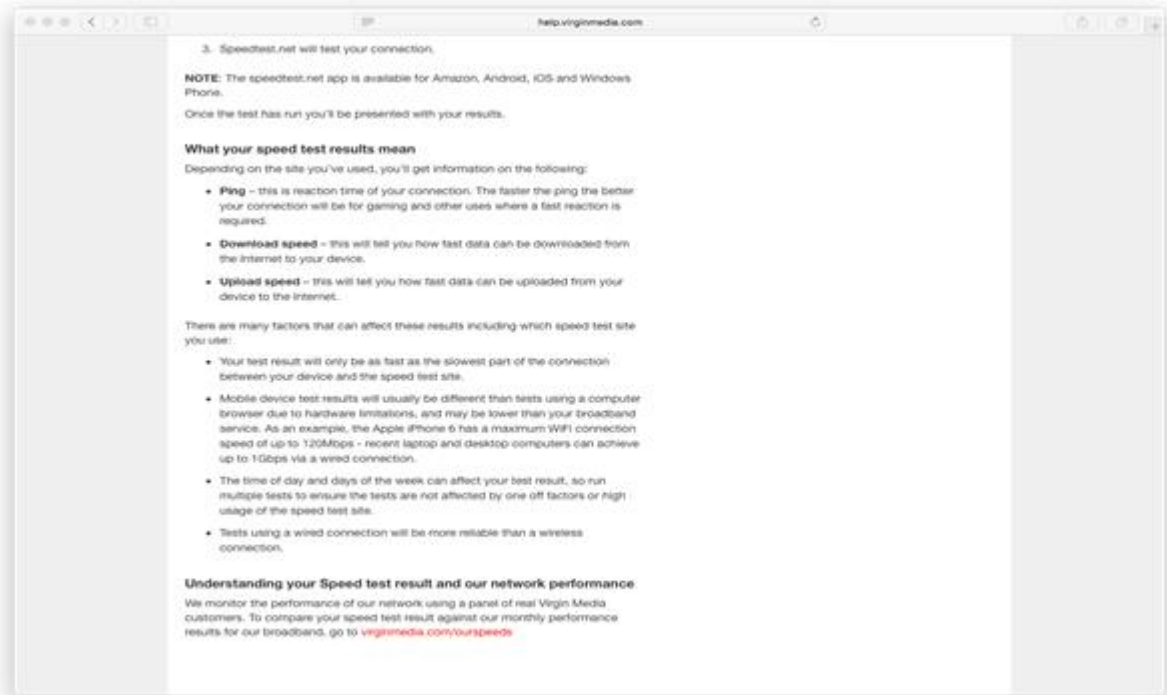
Information on restrictions



Clicked on this link

This links to 'experiencing problems: troubleshooting broadband' and no obvious next step link.





4.1 How easy was it to find the information on the website? Was it straightforward or did you have to look for it? Were there any measures in place to make you read the information or having it pop up?

As Virgin Media offer a cable service there is no requirement to provide a speed estimate or checker. They have information about the different speed packages that are available and one click away there is also information about how these speeds might present themselves at peak and off peak times and what might impact on them. However there is not any information about what you can do if you do not receive those speeds or have issues with your service. The FAQ section in help appeared to be quite technical. The expectation is that you would not receive any issues.

Useful information on traffic management and checking broadband performance was found through the 'legal stuff' link. It would be better if this was more explicitly linked to from help sections or the main ordering page.