

Sky 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	Estimated speed range displayed prominently	2.5	Mandatory (unless range is very narrow, in which case a midpoint may be used)
	Estimated midpoint speed	2.4	Optional
	Minimum guaranteed speed	2.6	Optional unless requested, mandatory when requested
	Throughput speed	2.7	Only to be provided where available, which is uncommon
	Explanation that speeds given are estimates	2.12	Mandatory
	Information about what can affect the speed of a broadband service, including traffic management and fair usage policy 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
	Customer should contact the ISP if their speed falls below the minimum guaranteed	2.17	Mandatory
	What would happen if speeds were below the minimum guaranteed	2.16, 2.18a	Optional unless requested, mandatory when requested
On website	Speed checker	2.0, 2.1	Mandatory
	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

Section1: General

1.0: Date of website assessment: 16/11/2016

1.1: Time started website assessment: 15.30

1.2: Time finished website assessment: 17:00

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? Yes

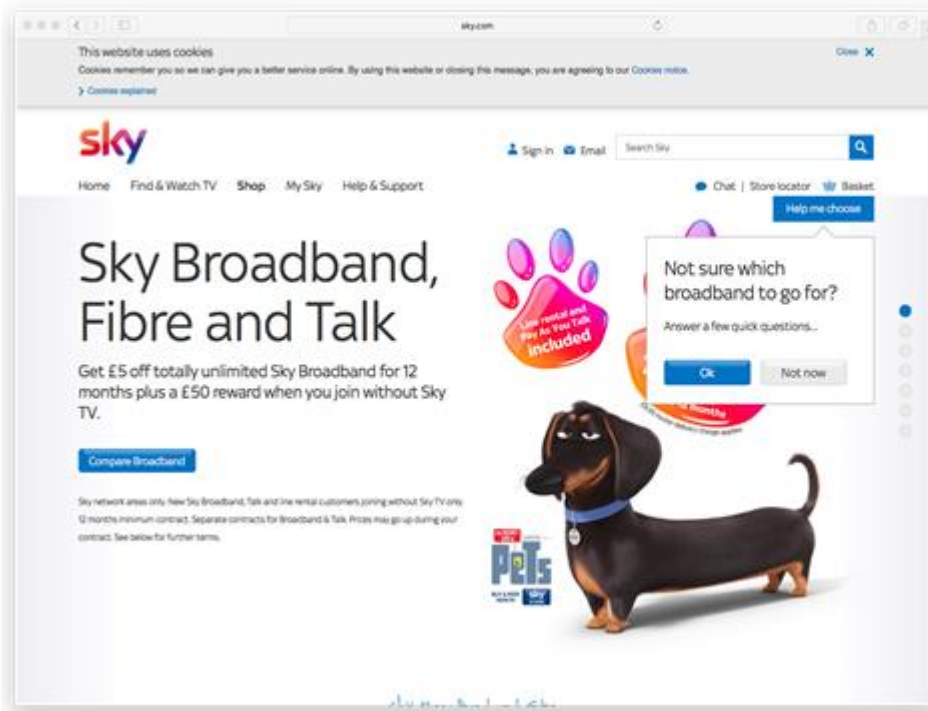
2.1 Where was the broadband speed checker found?

<http://www.sky.com/shop/broadband-talk/broadband-speeds/>

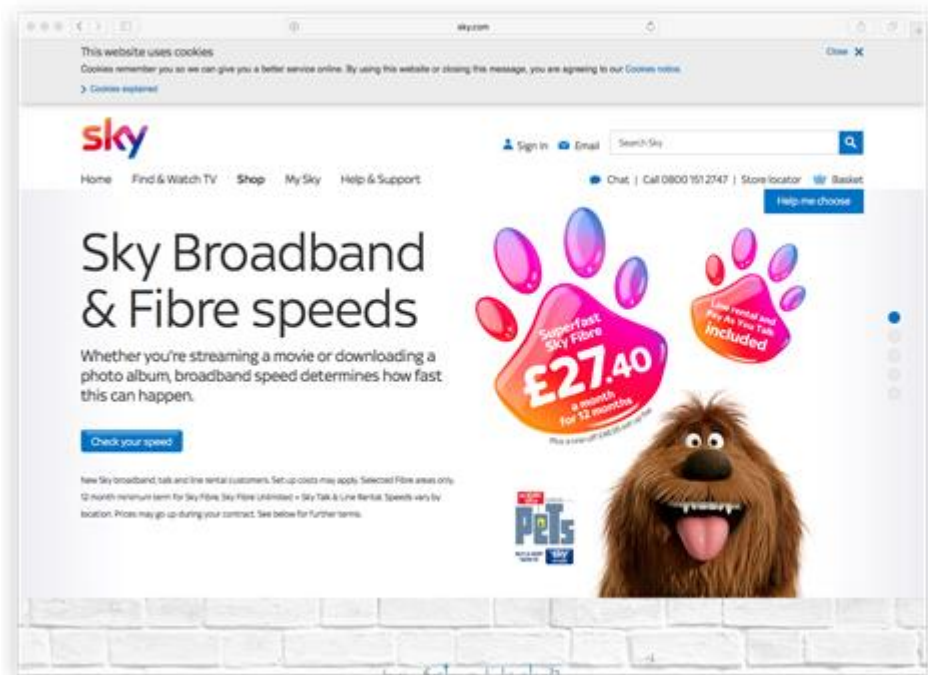
This was on the main Sky homepage although the same information was not easy to access from other broadband menu options so it was not the first place that I looked for it on.



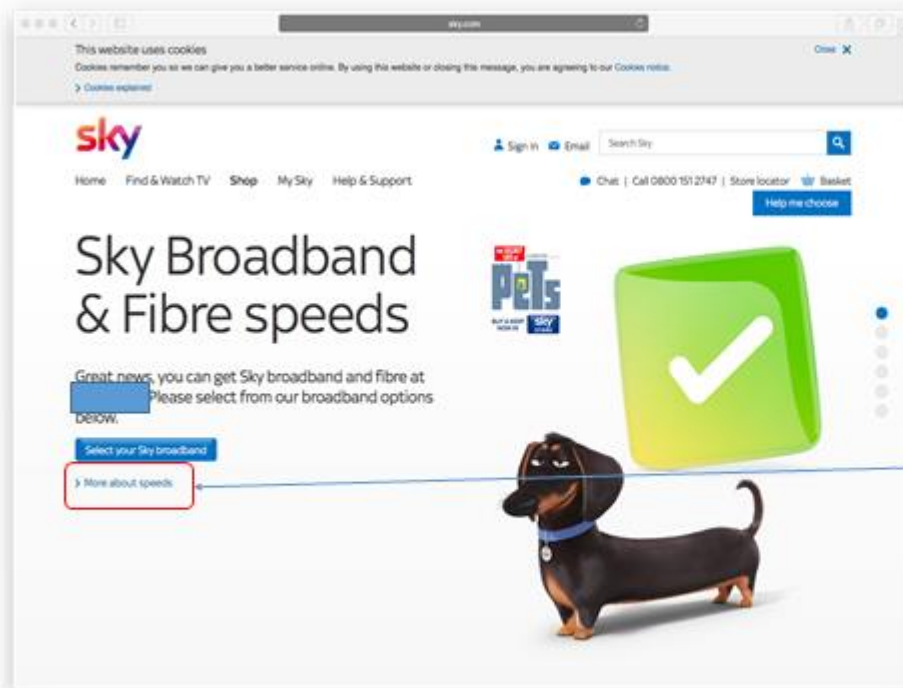
The image is a screenshot of the Sky website homepage. At the top, there is a navigation bar with the Sky logo on the left and links for 'Sign in', 'Email', and a search bar. Below the navigation bar, there are links for 'Home', 'Find & Watch TV', 'Shop', 'My Sky', and 'Help & Support'. A large promotional banner is the central focus, featuring the text '50% off Sky TV for a year' and 'Join Sky TV online and get 50% off selected TV Bundles for 12 months.' To the right of the banner is a stack of Sky TV bundle boxes. A blue callout box with white text points to the 'Shop' link in the navigation bar, stating 'Selected 'broadband and talk' button on this menu.'



This led to a page which had all the packages on it with a lot of detail on offers but no speed checker

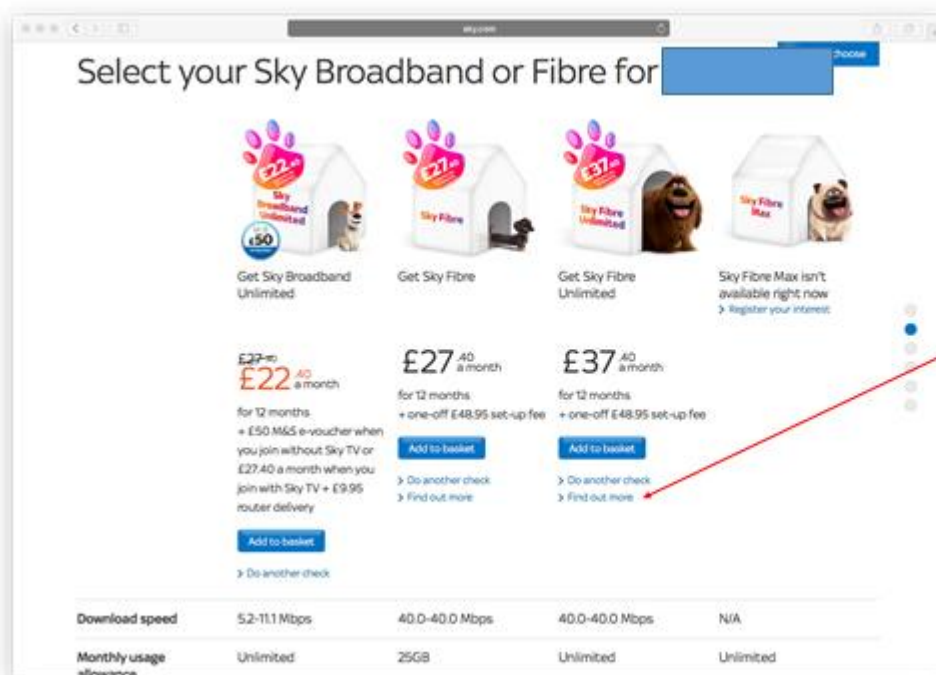


Clicking on the 'shop' menu and then 'broadband speeds' takes you to this page



Had to use a dummy address because I am a Sky customer. This is the first page that is visible, I then scrolled down.

This does not link to anything other than the end of the webpage



Clicked on 'find out more'

2.4 Estimated mid-point ADSL line speed provided? NO

2.5: Range of estimated ADSL speed provided? YES 5.2-11.1Mbps

2.6 Minimum guaranteed speed provided ADSL? NO

2.7 Throughput speed provided ADSL? NO

2.4b Estimated mid-point VDSL line speed provided? NO

2.5b: Range of estimated VDSL speed provided? YES 40-40Mbps

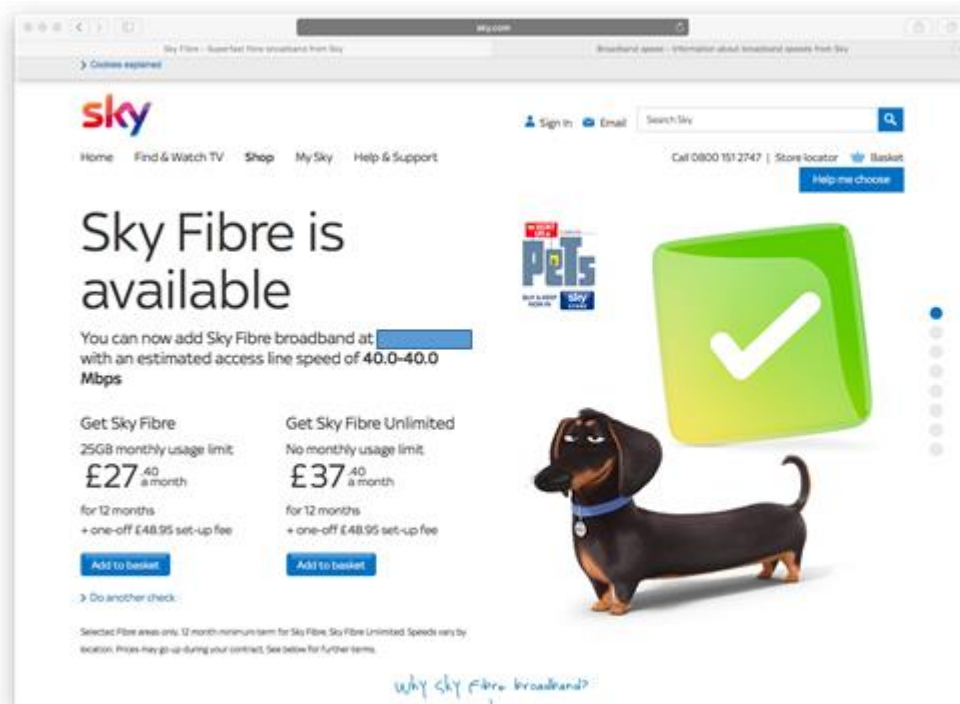
2.6b Minimum guaranteed speed provided? NO

2.7 Throughput speed provided VDSL? NO

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

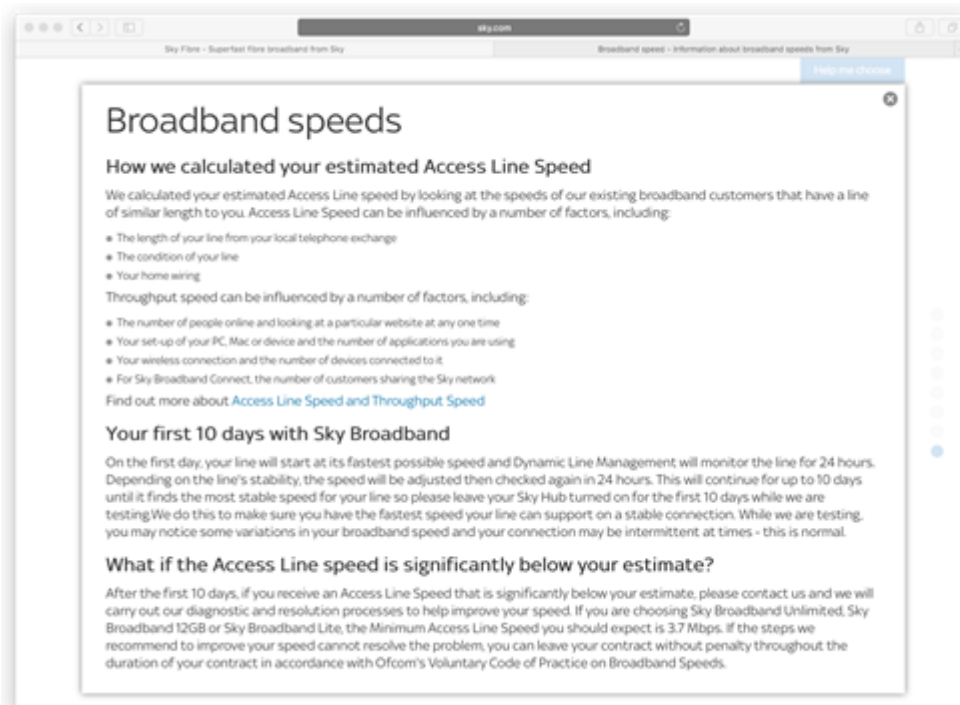
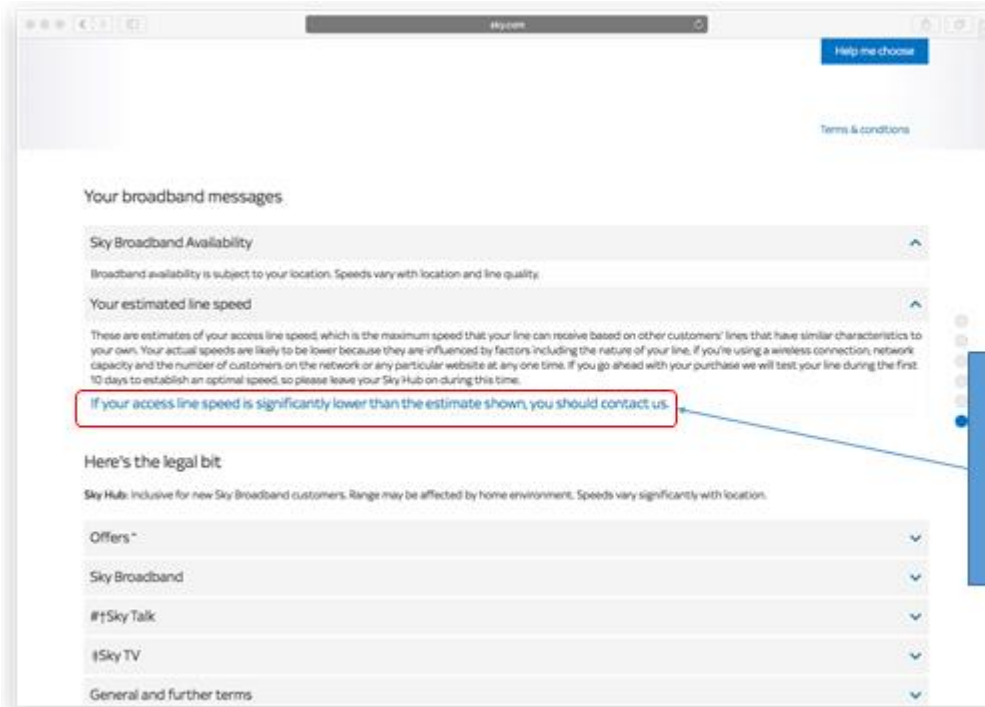
N/A as service available

2.12 Did the text in/ around the line checker indicate that the speeds given were an estimate? YES, the fact that the speed was an estimate was included in the result of the speed checker.



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

YES but very little detail on the main page (only interference/ number of devices). You need to click on the link at the end of the page which does not look like a link.

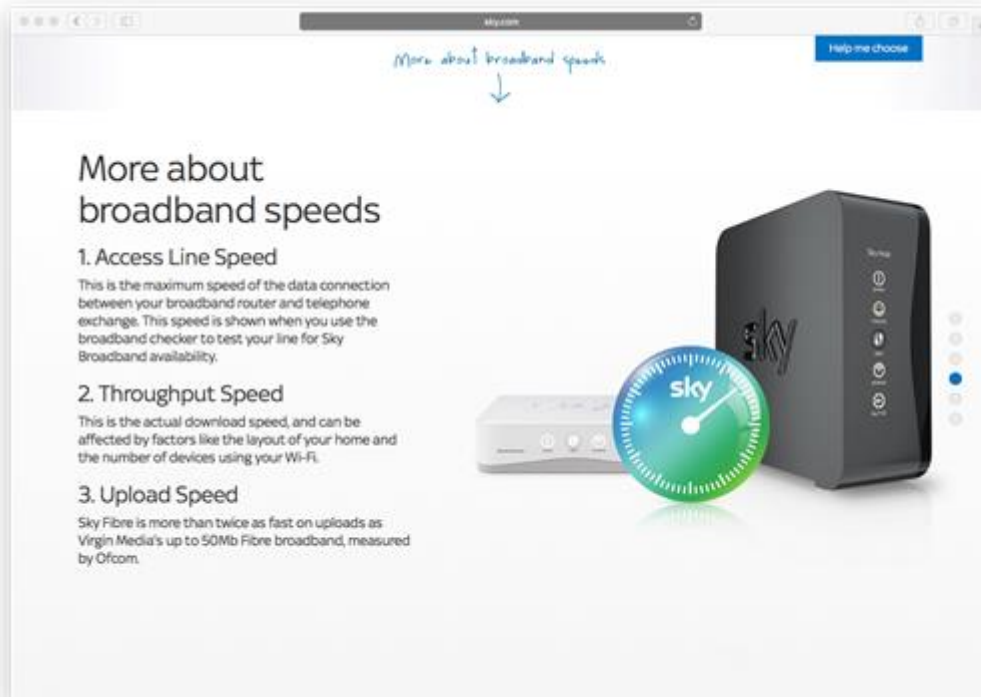


2.14 Please select what was mentioned **IN THE SPEED CHECKER FACILITY (ONLY JUST)**

a. Distance from telephone exchange	YES
b. The wiring quality e.g. fibre optic/copper wire explanation	NO
c. How busy the network is/the number of people online at any one time	YES
d. The network capacity of the broadband provider	YES
e. The time of day/day of week	NO
f. Quality of the phone line	YES
g. Their traffic management policy	N/A
h. Their fair usage policy and any specific limits	N/A
i. Interference from electrics/devices at home – e.g. the layout of house, number of devices using electricity, number devices using wireless connections	YES
j. Other (please specify)	YES: home wiring, set up of PC, Mac or device and number of apps

2.15 Any other relevant information found? Upload speeds. Gives typical download speeds for different types of activities using the standard or fibre options. See 2.21

During the customer journey in 'Here's the legal bit' Sky refers to the Ofcom code of practice and links to this (although link is broken).



The screenshot shows a web browser window displaying a page from Sky. At the top, there is a navigation bar with a search icon and a 'Help me choose' button. Below the navigation bar, the main heading reads 'More about broadband speeds'. A handwritten note 'More about broadband speeds' with a blue arrow points to the heading. The page content is organized into three sections:




- 1. Access Line Speed**
This is the maximum speed of the data connection between your broadband router and telephone exchange. This speed is shown when you use the broadband checker to test your line for Sky Broadband availability.
- 2. Throughput Speed**
This is the actual download speed, and can be affected by factors like the layout of your home and the number of devices using your Wi-Fi.
- 3. Upload Speed**
Sky Fibre is more than twice as fast on uploads as Virgin Media's up to 50Mb Fibre broadband, measured by Ofcom.

On the right side of the page, there is an image of a Sky broadband router and a speedometer graphic with the Sky logo. The speedometer has a needle pointing towards the right, indicating speed.

sky.com [Help me choose](#)

How fast can I download?

Take a look at how long it might take to download music or movies, based on different broadband speeds. With on demand you'll be able to start watching shortly after the download has started, no need to wait for the full download.

	 1 album / 10 songs Based on MP3 song size of 5MB per file	 1 TV Show via on demand Based on TV show size of 406MB per episode	 1 Movie via on demand Based on TV show size of 858MB per movie
5Mbps	1 min 20 secs	10 min 50 secs	23 min 9 secs
8Mbps	50 secs	6 min 46 secs	14 min 28 secs
16Mbps	25 secs	3 min 23 secs	7 min 14 secs
38Mbps	11 secs	1 min 25 secs	3 min 3 secs
76Mbps	5 secs	43 secs	1 min 31 secs

Times shown above are estimates and are not a prediction of actual speed.

More about broadband speeds ↓


sky.com

Sign in | Email | Search Sky

Home | Find & Watch TV | Shop | My Sky | Help & Support | Chat | Call 0800 151 2747 | Store locator | Basket

Step 2: Select your Sky Talk package

You've just added Sky Fibre Unlimited. Before we can complete your order, you need to choose one of our Sky Talk packages below.




Sky Pay As You Talk

Pay only for the calls you make each month

£0 a month
+ Line rental (£17.40 a month)

[Select package](#)




Sky Talk Evenings & Weekends Extra

Catch up with those who matter most with inclusive calls* to UK mobile and landline numbers at evenings and weekends

£4 a month
+ Line rental (£17.40 a month)

[Select package](#)




Sky Talk Anytime Extra

Chat to whoever you want, anytime day or night with unlimited inclusive calls** to UK mobile and landline numbers

£8 a month
+ Line rental (£17.40 a month)

[Select package](#)



Sky Talk International Extra

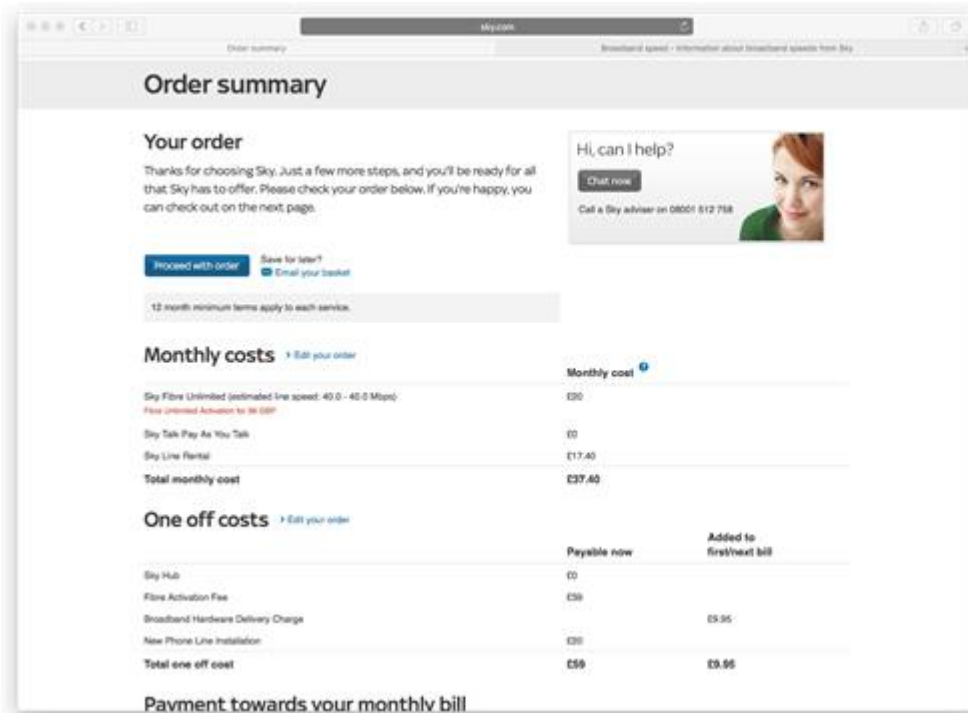
Keep in touch with unlimited inclusive calls* to UK mobile and landline numbers, plus calls to 50 worldwide destinations

£12 a month
+ Line rental (£17.40 a month)

[Select package](#)

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• First page that appeared after selecting 'select package'



2.16. Was there any information about what would happen if the speed you received was below the minimum guaranteed speed? YES. It does not refer to the minimum guaranteed speed however. In the 'your broadband messages' section it says:

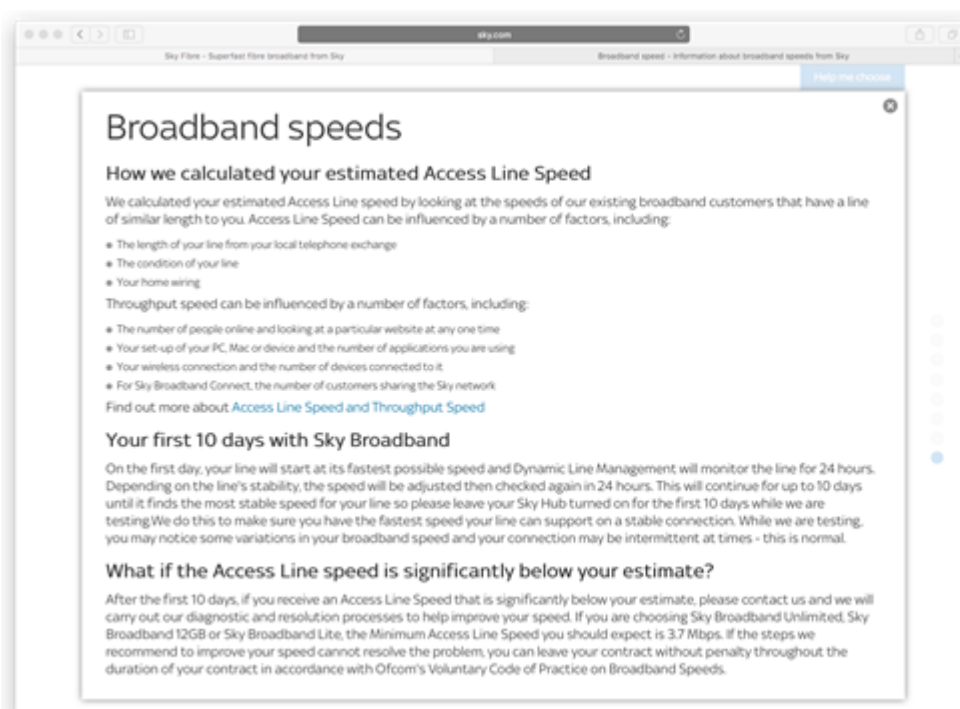
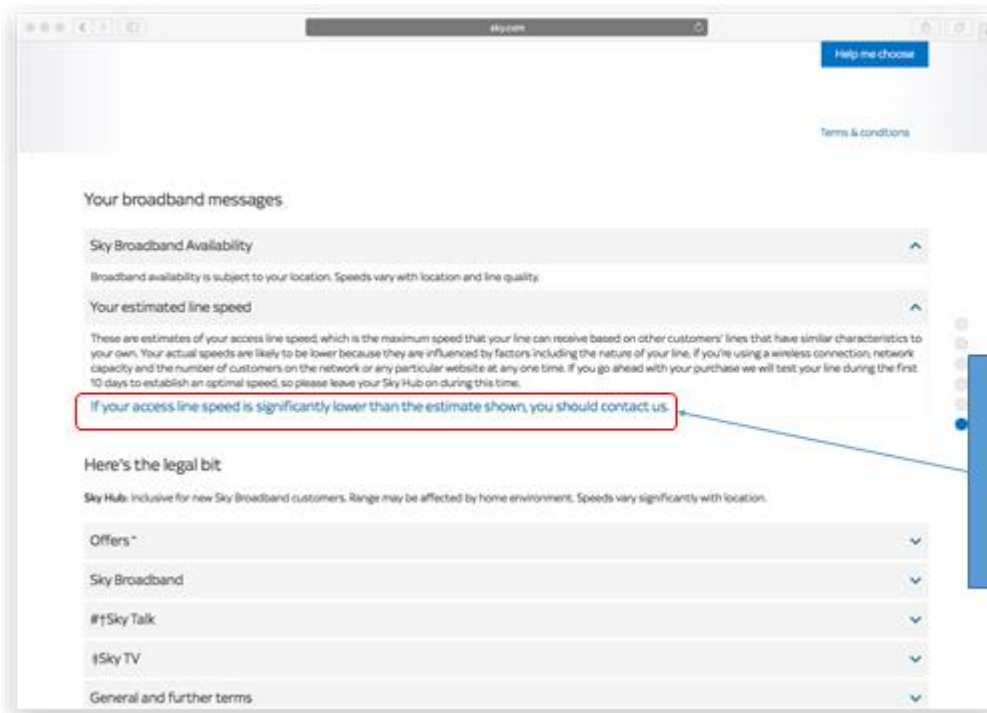
'If your access line speed is significantly lower than the estimate shown, you should contact us.

This is a link

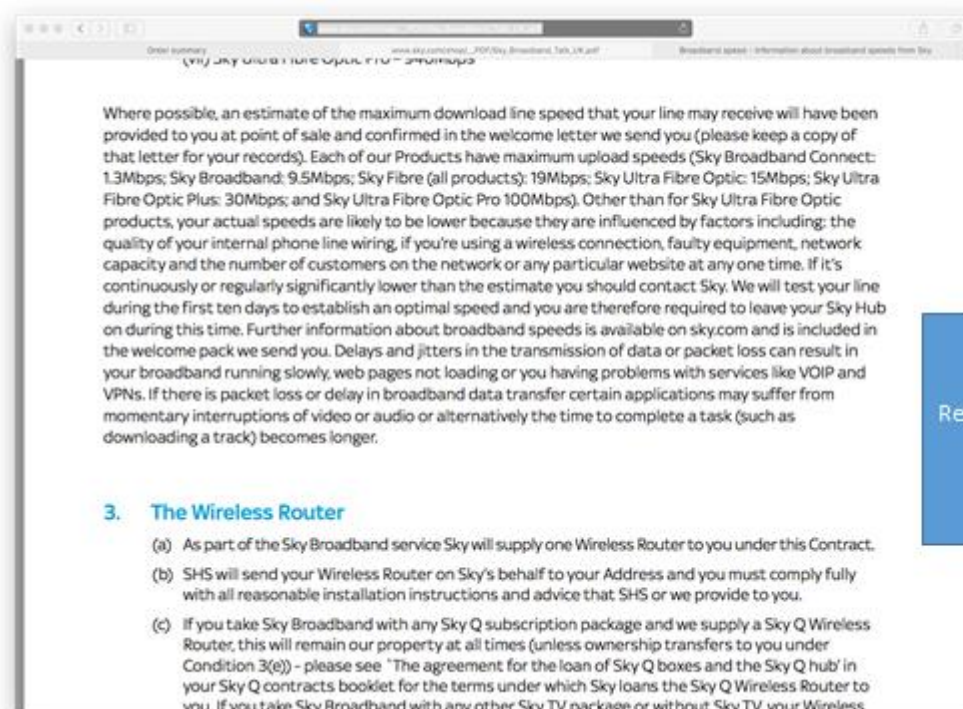
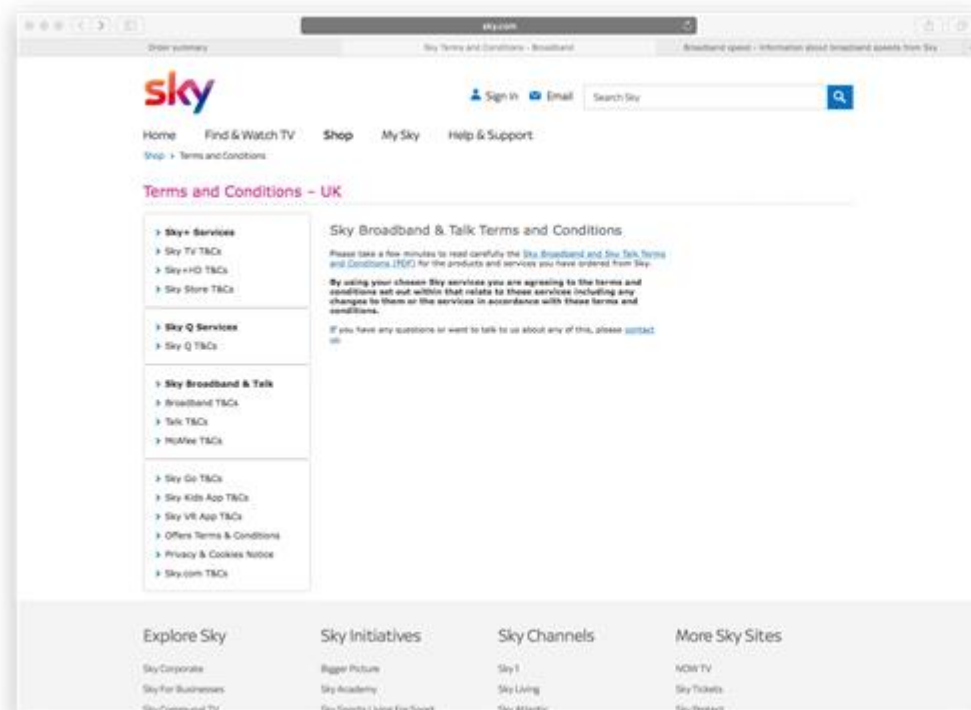
This gives further information.

What if the Access Line speed is significantly below your estimate?

After the first 10 days, if you receive an Access Line Speed that is significantly below your estimate, please contact us and we will carry out our diagnostic and resolution processes to help improve your speed. If you are choosing Sky Broadband Unlimited, Sky Broadband 12GB or Sky Broadband Lite, the Minimum Access Line Speed you should expect is 3.7 Mbps. If the steps we recommend to improve your speed cannot resolve the problem, you can leave your contract without penalty throughout the duration of your contract in accordance with Ofcom's Voluntary Code of Practice on Broadband Speeds.



There is also information in the broadband terms and conditions.



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?

YES

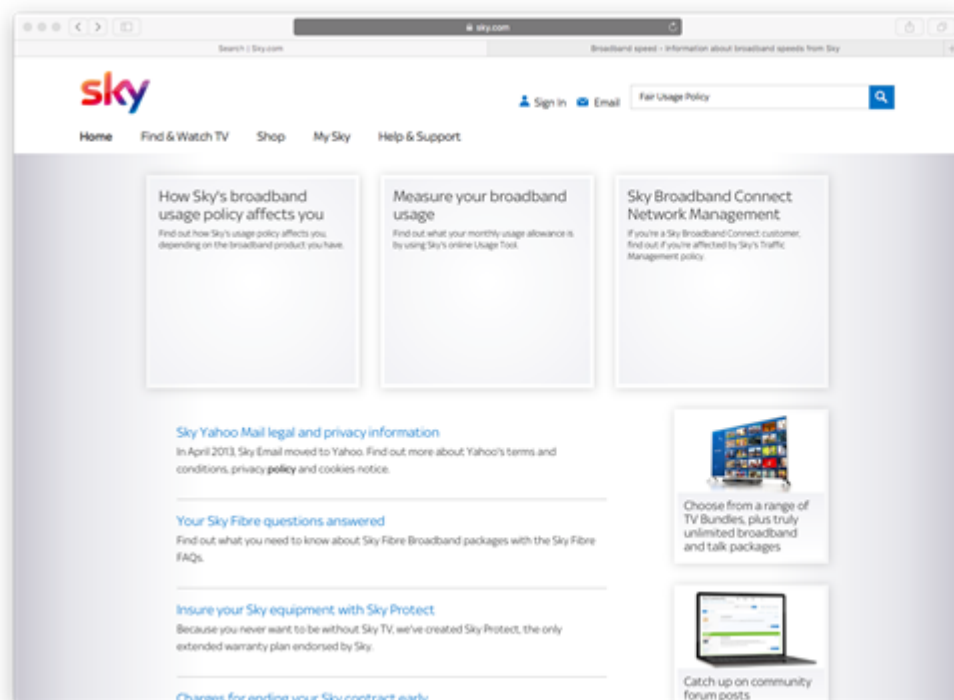
Did the information state at what level the speed needed to be below

YES for standard broadband (3.7) but no level given for fibre.

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

N/A – Sky does not have a traffic management or fair usage/specific limits policy

Searched for 'fair usage policy' returned 'How Sky's broadband usage policy affects you'



sky.com

Home Find & Watch TV Shop My Sky Help & Support

Help & Support > Other info > Broadband

Broadband policies

How Sky's broadband usage policy affects you

Your usage and account

Unless you use Sky Broadband Unlimited, Sky Fibre Unlimited, Sky Fibre Max or Sky Fibre Pro you'll be subject to our usage policy, which sets a limit for the amount of data you can consume per month. If you use more, we will send you an email letting you know. If you go over your allowance twice within a six month period, we'll move you to the next package up which will give you a higher usage allowance.

We'll send the emails to the email you gave us or to your @sky.com address. You can change the email address we use to contact you in the [My Details](#) page.

- Have you been advised that you've gone over your allowance?
- Why is Sky Go part of my usage allocation?
- How long after an automatic upgrade can I return to my original product?
- If I am upgraded and then downgraded, do I get another six months before the next?

Related help articles

- [Our approach to protecting copyright](#)
At Sky we know how much you value quality content and we do what we can, including complying with court orders to help protect copyright.
- [Sky Broadband Connect Network Management](#)
If you're a Sky Broadband Connect customer, find out if you're affected by Sky's Traffic Management policy.
- [Glossary of broadband speed terms](#)

sky.com

Home Find & Watch TV Shop My Sky Help & Support

Help & Support > Other info > Broadband

Broadband policies

How Sky's broadband usage policy affects you

Your usage and account

Sky Fibre is superfast and super easy to use. But if there's anything more you'd like to know, we've put together a set of commonly asked questions to help you.

Thinking about upgrading your broadband package?
Explore the latest offers and upgrades tailored to you at [My Sky Offers](#).

- What's the difference between Sky Fibre, Sky Fibre Unlimited, Sky Fibre Max and Sky Fibre Pro?
- What do you mean by Mbps speed?
- What does my billing period have to do with my Sky Fibre usage allowance?
- What happens if I go over my usage allowance?
- When is my usage allowance renewed?
- I'm on an unlimited fibre package with Sky. Can I downgrade to Sky Fibre?
- Will you slow down my connection when your network gets busy?
- Can I use Sky Fibre to watch Catch Up TV?
- Is Sky Go included in my Sky Fibre usage allowance?
- Do Sky Store movies count toward my Sky Fibre usage allowance?
- Can I connect to The Cloud with Sky WiFi at no extra cost as part of Sky Fibre?
- What kind of download speed can you guarantee with Sky Fibre?
- How do I check the speed of my Sky Fibre connection?

Win one of five £100 Amazon Vouchers

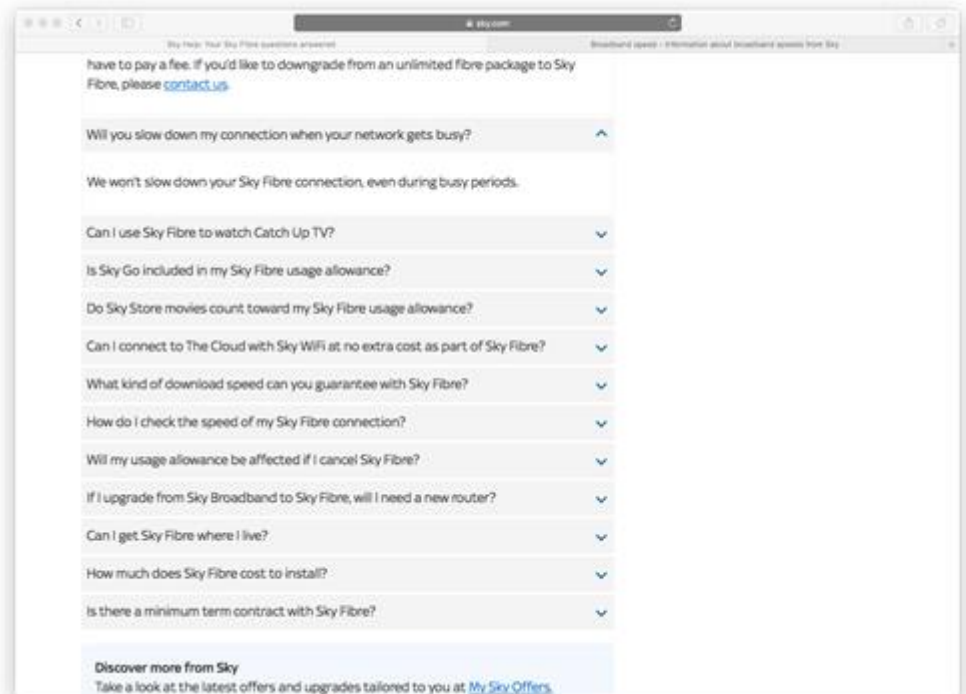
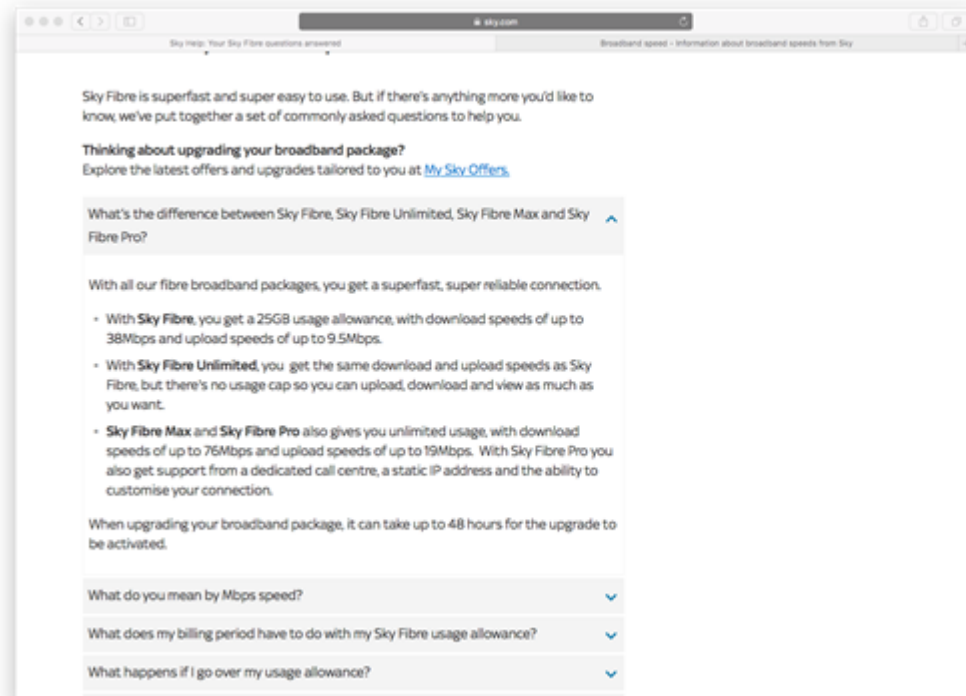
We'd love to hear about your experience on our site today. Please click 'Yes' to take part and be in with a chance to win one of five £100 Amazon Vouchers in our monthly draw.

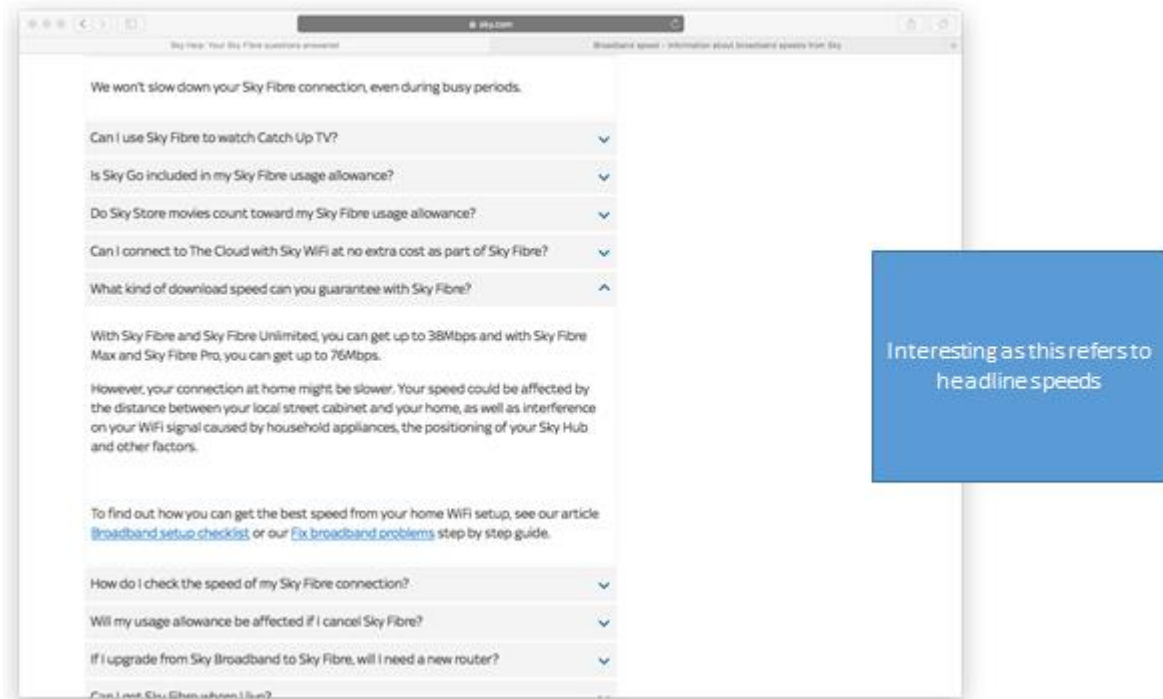
The survey will become available immediately but please complete it at the end of your visit.

NO THANKS YES

Also broadband FAQs

N/A – Sky does not have a traffic management or fair usage/specific limits policy
Both have information for unlimited versus not unlimited packages.





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

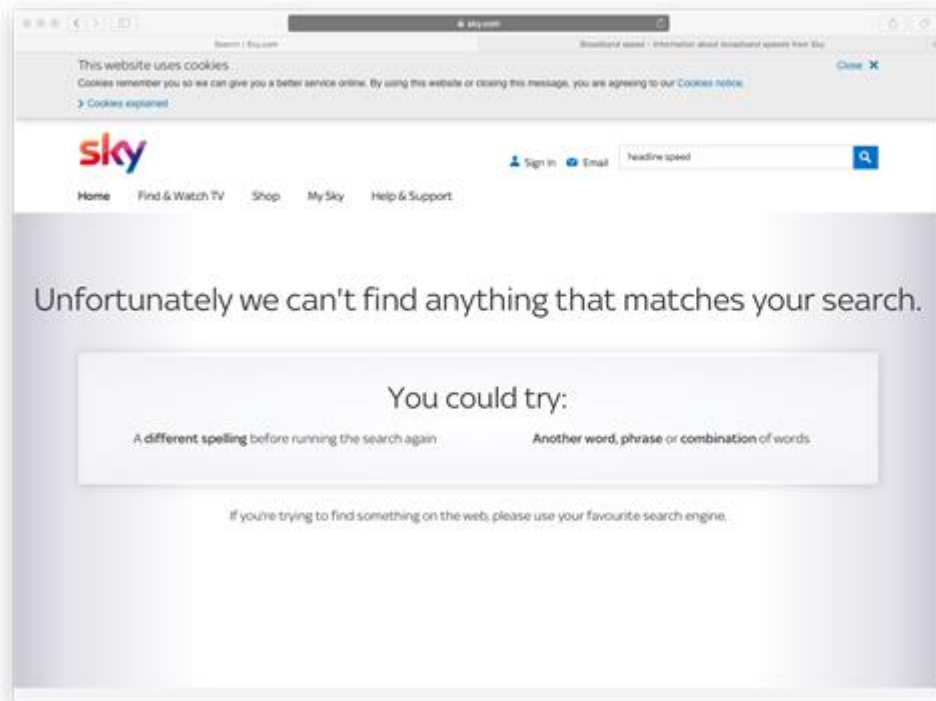
Headline speed

No return on search but information was found when searching for throughput speed.

Maximum product headline speeds

These are the advertised maximum speeds offered with your Sky Broadband product, and refer to the fastest download and upload speeds that the Sky Broadband connection could achieve between a router and the Sky Broadband equipment in the telephone exchange in ideal circumstances.

Please bear in mind that the speed you will actually experience when using the internet can be anything up to the maximum speeds offered by your Sky Broadband product, and are affected by many factors with the most important being the line length from the exchange and quality of your phone line.

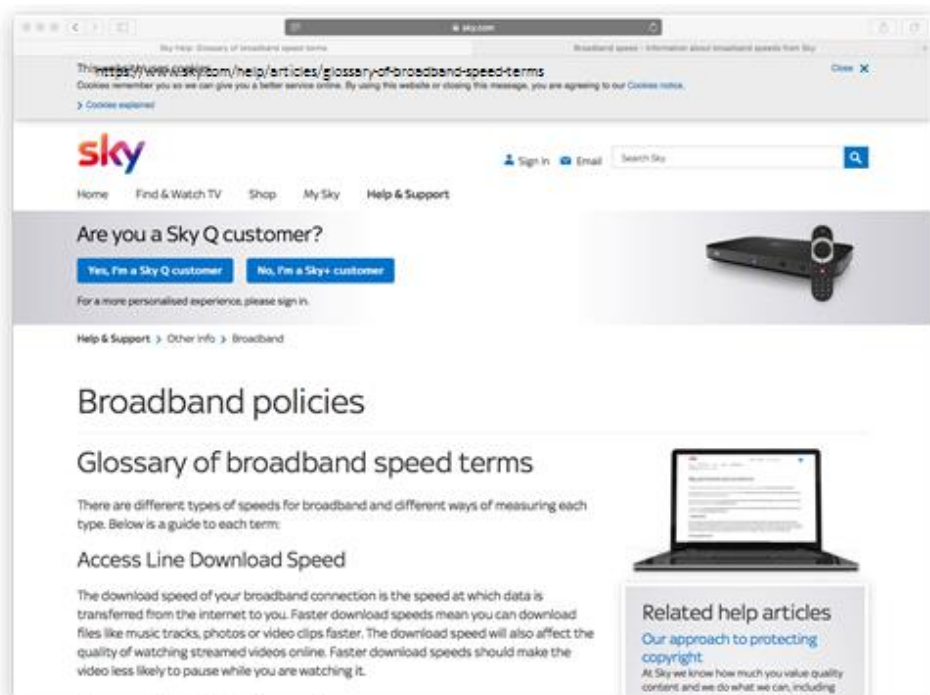


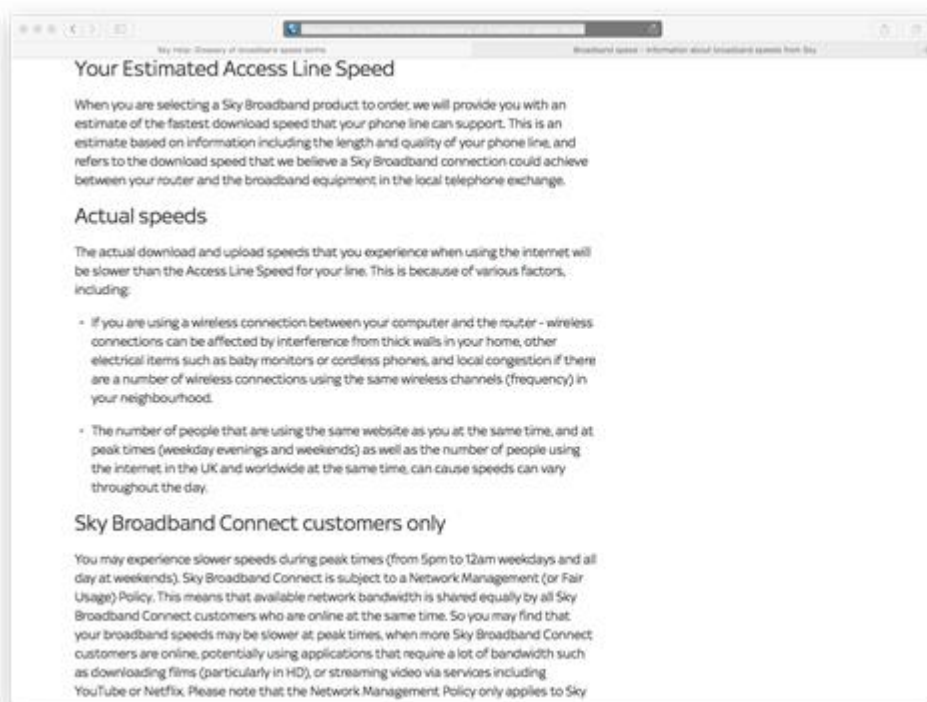
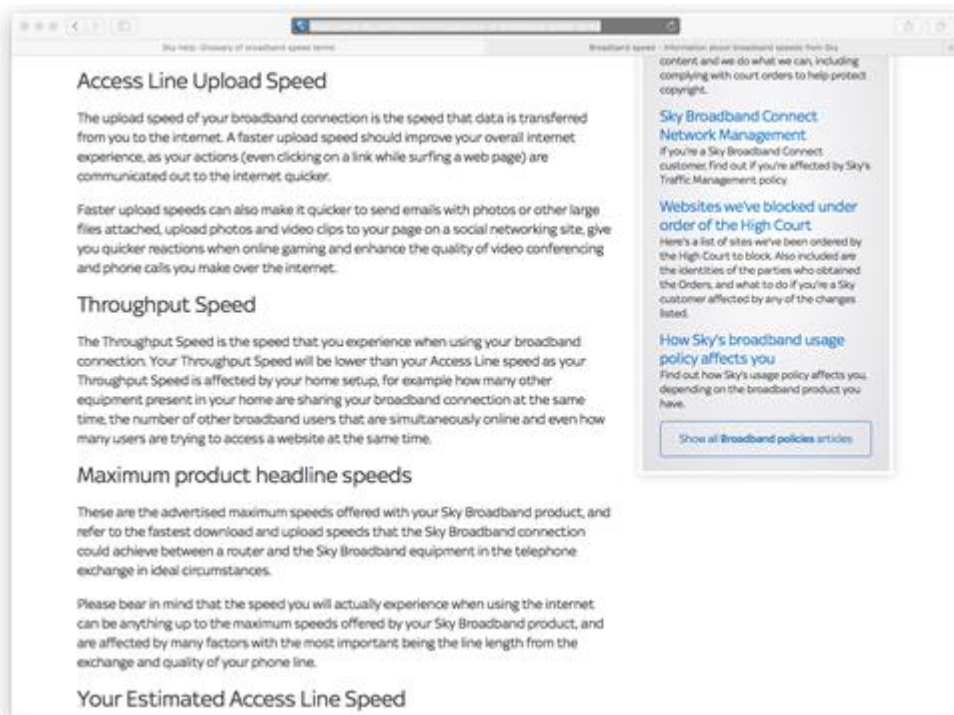
Throughput speed

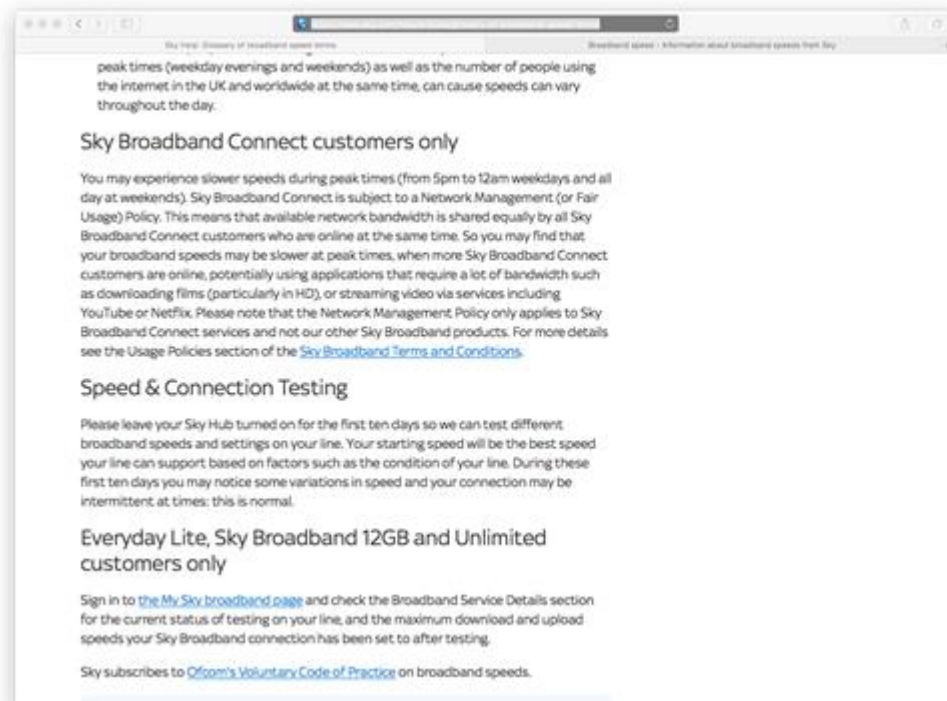
'Glossary of broadband speed terms' returned on search

Throughput Speed

The Throughput Speed is the speed that you experience when using your broadband connection. Your Throughput Speed will be lower than your Access Line speed as your Throughput Speed is affected by your home setup, for example how many other equipment present in your home are sharing your broadband connection at the same time, the number of other broadband users that are simultaneously online and even how many users are trying to access a website at the same time.







Other

Access Line Download Speed

The download speed of your broadband connection is the speed at which data is transferred from the internet to you. Faster download speeds mean you can download files like music tracks, photos or video clips faster. The download speed will also affect the quality of watching streamed videos online. Faster download speeds should make the video less likely to pause while you are watching it.

Your Estimated Access Line Speed

When you are selecting a Sky Broadband product to order, we will provide you with an estimate of the fastest download speed that your phone line can support. This is an estimate based on information including the length and quality of your phone line, and refers to the download speed that we believe a Sky Broadband connection could achieve between your router and the broadband equipment in the local telephone exchange.

Actual speeds

The actual download and upload speeds that you experience when using the internet will be slower than the Access Line Speed for your line. This is because of various factors, including:

If you are using a wireless connection between your computer and the router - wireless connections can be affected by interference from thick walls in your home, other electrical items such as baby monitors or cordless phones, and local congestion if there are a number of wireless connections using the same wireless channels (frequency) in your neighbourhood.

The number of people that are using the same website as you at the same time, and at peak times (weekday evenings and weekends) as well as the number of people using the internet in the UK and worldwide at the same time, can cause speeds can vary throughout the day.

This website uses cookies
 Cookies remember you so we can give you a better service online. By using this website or closing this message, you are agreeing to our [Cookies notice](#).
 > [Cookies explained](#)

sky Sign in Email Search Sky

Home Find & Watch TV Shop My Sky Help & Support

Help & Support > Other Info > Broadband

Broadband speed


Broadband speeds explained

When we talk about broadband speeds, it's important that we're clear on exactly which speed we're talking about. Broadly speaking, there are two different types of broadband speed.

Speed from the exchange to your router: Also known as the **access line speed**, this is the maximum speed between your local telephone exchange and your broadband router. The speed and quality of this connection depends on how far away you live from the exchange.

If you're a Sky Fibre customer, the distance you are from the local exchange will not impact your broadband speeds. All the vital fibre equipment is located closer to you in your local street cabinet (usually green), so the distance between there and your home is important.

Speed you experience in your home: The actual speed you experience on your computer, games console or any other device connected to your broadband network is known as your **throughput speed**. This will be lower than your access line speed, as it is affected by factors such as the layout of your home, if you are using a wireless connection and how many devices are connected to your network.



Related help articles

[Speed up your Sky Broadband by changing your wireless channel](#)
 This video will guide you through how to change your wireless channel to improve the speed of your wireless connection.

[Fluctuating speeds in your first ten days](#)
 If you're new to Sky Broadband, we'll test the line during your first ten days to make sure we provide the best broadband

You can find more information about the technical terms used when talking about broadband in our [glossary of broadband speed terms](#).

How download speeds affect you

We've put together a PDF to help you understand the different download speeds.

From downloading music and photos, to gaming and browsing, your broadband speed can be affected depending on which Sky Broadband product you have.

> [Examples of broadband speeds \(PDF 51KB\)](#)

Find the speed from the exchange to your router

Sky Hub

Other routers

Find the speed you experience in your home

If you'd like to find your throughput speed on your computer or device, there are a number of websites that will measure this for you for free. Enter "Broadband speed test" into a search engine on the computer or device you'd like to test and follow the instructions on your selected site.

If you're not getting the speed to your computer or device that you expected, you can find advice on how to improve this in our [step by step guide to fixing problems with your connection](#).

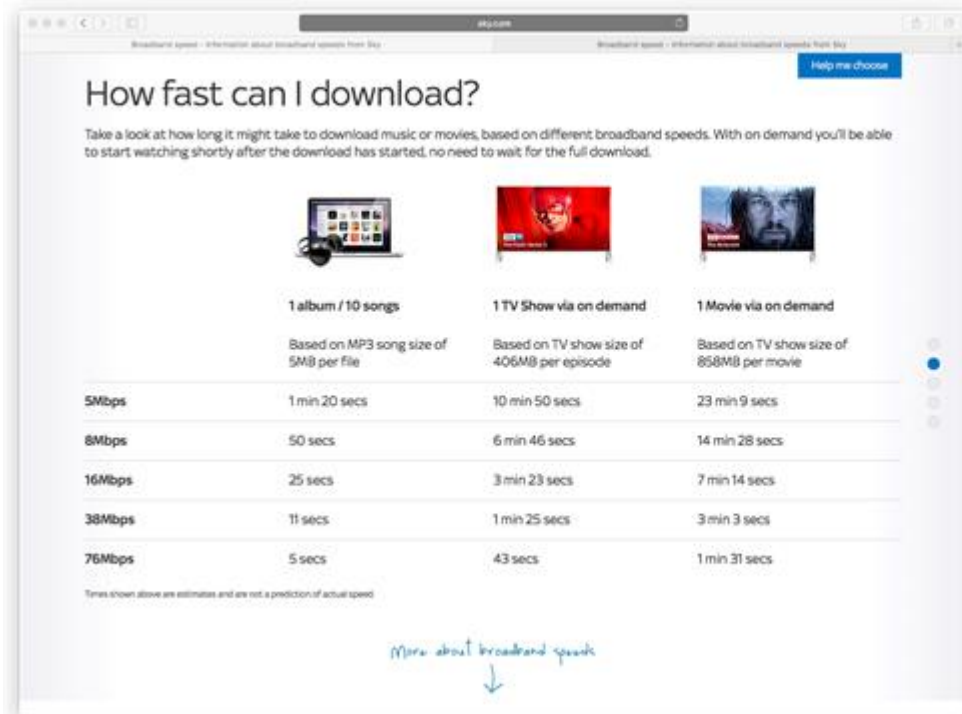
Sky subscribes to [Ofcom's Voluntary Code of Practice](#) on broadband speeds.

Thinking about upgrading your broadband package?
 Take a look at the latest offers and upgrades tailored to you at [My Sky Offers](#).

Show all Broadband speed articles

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

There are examples on the broadband speeds page linked from the main menu which illustrates how quickly downloads can take with different internet speeds.



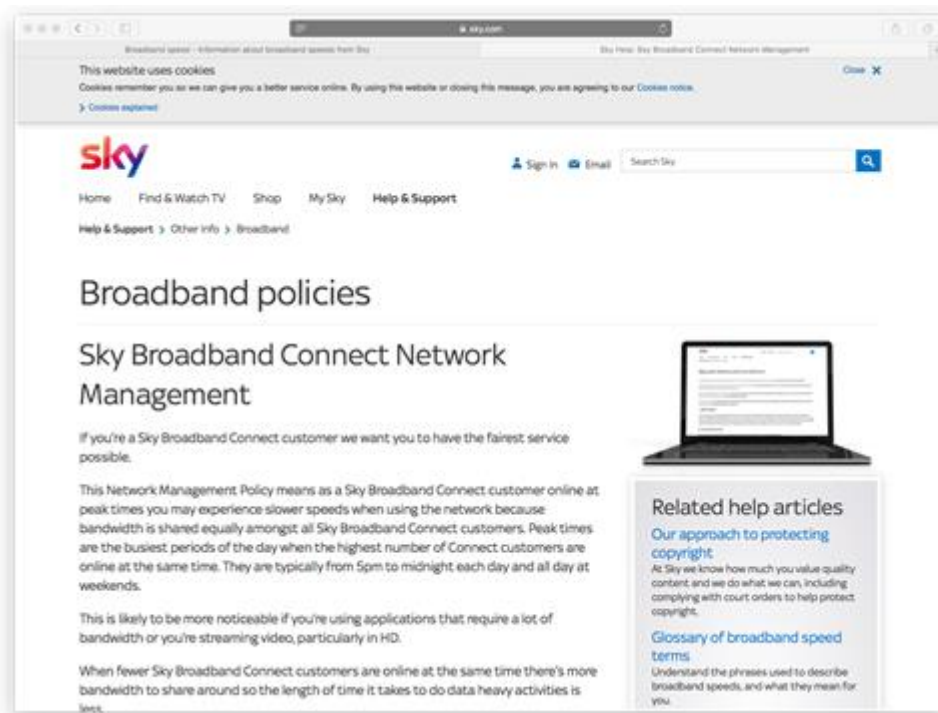
Broadband speeds explained document – linked from the search for ‘throughput speeds. This document has a link to ‘examples of broadband speeds’ which has typical download speeds for different types of uses.

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)*

Nothing on search for words 'traffic management'

Reference for 'network management' or 'fair usage policy' which applies to Sky Broadband Connect customers only in the Broadband speeds glossary document.



However, when searching google for *Sky Broadband traffic management*, the first link in the results was to the traffic management policy in terms and conditions (found here: <http://www.sky.com/shop/terms-conditions/broadband/network-management-policy/>) detailing traffic management policies for various packages.

About 227,000 results (0.59 seconds)

Sky Broadband Connect Network Management Policy Sky Broadband Connect is subject to a Network Management (or Fair Usage) Policy. The purpose of the Policy is to ensure we are providing a fair and sustainable broadband service for all our Sky Broadband Connect customers.

Sky Broadband Traffic Management Policy
www.sky.com/shop/terms-conditions/broadband/network-management-policy/

About this result Feedback

Sky Broadband Traffic Management Policy
www.sky.com/shop/terms-conditions/broadband/network-management-policy/
 Sky Broadband Connect Network Management Policy. Sky Broadband Connect is subject to a Network Management (or Fair Usage) Policy. The purpose of the Policy is to ensure we are providing a fair and sustainable broadband service for all our Sky Broadband Connect customers.

Sky Help: Sky Broadband Connect Network Management
<https://www.sky.com/help/articles/sky-broadband-connect-network-management>
 If you're a Sky Broadband Connect customer, find out if you're affected by Sky's Traffic Management policy.

ISP Traffic Management: BT vs Virgin vs Sky vs TalkTalk vs EE
https://recombu.com/isp-traffic-management-of-sky-virgin-media-ee-talktalk_m11
 Jump to **Fair Broadband** - Heavy users are not throttled at peak times. (This applies to all of Sky's broadband services, whether they're ADSL-based Sky Broadband Unlimited and Sky Broadband Lite or FTTC-based Sky Fibre and Sky Fibre Pro. (Even Sky's off-network product Sky Broadband Connect))

Broadband traffic management | Everything you need to know
<https://www.simplifydigital.co.uk/faqs/what-is-broadband-traffic-management/>
 22 Jul 2014 - Read our easy to follow guide about broadband traffic management and ... Talk Talk traffic management policy - Sky traffic management policy ...

Sky Unlimited Throttled - ISP review
www.ispreview.co.uk ... Forum > ISP Discussion > ISP Complaints and Problems > 25 May 2014 - 10 posts - 4 authors
 Here is the extract from Sky's own web page regarding their unlimited broadband service. 'No traffic management policy for Sky Broadband ...'
P2P Traffic Throttling/Shaping - Talk Talk / Sky broadband 10 posts - 27 Jun 2011

Traffic Management Policy

Sky Broadband Traffic Management Policy

At Sky we want all of our customers to enjoy the best possible broadband experience. We have made a commitment to a voluntary code of practice which aims to make traffic management easier to understand and compare between providers.

- Sky Unlimited and Lite broadband is not subject to traffic management. This means we won't reduce your speed at any time, regardless of how much you upload or download.
- Sky Broadband Connect is subject to a Network Management policy.

We've provided detailed information about our traffic management policy in the Key Fact Indicator (KFI) tables below.

Sky Broadband Connect*	Show
Sky Broadband Lite*	Show
Sky Fibre*	Show
Sky Broadband Unlimited, Sky Broadband Unlimited Pro Sky Fibre Unlimited, Sky Fibre Unlimited Pro*	Show
Sky WiFi*	Show

Glossary

Traffic management: Traffic management is the term used to describe a range of technical practices undertaken to manage traffic across networks.

The different outcomes achieved by the use of technical practices can include:

- the prioritisation of certain types of traffic in busy times or busy areas to ensure that it is of an adequate quality
- the slowing down of certain traffic types that are not time-critical at busy times or busy places
- ensuring compliance with a consumer's contract, for example slowing down of traffic for the heaviest users
- supporting the delivery of managed services, for example to ensure a guaranteed quality of service for a specific piece of content

Managed services: The majority of internet traffic is delivered on a "best efforts" basis. A managed service, on the other hand is one whereby an ISP offers "quality of service" that can guarantee a certain level of performance, so that the content, service or application can be delivered without risk of degradation from network congestion. Such a quality of service arrangement can be made between an ISP and a content or service provider or directly between an ISP and the consumer.

Best Efforts: This phrase relates to the delivery of internet traffic where traffic management is applied without distinctions based on the source of that traffic.

Slowed down: This outcome is achieved by the deployment of technologies that can decrease the priority of traffic types deemed to be non-time critical on the network e.g. slowing down traffic such as downloads during busy times and busy periods.

Prioritised: This outcome is achieved by the deployment of technologies that increase the priority given to certain traffic types, e.g. time-critical traffic such as video. This outcome can also be achieved as a consequence of slowing down other

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?

It was not as easy as other ISPs to find the speed estimate facility on the website. It had a specific menu. Once it was found the speeds were returned next to the packages, so it was not as easy to understand what the speed was compared to others where it was returned separate to the different packages.

Whilst the detail about speeds was available it was necessary to hunt around for it. There were lots of really useful pages but these were not signposted from the main broadband pages which only had 2 drop down options which were not very detailed.

Minimum guaranteed speeds were not mentioned although there was information about what to do if the speed was lower than the estimate. The information was less comprehensive than the experience I had in store and on the telephone with Sky.