

Your response

Question	Your response
<p>Question 1: Do you agree with our proposals to issue guidance under GC C2.3, GC C1.3 and GC C1.5 to clarify:</p> <p>(1) that the description of broadband services should be consistent and include a one- or two-word description of the underlying technology; and</p> <p>(2) that the use of the terms 'fibre' and 'full-fibre' in the information that is provided to customers should only be used to describe fibre-to-the-premises (FTTP) services.</p>	<p>Confidential? – N</p> <ol style="list-style-type: none"> 1. We agree that the description of services should be consistent, but we are more concerned with the accuracy of the description and the accuracy of the terms of the deal; writing specific terms in stone could hinder new innovations or the ability to describe them, which would hinder the consumer's ability to truly understand the service they are receiving. We believe that consumers do not shop specifically for full-fibre deals or the type of cable, but instead they shop for internet speed, price, and customer support – it is critical that what they will receive and those terms are clear – the terminology just needs to be universally accepted in the industry. 2. Agreed, especially with regards to full-fibre. As per above and below, we are more concerned about the accuracy of the description.
<p>Question 2: Do you agree with our proposal for providers to give an explanation of the one- or two-word terms used to describe the service, in a way that can be easily accessed by customers?</p> <p>Please provide evidence in support of your views.</p>	<p>Confidential? – N</p> <p>The provision to provide an explanation of the one- or two-word terms used to describe the service, in a way that can be easily accessed by customers is of the utmost importance.</p> <p>These descriptions need to be surfaced alongside the terms of the deals that consumers are signing up to. Ideally, these are described through imagery, which is far easier to understand and portray than in text as part of a T&C's document.</p>

Please complete this form in full and return to broadbandinformation@ofcom.org.uk.