Your response

Question	Your response
Question 1: Do you agree with our proposals to issue guidance under GC C2.3, GC C1.3 and GC C1.5 to clarify: (1) that the description of broadband services should be consistent and include a one- or two-word description of the underlying technology; and (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.	Confidential? – N Yes: this is overdue, and should form a part of a 'Broadband Facts' single panel similar to that proposed by the FCC in the United States - https://www.fcc.gov/broadbandlabels - customers should have a single place to see what they are purchasing, how it is expected to perform and how it achieves this. Ideally with a link within the description of the underlying technology to an Ofcom page providing more detail on the technology mentioned including diagrams such as those in https://www.ofcom.org.uk/news-centre/2023/tackling-consumer-confusion-about-broadband-technology covering all technologies alongside explanations of what the choice of technology actually means for the service in terms of performance and reliability.
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? Please provide evidence in support of your views.	Confidential? – N Yes – we are too dependent on acronyms in our industry and must ensure, given the intent is to remove the ability to describe products as 'fibre' or 'fibre optic' that customers are appropriately educated if they wish to be. Ofcom's own research mentioned in https://www.ofcom.org.uk/news-centre/2023/tackling-consumer-confusion-about-broadband-technology highlights confusion about the terms 'fibre' and 'fibre optic broadband' – feeding customers acronyms like VDSL, HFC, FTTB, FTTC, FTTP without explanation is very unwise. However as noted above there should also be a link to a site providing more details, such as diagrams of network layout and further reading material, if customers wish to understand what they are purchasing further. This should cover copper, FTTC, FTTB, FTTP, HFC,

| | Fixed Wireless and 4G/5G mobile.

A very brief explanation and a way to find out more covers all bases across the spectrum of those who are indifferent to delivery technology and those who want to understand a little more. |
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Please complete this form in full and return to broadbandinformation@ofcom.org.uk.