

KCOM Discussion Paper:

**The Evolving Landscape for Fixed Line Telecoms in the Hull Area**

(redacted)

July 2025

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## Executive Summary

- KCOM is the leading provider of connectivity in the Hull Area and completed its full fibre roll-out in 2019. With a heritage going back 120 years, the business continues to adapt and pioneer in an increasingly dynamic market. KCOM serves [X] customers, including [X] SMEs, with [X] premises on its network.
- In the Hull Area Wholesale Fixed Telecoms Market Review, Ofcom decided to retain wholesale access remedies for KCOM as *'[this approach] has the best prospects of providing a long-term resolution to KCOM's market power downstream of these wholesale markets.'*
- Ofcom said *'the investment case for overbuilding KCOM's new full-fibre network...is likely to be very challenging given KCOM's dominant position in this small geographic market.'*
- Ofcom then noted that it considered *'that competitive entry might emerge based on take-up of new fibre access products...However, this review shows that the measures we put in place...have not been successful in encouraging providers to enter and provide services.... **large national ISPs are still not present in the Hull Area... increased retail competition has not yet materialised.... despite the lack of entry to date, there is now a better prospect for competition in the Hull Area based on wholesale access to KCOM's fibre network during the forward-looking review period.'***
- Ofcom's previous view, that the case for overbuild was challenging, has been proven to be incorrect. We now see overbuild covering [X] of premises in Hull, with more to come<sup>1</sup>.
- This has now led to the increased retail competition that Ofcom did not detect previously, based primarily on competing fibre networks, but also via wholesale access, which has increased the proportion of premises with access to competing retailers to [X].
- This competitive dynamic is set to intensify with CityFibre's purchase of Connexin's fibre network, which is likely to lead to large national ISPs entering the Hull market.

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<sup>1</sup> KCOM's commercial team estimate overbuild of up to [X] by 2026/7.

- As a result, KCOM's share of retail broadband has fallen from above 90% in 2021<sup>2</sup> to an estimated [X] today (or [X] of premises)
- Prices have also come down over that period, with retail ARPU at [X] in April 2025, versus [X] in October 2021<sup>3</sup>, a reduction of more than [X].
- In 2021, Ofcom retained most of KCOM's wholesale regulatory commitments, on the basis that network competition was unlikely to occur, and increased retail competition had not materialised. In 2025, network competition is reaching every corner of the Hull Area, and the impact is clear to see on KCOM's prices and market share.
- We trust that in the Hull Area TAR, Ofcom will adapt its position to the new competitive reality in this small geographic market.

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<sup>2</sup> Paragraphs 2.10 and 2.11 of the Hull Area Wholesale Fixed Telecoms Market Review 2021-26 Volume 2: Market analysis <https://www.ofcom.org.uk/siteassets/resources/documents/consultations/category-1-10-weeks/198237-hull-area-wftmr-2021-26/associated-documents/hull-wftmr-volume-2-market-analysis.pdf?v=327071>

<sup>3</sup> In real April 2025 prices

## 1. Introduction

KCOM has been providing telecoms services for 120 years. It completed a full fibre roll-out in 2019 and continues to adapt and pioneer in an increasingly dynamic and competitive market. The business is structured in three divisions: Networks, Consumer and Enterprise (Wholesale and Business). These teams serve [X] customers, including [X] SMES, with [X] premises on its network. KCOM is proud to offer customers fast, secure, reliable and resilient connectivity, and play an active part in increasing digital inclusion for communities across the region.

The purpose of this paper is to describe the evolving competitive landscape in fixed telecommunications markets in the Hull Area, where network competition has developed rapidly as a result of significant investment in competing fibre networks; and how this competition has benefitted consumers. We also examine the scope for further investment in fibre networks over the period covered by the upcoming Hull Area Telecommunications Access Review (“Hull Area TAR”) and the need for Ofcom to consider and promote incentives for this investment.

## 2. The Hull Area Wholesale Fixed Telecoms Market Review 2021-26

Ofcom published their Hull Area Wholesale Fixed Telecoms Market Review (“WFTMR”) Statement on 28 October 2021<sup>4</sup>. Ofcom set out their broad approach on remedies in the following terms:

“1.16 We have decided that our proposed approach to WLA and LL Access remedies based on wholesale access to KCOM’s fibre network is appropriate for the forward-looking period of this review. We consider this approach has the best prospects of providing a long-term resolution to KCOM’s market power downstream of these

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<sup>4</sup> Hull Area Wholesale Fixed Telecoms Market Review Volume 3: Remedies: <https://www.ofcom.org.uk/phones-and-broadband/telecoms-infrastructure/2021-26-hull-area-wholesale-fixed-telecoms-market-review>

wholesale markets by injecting competition into the retail broadband and business connectivity markets in the Hull Area.

...

1.19 We agree with Vodafone that the investment case for overbuilding KCOM's new full-fibre network in the Hull Area is likely to be very challenging given KCOM's dominant position in this small geographic market. Unlike many investments in network build in the rest of the UK, a new fibre network in the Hull Area could not differentiate itself as offering fibre 'first', as KCOM already supplies this, and there are no retail ISPs like Sky and TalkTalk with a significant share of the retail broadband market in the Hull Area who might move their customer base to a new entrant network. We therefore do not consider that the availability of PIA in the Hull Area would be decisive in remedying KCOM's SMP in WLA or LL Access at this time.

1.20 Our approach in the Hull Area has long been to target increased take-up of wholesale services based on access to KCOM's network. This was the primary aim of our last review of the WLA market in 2018. We considered then that competitive entry might emerge based on take-up of new fibre access products requiring less investment than unbundling copper access at KCOM exchanges. However, this review shows that the measures we put in place in 2018 have not been successful in encouraging providers to enter and provide services in the Hull Area. In particular, large national ISPs are still not present in the Hull Area. As a result, increased retail competition has not yet materialised.

1.21 Having considered the evidence gathered from our engagement with stakeholders, we have concluded that despite the lack of entry to date, there is now a better prospect for competition in the Hull Area based on wholesale access to KCOM's fibre network during the forward-looking review period.”<sup>5</sup>

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<sup>5</sup> Volume 3: Remedies <https://www.ofcom.org.uk/siteassets/resources/documents/consultations/category-1-10-weeks/198237-hull-area-wftmr-2021-26/associated-documents/statement-hull-wftmr-volume-3-remedies.pdf?v=327070>

### **3. Looking ahead to the Hull Area Telecoms Access Review 2026-31**

Three and a half years on from the WFTMR Statement, the competitive landscape in fixed telecoms has changed significantly and beneficially for consumers in ways that were not anticipated by Ofcom at that time. In the remainder of this paper, we describe those changes, with specific reference to competitor fibre networks, wholesale broadband and the retail market.

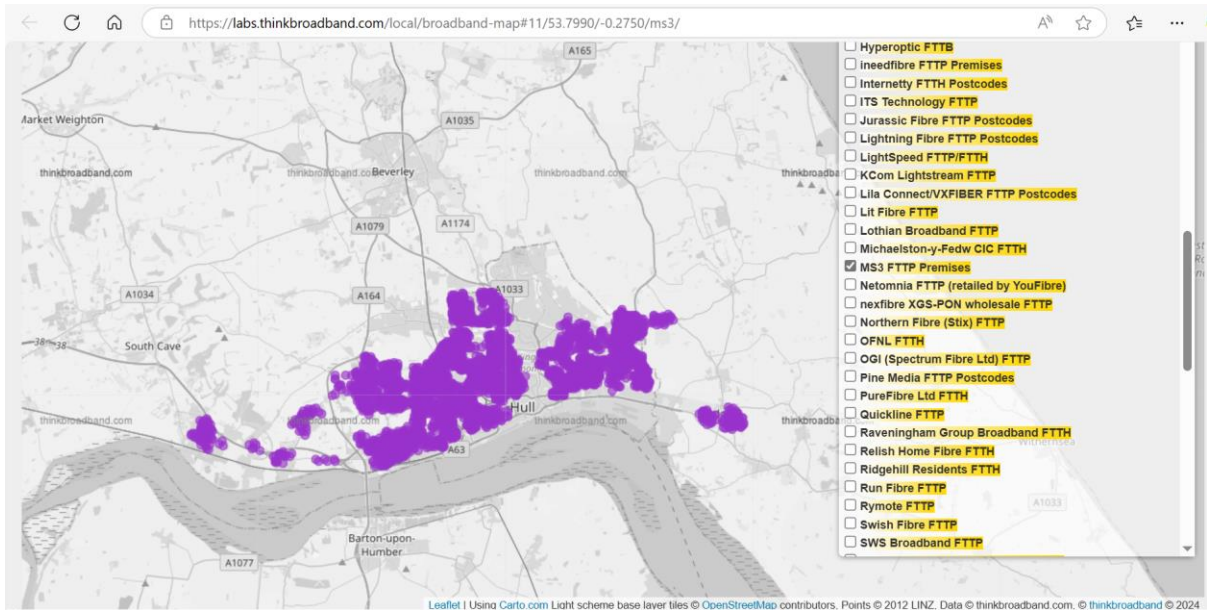
#### **3.1 Significant competitor fibre network rollout**

Contrary to Ofcom's expectations set out in the WFTMR Statement, over the last few years, there has, in fact, been significant rollout of competing fibre networks in the Hull Area. KCOM has used publicly available information (such as mapping data on thinkbroadband.com) and its own commercial data (such as information relating to churn, switching and save activities), to form a view about the extent of competitor network overbuild in the Hull Area.

There are three main competitor fibre networks operating in the Hull Area.

#### ***MS3***

According to thinkbroadband.com, MS3 has built an extensive fibre network in the Hull Area:



MS3's states on its website that it is seeking to give broadband customers in Hull choice, through a wholesale commercial model<sup>6</sup>.

The extent of MS3's network rollout indicated by thinkbroadband.com is corroborated by KCOM's internal information, based on calls to the call centre, churn and switching data. Our assessment is that MS3's fibre network covers around [X] premises in the Hull Area.

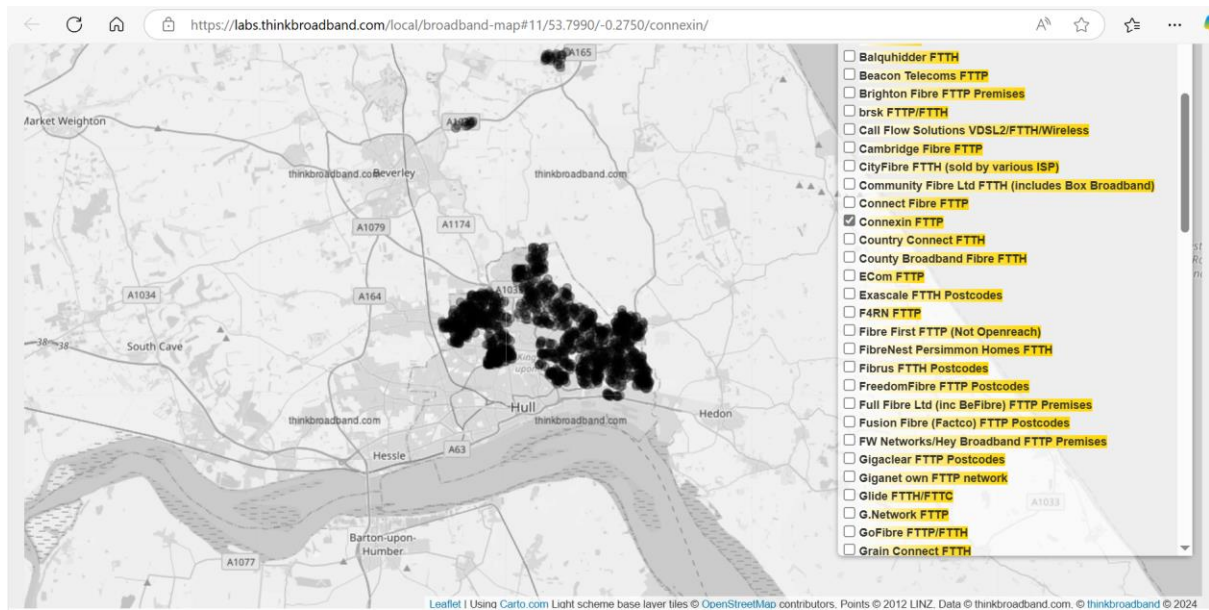
### **CityFibre**

On 24 March 2025, CityFibre announced that it had acquired Connexin's full fibre infrastructure and that it intended to begin integrating Connexin's XGS-PON network, immediately, with the expectation that this will be completed in the calendar year<sup>7</sup>.

<sup>6</sup> See: <https://www.ms3networks.co.uk/about-us>

<sup>7</sup> <https://CityFibre.com/news/CityFibre-acquires-connexins-full-fibre-infrastructure-in-strategic-agreement>

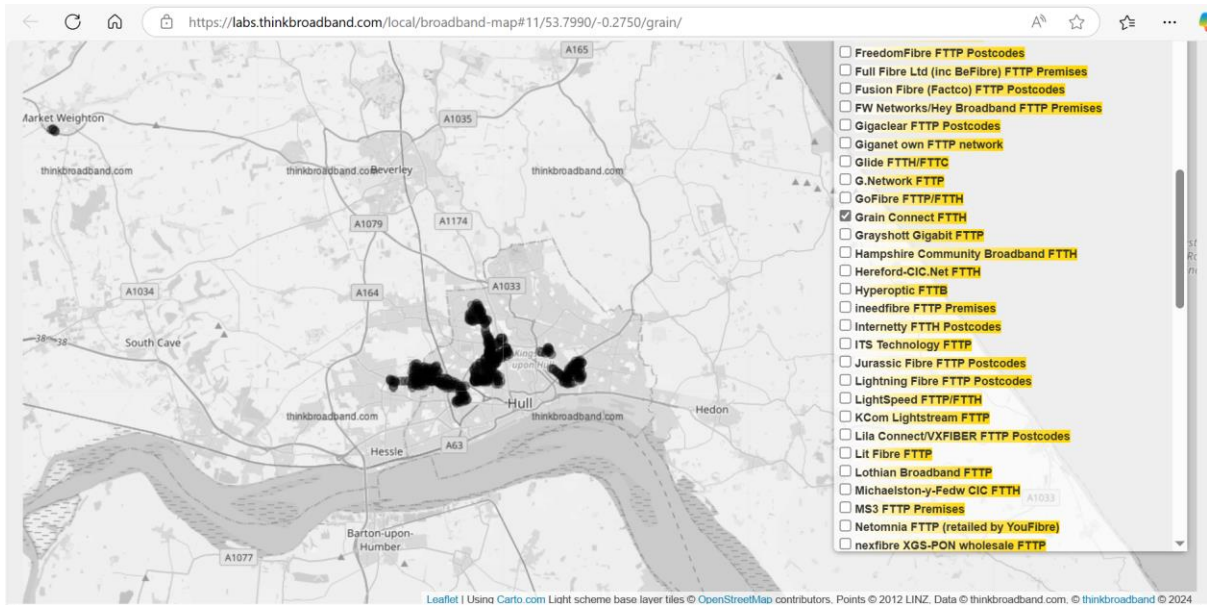
thinkbroadband.com had recorded Connexin's extensive Hull Area fibre network:



Again, the scale of CityFibre's fibre network rollout described by thinkbroadband.com is corroborated by KCOM's information. We believe that it covers approximately [X] premises in the Hull Area.

## Grain

According to thinkbroadband.com, Grain has also rolled out its fibre network in significant parts of the Hull Area:



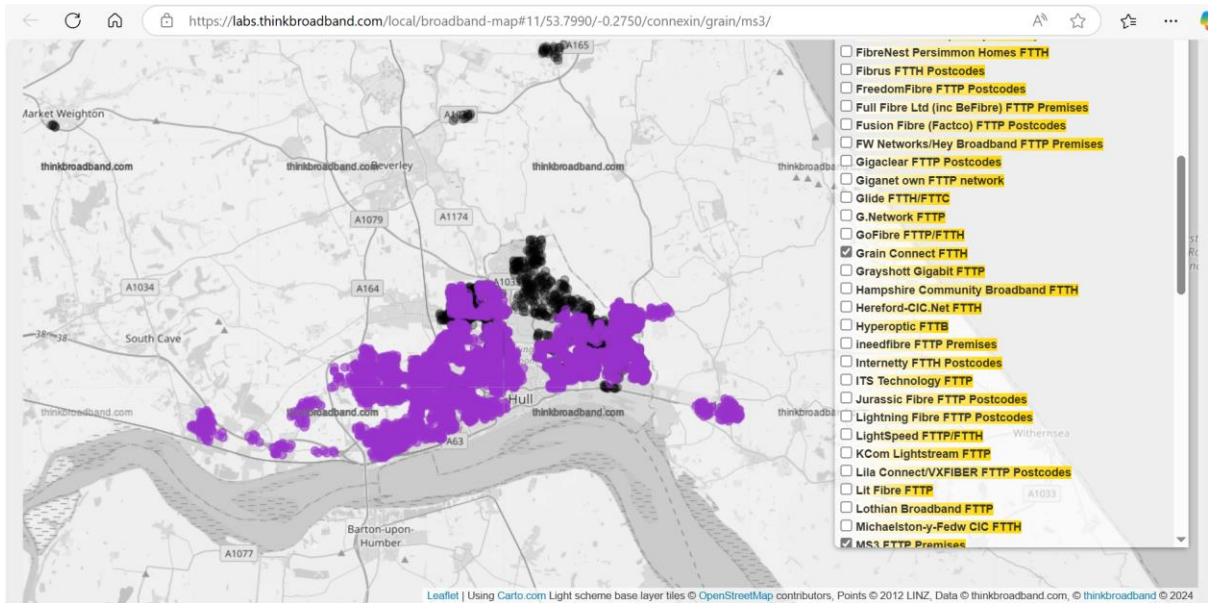
We estimate that the Grain fibre network covers around [8] premises in the Hull Area.

According to its website, Grain is a vertically integrated fibre network and broadband provider, with a presence in numerous towns and cities across the UK, including Hull<sup>8</sup>.

### ***Cumulative coverage of alternative fibre network providers in the Hull Area***

The coverage of all three competitor networks can be seen from the following thinkbroadband.com map:

<sup>8</sup> See: [https://www.grainconnect.com/about-grain/?\\_gl=1\\*34wg3h\\*\\_up\\*MQ..\\*\\_gs\\*MQ..](https://www.grainconnect.com/about-grain/?_gl=1*34wg3h*_up*MQ..*_gs*MQ..)



This accords with our analysis, based on competitors’ statements, call data and churn and switching information, which is that, currently, approximately [X] of premises in the Hull Area have the choice of at least one other fibre network provider, in addition to KCOM. This is significantly higher than estimates for the rest of the UK, which are that 53.3% of premises have the choice of two or more gigabit networks (including VMO2’s DOCSIS network).<sup>9</sup>

Our assessment of the extent of overbuild is reflected in the following Venn diagram:

[X]

In conclusion, it would appear that in 2021, Ofcom had under-estimated the investment case for overbuilding KCOM’s fibre network. In fact, as we have set out above, there has been considerable investment undertaken by three competing fibre network providers, in the intervening period.

<sup>9</sup> See: <https://www.thinkbroadband.com/news/10641-exclusive-uk-full-fibre-availability-increases-to-77>

Further, we note that investment in overbuilding in the Hull Area has occurred in circumstances where there have been other, concurrent opportunities, elsewhere in the UK, to invest in fibre networks to be ‘first’; several fibre network providers have chosen, instead, to invest in the Hull Area.

### 3.2 Wholesale provision

Under the terms of its Significant Market Power service conditions<sup>10</sup>, KCOM is required to provide Network Access in the Wholesale Local Access (“WLA”) and Leased Lines Access (LLA”) markets in the Hull Area.

In the WLA market, KCOM provides its Wholesale FibreLine Local Access (“WFLLA”) services.

[✂]

As noted above, CityFibre has recently acquired Connexin’s full fibre infrastructure and has announced that it intends to integrate that into its operations in 2025. Accordingly, KCOM assumes that CityFibre will soon be providing wholesale services using the acquired Connexin fibre network, which raises the prospect of facilitating the entry of large national service providers into the Hull Area retail broadband market. CityFibre currently lists 38 broadband providers using its network, including TalkTalk and Vodafone.<sup>11</sup>

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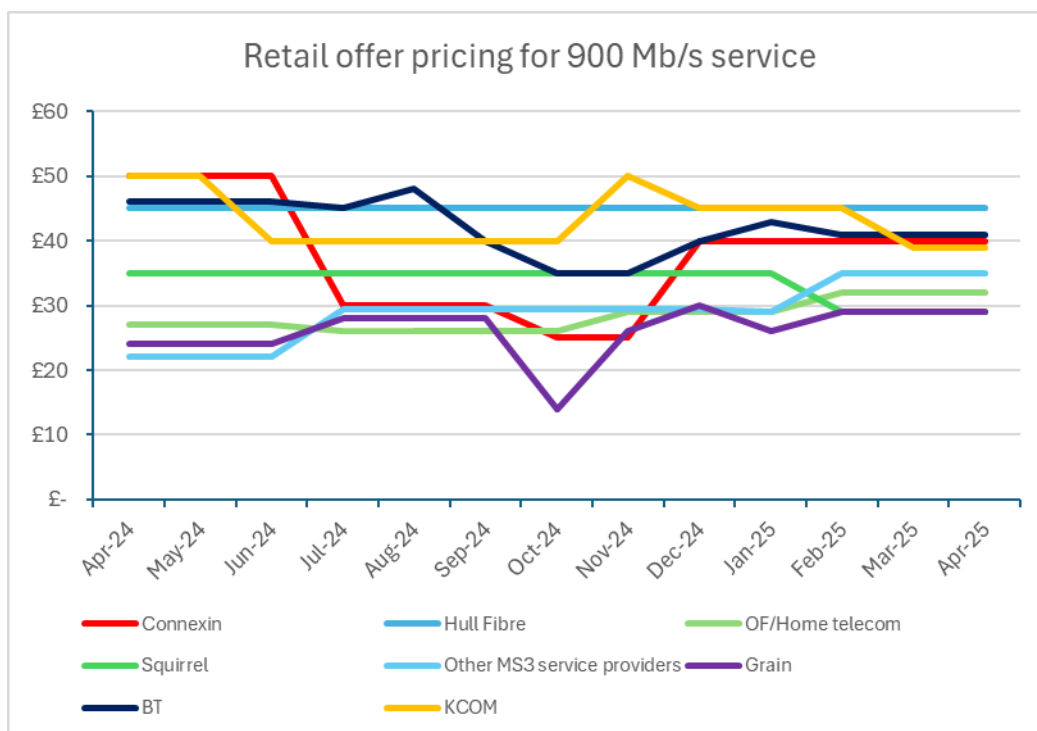
<sup>10</sup> See: <https://www.ofcom.org.uk/siteassets/resources/documents/consultations/category-1-10-weeks/198237-hull-area-wftmr-2021-26/associated-documents/statement-hull-wftmr-volume4-legal-instruments.pdf?v=327055>

<sup>11</sup> <https://CityFibre.com/homes/broadband-providers>

As noted above, MS3’s business model is to provide wholesale services to retail service providers. As far as KCOM is aware, there are several of these actively competing in Hull, including Squirrel, Open Fibre, Hull Fibre, Octaplus, MTH and Link.

### 3.3. Increasingly competitive retail broadband market

The proliferation of competitor fibre networks and wholesale provision in the Hull Area, described above, has resulted in a vibrant, highly competitive retail market. Retail service providers compete vigorously for customers, with very attractive acquisition offers. The following table summarises retail acquisition offers for 900Mbit/s services over the last twelve months (details of BT’s national offers are presented as a comparator):



Some providers also offer introductory service, free of charge, and other inducements, such as gift cards.

There is evidence of significant and increasing marketing spend by competitors, for example, in the form of advertising and direct mail. We understand that, recently, MS3 has invested in an in-house acquisition and retention team even though, as noted above, it is a wholesale only business.

The attached Annex contains a selection of advertising, marketing and other promotional material from retail broadband providers in the Hull Area collected by KCOM in the last few months, which we consider reflects the highly competitive nature of the market.

### ***One Touch Switch***

The introduction of One Touch Switch (OTS) has led to a stepped increase in switching activity in the Hull retail market. The following chart sets out KCOM's best view of consumer switching behaviour since April 2024<sup>12</sup>.

[✂]

KCOM expects the number of customers seeking to switch provider to increase further, given wider adoption of OTS amongst providers in Hull and additional competitor network rollout.

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<sup>12</sup> KCOM estimates the volume of customers that switch provider, without using OTS, through information provided by the customer and this categorisation has been consistent throughout the period reflected in the graph

## KCOM's response

KCOM has responded to the increased retail competition by providing competitive acquisition and retention offers. The following tables sets out KCOM's acquisition offer prices since April 2024 (offer prices in bold):

Speed (Mb/s)	Apr-24	May-24	Jun-24	Jul-24	Aug-24	Sep-24	Oct-24	Nov-24	Dec-24	Jan-25	Feb-25	Mar-25	Apr-25
Flex (social tariff)	14.99	14.99	14.99	14.99	14.99	14.99	14.99	14.99	14.99	14.99	14.99	14.99	14.99
30	<b>30.99</b>	<b>30.99</b>	<b>30.99</b>	<b>30.99</b>	<b>30.99</b>	<b>30.99</b>	<b>30.99</b>	<b>30.99</b>	<b>30.99</b>	<b>30.99</b>	<b>30.99</b>	<b>31.99</b>	<b>31.99</b>
50	<b>37.99</b>	<b>37.99</b>	<b>37.99</b>	<b>37.99</b>	<b>37.99</b>	<b>37.99</b>	<b>37.99</b>	<b>37.99</b>	<b>37.99</b>	<b>37.99</b>	<b>37.99</b>	<b>39.99</b>	<b>39.99</b>
100	<b>44.99</b>	<b>44.99</b>	<b>44.99</b>	<b>44.99</b>	<b>44.99</b>	<b>44.99</b>	<b>44.99</b>	<b>22.99</b>	<b>22.99</b>	<b>44.99</b>	<b>44.99</b>	<b>46.99</b>	<b>46.99</b>
175	<b>29.99</b>	<b>29.99</b>	<b>24.99</b>	<b>24.99</b>	<b>24.99</b>	<b>24.99</b>	<b>24.99</b>	<b>47.99</b>	<b>47.99</b>	<b>29.99</b>	<b>29.99</b>	<b>32.99</b>	<b>32.99</b>
300	<b>34.99</b>	<b>34.99</b>	<b>52.99</b>	<b>52.99</b>	<b>52.99</b>	<b>29.99</b>	<b>29.99</b>	<b>27.99</b>	<b>27.99</b>	<b>52.99</b>	<b>52.99</b>	<b>55.99</b>	<b>55.99</b>
500	<b>39.99</b>	<b>39.99</b>	<b>29.99</b>	<b>29.99</b>	<b>29.99</b>	<b>34.99</b>	<b>34.99</b>	<b>32.99</b>	<b>33.71</b>	<b>35.99</b>	<b>35.99</b>	<b>34.99</b>	<b>34.99</b>
900	<b>49.99</b>	<b>49.99</b>	<b>39.99</b>	<b>39.99</b>	<b>39.99</b>	<b>39.99</b>	<b>39.99</b>	<b>49.99</b>	<b>48.19</b>	<b>44.99</b>	<b>44.99</b>	<b>38.99</b>	<b>38.99</b>

KCOM has also sought to compete on the quality of its service and in 2024 launched major investment in 'The Power is all Yours' marketing campaign. This highlights the strength of the KCOM network and customer experience, for example, caching content locally and providing protection from the effects of commonplace malicious denial of service (DDOS) attacks. This is complemented by innovations in its service offering, for example, KCOM recently launched its new router proposition with Amazon's eero<sup>13</sup>.

KCOM has also responded to customers' needs by promoting its social tariff, Full Fibre Flex. This offers customers 30Mbps, unlimited data and 750 minutes to UK landlines and mobiles for £14.99 per month. There is no minimum term. To be eligible, customers must be on certain state benefits, including Universal Credit (no income). In 2022, KCOM [S&C] to create a simple online application process, which uses OpenBanking to give applicants a decision in minutes. KCOM has a dedicated webpage, works with local agencies and charities and, in May 2024, carried out a substantial postal direct message campaign.

<sup>13</sup> See: <https://www.kcom.com/home/eero/>

The number of customers on Flex has increased significantly over recent years and currently stands at over [REDACTED], or more than [REDACTED] of the base. The number of net connections has increased by over [REDACTED] in the last year. Based on information in the public domain, we believe that the proportion of KCOM's customers on a social tariff is higher than for any other provider in the UK.

KCOM is also working with regional stakeholders, including the department for Work and Pensions and Hull City Council, to develop a new initiative to provide broadband to job seekers, free of charge, initially for a period of six months. The initiative will help people in Hull find work by removing one of the common barriers - lack of reliable, affordable broadband. We expect to go live in the summer of 2025.

#### **4. Beneficial impact for consumers of competition in the Hull Area**

Competition in the retail broadband market has benefitted consumers. [REDACTED]

KCOM's Retail Division has sought to estimate the change in market shares of retail providers in the Hull Area over the last two years, using publicly available information, such as statements made by providers, as well as its own churn and save activity data. The chart below reflects KCOM's assessment of the impact of competition on market shares and penetration in the Hull Area:

[REDACTED]

KCOM's market share has fallen, while the market shares of its fibre network competitors have all risen. The proportion of households that do not take fixed broadband ("white space" in the above chart) has reduced [X], suggesting that competition has had a markedly positive impact on adoption of fibre broadband services in the Hull Area.

## **5. Physical Infrastructure Sharing: Expectations of future competitor network rollout**

As part of its commercial planning, KCOM's Retail Division has forecast overbuild in the Hull Area to reach [X] by the end of the 2026/27 financial year.

Separately, as Ofcom is aware, KCOM is currently providing access to its physical infrastructure to [X] in the Hull Area, with a view to formulating a Reference Offer for a fit for purpose Physical Infrastructure Access product. These "first wave" area trials are progressing well and we have recently started Joint Development Working Groups, to develop the Reference Offer using the experience gained and discuss various commercial issues. Recently, we have agreed to [X] request to participate in the first wave and the Joint Development Working Group. We are confident that we can launch Reference Offer in July 2025.

Accordingly, KCOM's view is that the provision of access to its physical infrastructure is likely to stimulate network rollout by its competitors, to the extent that the vast majority or all premises in the Hull Area will be covered by at least two fibre broadband networks.

## 6. Incentives to continue investing in the Hull Area

As noted above, there has been considerable investment in competitor fibre networks in the Hull Area. Further, our experience of providing access to KCOM's physical infrastructure indicates that competitors will seek to continue to invest to roll their networks out to the remainder of the Hull Area, in the time-period covered by the Hull Area TAR. This can be expected to stimulate further material and sustainable competition in wholesale and retail markets, ultimately for the benefit of consumers.

However, [redacted] and, clearly, we are not in a position to know what other plans they may have to make further investments in their fibre networks. It may well be the case that those plans are subject to further evaluation and, possibly, assumptions about market conditions and the regulatory environment.

In our view, the incentives to invest in competitor networks in the Hull Area merit further consideration by Ofcom in the forthcoming TAR. We believe that it is important for Ofcom to understand what has incentivised investment to date, and, importantly, the conditions that need to be present, including the regulatory regime, to incentivise further investment in competitor fibre network rollout, which can be expected to promote greater competition, still, for the benefit of consumers.

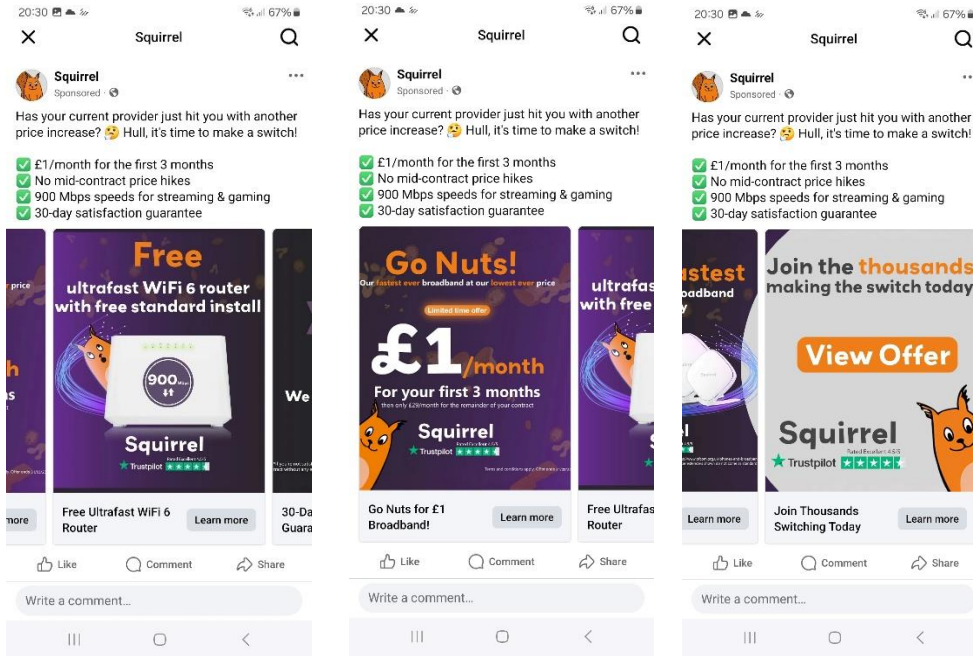
Clearly, KCOM cannot know the investment business cases of its competitors, so is not in a position to advise Ofcom. However, Ofcom has extensive information gathering powers and is therefore well placed to investigate the matter in the context of the Hull Area TAR.

## **7. Conclusion**

Contrary to Ofcom's expectations in 2021, KCOM is now operating in a dynamic and highly competitive market in the Hull Area, following significant investment in competing fibre networks. This has stimulated competition in wholesale and retail markets and consumers are benefitting from increased choice in value, service and experience.

We look forward to engaging with Ofcom on these and related matters, such as the need to continue to incentivise investment, in the upcoming Hull Area Telecoms Access Review.

Examples of competitor advertising, marketing and other promotional material



The image is a promotional graphic for Grain Full Fibre broadband. It features a dark background with white and blue text. At the top, it says "Grain Full Fibre broadband" and "Check your postcode on our website to get started!". Below this, there are four packages listed with their prices and durations: "Gigafast 1000 £14.99 then £28.99m for 12 months", "Hyperfast 500 £13.99 then £27.99m for 14 months", "Ultrafast 300 £11.99 then £23.99m for 16 months", and "Superfast 150 £9.99 then £19.99m for 17 months". At the bottom, there is a comparison table for different providers: grain, Comxion, Hull Fibre, and KCOM. The table compares features like "Fiber not shared with neighbours", "Price Match Guarantee", "Free set up as standard", "No in-contract price rises, EVER!", and "Equal upload & download speeds". The grain provider is highlighted with green checkmarks for all features, while the others have red X marks for several features.

The image is a screenshot of an MS3 Networks advertisement. It features a squirrel mascot and the text "MS3 Networks Sponsored". The main offer is "2 Year Price Freeze! £23/month\* Unlimited Full Fibre". Other benefits listed include "Free WiFi & Router" and "Price Frozen In Contract". The ad also mentions "View Package" and "Get offer".

The image is a screenshot of a BeeBu advertisement. It features a dog mascot wearing sunglasses and a beanie. The main offer is "Seal the deal ultra-speedy home broadband £29/month". Below this, it says "BeeBu Full Fibre 100Mbps Limited Time Only". The ad also includes contact information for Kev Bury, an MS3 Networks broadband expert, with an email address "kev.bury@ms-3.co.uk" and a phone number "Tel: 07494798811".

**Fibre 1000**  
**£24.99/pm**  
£49.99/pm

We're keeping this one under wraps.  
**Flip me to reveal.**

**Looking for a steal?**  
Tear me open and grab it before it's gone.

connexin  
Broadband for the brave.  
Only with Connexin.

1500Mbps  
2x price of 1000Mbps

Your home is officially ready for the fastest fibre around.

Save up to 50% on our fastest fibre speeds. There's only one catch: you need to be brave. And only brave people can afford to pay £24.99/pm for 1000Mbps. But for those who can, we're offering 1500Mbps for the price of 1000Mbps. There's no better time to get up.

**Fibre 1000**  
£69.99 **£49.99** per month  
1500Mbps for the price of 1000Mbps

**Fibre 250** £37.50/pm  
**Fibre 500** £44.99/pm  
**Fibre 1000** £49.99/pm

Get all the benefits of fibre with our award-winning app.  
24/7 device protection  
Completely network control  
Customer usage limits  
No in-contract price rises

01482 900800  
Tel: 01482 900800

**It's not a deal, it's a steal.**

**Fibre 1000**  
**£24.99/pm**  
£49.99/pm

**BROADBAND THIEF**  
**HOLLY 'HOME-WORKER' EDWARDS**  
Snagged Connexin fibre at half price.  
With prices from £18.75/pm, it's practically theft.

**It's not a deal, it's a steal.**

**Fibre 250** £18.75/pm  
**Fibre 500** £22.50/pm  
**Fibre 1000** £24.99/pm

**Fibre 2500** £42.50/pm  
**Fibre 5000** £74.99/pm

**What's included?**

- No sneaky price hikes
- Free installation
- 24/7 security with Protect IQ
- Set custom device limits with Experience IQ
- Big Connexin Live tickets

connexin  
Broadband deals & steals hotline:  
connexin.co.uk | 01482 900800

**Hull's ultrafast broadband provider**

**250Mbps**  
Ideal for web browsing & HD streaming  
**£24.99/pm**  
£37.50/pm + **£10** gift card

**500Mbps**  
Great for small families & multi-room entertainment  
**£34.99/pm**  
£44.99/pm + **£25** gift card

**1000Mbps**  
Perfect for tech-savvy households & gamers  
**£39.99/pm**  
£49.99/pm + **£150** gift card

**2500Mbps**  
For creative professionals or XL households  
**£84.99/pm**  
+ **£250** gift card

**Join from £25/pm\*\***  
**+ Up to £250 gift card**

**connexin**  
Ready to worry less?  
connexin.co.uk | 01482 251 977

**Jane & John don't need to worry about parental controls**  
They do worry about their child being awake on date night.



**Seal the deal**  
ultra speeeeeee-dy home broadband

£75 Gift Card when you switch

Full Fibre 1000Mbps Limited Time Offer

**£29/month**

Ultra Easy Switching  
Friendly UK Customer Support  
Banish Buffering  
Unlimited Usage

Home broadband by **BeeBu.**

Trustpilot

10Gbps just **£29.99** p/m\* for 24 months

**Gig deal just got supersized!**

Now with savings on 2.5Gbps

Fibre 1000	Fibre 2500	Fibre 5000
Great for gaming & tech-heavy households	Great for video conferencing & streaming	Designed for ultimate multi-connection households
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