



DEBATE PACK

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Broadband speeds and advertising

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Summary

A debate on broadband speeds and advertising will take place in Westminster Hall on Wednesday 8 March from 4.30pm to 5.30pm. It will be led by Matt Warman MP.

This debate pack provides a summary of the issues, press and parliamentary coverage and further reading.

Contents

1. Background	2
1.1 Reasons for receiving slower than advertised broadband speeds	2
1.2 Advertising broadband speeds	2
Reviewing how broadband speed claims are advertised	3
1.3 Ofcom Voluntary Codes of Practice	3
Residential	3
Business	4
2. Press articles	5
3. Press releases	6
Advertising Standards Authority	6
Internet Services Providers' Association	7
Local Government Association	8
4. Parliamentary coverage	11
4.1 PQs	11
4.2 Debates	13
5. Further reading	17

The House of Commons Library prepares a briefing in hard copy and/or online for most non-legislative debates in the Chamber and Westminster Hall other than half-hour debates. Debate Packs are produced quickly after the announcement of parliamentary business. They are intended to provide a summary or overview of the issue being debated and identify relevant briefings and useful documents, including press and parliamentary material. More detailed briefing can be prepared for Members on request to the Library.

1. Background

1.1 Reasons for receiving slower than advertised broadband speeds

Most broadband packages are advertised with their headline speeds, for example *up to 20Mb per second*. However, it is unlikely that a customer will be able to receive the headline speed all of the time.

There are a number of reasons that a customer may not receive the headline broadband connection speed advertised by internet service providers (ISPs). These include:

- **Where a customer lives:** the maximum speed available declines the further the customer is away from the telephone exchange – with typical copper wiring, the further the broadband signal travels, the slower and more distorted they tend to become;
- **Customer set up:** electrical interference; where the router is in comparison to the devices using it; and the quality of the customer's line can affect broadband speed;
- **Peak times:** the number of people using the network at any one time—at peak times (usually evenings) broadband speed may be slower.

More information on factors affecting broadband speeds is available in [Ofcom's Consumer Guide on Broadband Speeds](#).

1.2 Advertising broadband speeds

The [Advertising Standards Authority](#) (ASA) is the UK independent regulator of advertising across all media and enforces rules on how headline broadband speed claims are presented to consumers.

In the UK, the content of advertising, sales promotions and direct marketing across all media, including marketing on websites, is self-regulated by the ASA. It does this by enforcing the Advertising Codes; there are separate codes for non-broadcast and broadcast advertisements. Adverts are expected to be "legal, decent, honest and truthful". The ASA is independent of both the Government and the advertising industry. It is recognised by the Government and other regulators as the body to deal with complaints about advertising. Its remit includes acting on and investigating complaints about advertisements as well as proactively monitoring and taking action against misleading, harmful or offensive advertisements, sales promotions and direct marketing. If a complaint about an advertisement is upheld, the advertiser must withdraw or amend the advertisement and not use the advertising approach again. All ASA adjudications are published.

The Library Briefing Paper [The Role of the Advertising Standards Authority](#) (23 February 2016) (CPB 6130) provides an overview of the functions and remit of the ASA.

The [Advertising Codes](#) are set by the Committees of Advertising Practice (CAP) and are accompanied by Advertising Guidance (non-broadcast and broadcast). The [Broadband Speed Claims Advertising Guidance](#) explains that headline speed claims are permitted to be advertised if they are achievable by at least 10% of the relevant customer base, where the qualification “up to” is used when presenting the headline broadband speed.¹

Reviewing how broadband speed claims are advertised

In November 2016, the ASA published independent research into consumers’ understanding of broadband speed claims made in advertisements. The research found that:

- Speed is an important factor for a significant proportion of consumers who are making decisions between providers;
- Levels of knowledge and understanding of broadband speeds vary, but it is low overall with many not knowing what speed they need to carry out daily online tasks;
- Most understand that the higher the number in the ad, the higher the speed of the service, but many are unclear on what this means for them and what speed they would likely achieve;
- Most consumers believe they are likely to receive a speed at or close to the headline speed claim when, for many, that is not likely to be the case.²

The ASA has called for a change to the way broadband speed claims are advertised to ensure consumers are not misled and CAP has announced it will review its guidance to advertisers. CAP is expected to report publicly in Spring 2017.³ ASA’s announcement was supported by the Internet Service Providers’ Association (the UK trade association for ISPs).⁴

1.3 Ofcom Voluntary Codes of Practice

Residential

Alongside the advertising requirements, Ofcom has asked internet service providers to sign up to a voluntary [Code of Practice for residential broadband speeds](#) (updated in 2015). The Code requires ISPs to provide consumers with clear, accurate information on broadband speeds, including the maximum speeds they can achieve, the estimated speed on their line, and factors that may slow down the speed. It also requires that ISPs provide a route of redress when speed performance is poor.

The following ISPs have confirmed that they have implemented and signed up to the Code:

¹ CAP, [Broadband speed claims, Advertising Guidance \(non-broadcast and broadcast\)](#)

² ASA press release, [ASA calls for a change in the advertising of broadband speed claims](#), 17 November 2016

³ ASA press release, [ASA calls for a change in the advertising of broadband speed claims](#), 17 November 2016

⁴ ISPA, [ISPs support review of broadband advertising guidelines](#), 17 November 2016

- BT
- Sky
- Virgin Media
- KC
- EE
- Talk Talk
- Vodafone
- Zen Internet⁵

This does not guarantee compliance but Ofcom expects signatories to honour the letter and spirit of the Code.

The following ISPs have confirmed that they intend to sign up to the Code once they are compliant with the requirements:

- Hyperoptic
- Plusnet
- InTouch Systems
- The Co-op
- Post Office⁶

Business

There is also a [Voluntary Business Broadband Speeds Code of Practice \(2016\)](#), which requires ISPs to provide accurate and transparent speed information on standard business broadband services at point of sale, manage business customers' speed-related problems, and allow customers to exit the contract without penalty if speeds fall below a minimum threshold.

Current signatories to the business Code are:

- BT Business
- Daisy Communications
- KCOM (Hull business)
- Talk Talk Business
- Virgin Media
- XLN
- Zen⁷

This does not guarantee compliance but Ofcom expects signatories to honour the letter and spirit of the Code.

⁵ Ofcom, [Voluntary Code of Practice for residential broadband speeds](#), List A

⁶ Ofcom, [Voluntary Code of Practice for residential broadband speeds](#), List B

⁷ Ofcom, [Voluntary Code of Practice for business broadband speeds](#)

2. Press articles

ISP review, 21 December 2016

[Sky Broadband Adopt Average Speeds and Dedicated Tech Team](#)

Telegraph, 17 November 2016

[Watchdog seeks broadband advertising changes to ensure speed expectations met](#)

Telegraph, 10 August 2016

[Rural broadband customers receive less than a fifth of advertised speeds, local councils warn](#)

Guardian, 3 June 2016

[Which? calls for curbs on super-fast broadband ads as 15m homes miss out](#)

Telegraph, 15 April 2016

[MPs launch campaign to end 'British broadband rip-off' by closing advertising loophole](#)

Guardian, 14 April 2016

[Broadband ad rules are 'complete and utter joke', says culture minister](#)

Guardian, 16 March 2016

[Sky 'fastest broadband' ad banned after complaint from BT](#)

3. Press releases

Advertising Standards Authority

[ASA calls for a change in the advertising of broadband speed claims](#)

17 November 2016

We have today published [independent research](#) into consumers' understanding of broadband speed claims made in ads.

We commissioned the research to test whether regulatory standards, set by the [Committees of Advertising Practice \(CAP\)](#) and enforced by us, are effective in protecting the public from misleading claims. The standards permit headline speed claims that are achievable by at least 10% of customers, where they are preceded with the words "up to" and qualified, as appropriate, to help manage consumers' expectations of achievable speeds. The study also tested consumers' understanding of alternative speed claims including average speed claims, range speed claims, and minimum speed claims.

The research, conducted by GfK, found that:

- Speed is an important factor for a significant proportion of consumers who are making decisions between providers
- Levels of knowledge and understanding of broadband speeds vary, but it is low overall with many not knowing what speed they need to carry out daily online tasks
- Most understand that the higher the number in the ad, the higher the speed of the service, but many are unclear on what this means for them and what speed they would likely achieve
- Crucially, the research shows that despite that uncertainty most consumers believe they are likely to receive a speed at or close to the headline speed claim when, for many, that is not likely to be the case

These findings underpin our call for a change to the way broadband speed claims are advertised to ensure consumers are not misled, and the decision by CAP, also announced today, to review its guidance to advertisers on broadband speed claims. CAP will report publicly in spring 2017.

We will continue to have regard to the existing guidance for the duration of CAP's review, ensuring that there is no reduction in the protection afforded to consumers in that period.

ASA Chief Executive Guy Parker said:

"Making sure ads don't mislead is at the heart of what we do. We've taken action this year to tackle confusing broadband pricing, to the benefit of consumers. Our new research indicates that speed claims in ads contribute to consumers' expectations of the broadband speeds they'll receive, but their expectations are not being met. That needs to change."

Director of CAP, Shahriar Coupal said:

“CAP welcomes the ASA’s research and we’ll now begin the process of updating our guidance and publish a response next spring.

The research provides good insights into consumers’ understanding of broadband speed claims, but it doesn’t identify an obvious alternative way to communicate speeds that would be suitable to everybody’s needs. It also tells us that consumers believe that advertising can only do so much, which underpins the importance of detailed broadband speed information being provided elsewhere.

CAP will take these findings and other information into account in its review of the guidance to ensure that broadband providers aren’t over-promising on their speed claims.”

Download [the report](#) and [separate appendices](#).

Internet Services Providers’ Association**[ISPs support review of broadband advertising guidelines](#)**

17 November 2016

On Thursday (17th November) the ASA will publish research into the consumer understanding of “up to” broadband advertising and announce that it will review its guidance in this area to encourage a change in the way broadband speed claims are advertised.

Commenting on the announcement, James Blessing, Chair of the ISPA Council said: “The broadband market has changed dramatically in recent years and the Internet Industry fully supports the ASA’s move to bring the guidance on broadband advertising up to date. The ASA now needs to adopt an evidence-based approach to developing a revised set of rules that delivers actual benefits to consumers and takes account of developing broadband technologies.

Any new guidance needs to reflect that whilst speed is an important factor, it is not the only reason a customer decides on a deal. Crucially, the ASA’s research has not identified an effective alternative for the current approach to “up to” speed claims and ISPA, alongside the wider internet industry, looks forward to supporting the ASA in developing a revised and evidence-based guidance on this and getting a workable new understanding of how speeds should be advertised.”

About the ASA’s research and background facts on broadband advertising

- The ASA’s current broadband advertising standards permit headline speed claims that are achievable by at least 10% of customers, where they are preceded with the words “up to” and qualified, as appropriate, to help manage consumers’ expectations of achievable speeds.
- The ASA qualitative study tested consumers’ understanding of these claims as well as consumers’ understanding of alternative speed claims including average speed claims, range speed claims, and minimum speed claims.

- When discussing the alternative claims on speed, there was only a minor increase in consumer understanding, but the study did not identify sufficiently effective alternative way of conveying speeds in advertising.
- Broadband speeds are affected by numerous factors and some of these are beyond the control of a provider such as the quality of wiring in a home or construction of a building which may affect the signal strengths of a Wi-Fi connection.
- Most consumer-facing ISPs are compliant with [Ofcom's Voluntary Code of Practice on Broadband Speeds](#), which ensures that consumers are provided with speed estimates before they make a final purchasing decision.

Local Government Association

[LGA responds to ASA's call for change in Broadband speed advertising](#)

17 November 2016

Responding to the Advertising Standards Authority's (ASA) call for a change in the advertising of broadband speed claims, Cllr Mark Hawthorne, Chairman of the LGA's People and Places Board, said:

"We're pleased the ASA is looking at this important issue for consumers.

"This independent research reinforces our warning that advertised broadband speeds which are only available to 10 per cent of customers are misleading and don't reflect the experience of many users, particularly those in remote rural areas.

"Councils want to ensure everyone has good quality internet access. As part of our Up to Speed campaign, we have called for a change to the way broadband providers can advertise speeds so moves to review the rules and guidance around broadband advertising are an important step in the right direction.

"Broadband users deserve greater honesty and openness about the download and upload speeds they are likely to receive depending on their location.

"Switching from 'up to' to average advertised speeds would reflect the reality of broadband service available to people across the country. Upload speed should also be a key measure of performance alongside download speed and clearly advertised to consumers.

"Good digital connectivity is a vital element of everyday life for residents and can help them cut household bills, shop online for cheaper goods, stay in touch with distant relatives, access their bank accounts and even run their own businesses. As central and local government services increasingly become 'digital by default', more people will need to have faster and more reliable speeds."

Ofcom

Clarity for businesses baffled by broadband speeds

26 January 2016

- **UK businesses will be better protected on broadband under new Ofcom Code**
- **New rights to exit contract penalty-free if speeds fall below guaranteed levels**

UK businesses will receive more accurate and reliable information on the broadband speeds they should receive, under new protections announced by Ofcom today.

As part of a [new Ofcom Code](#), providers agree to give businesses clearer, more accurate and transparent information on broadband speeds - before they sign up to a contract.

Signatories to the voluntary Code also commit to manage any problems that businesses have with broadband speeds effectively, and allow customers to exit the contract at any point if speeds fall below a minimum guaranteed level.¹

Seven of the UK's specialist broadband providers for businesses - BT Business, Daisy Communications, KCOM, TalkTalk Business, Virgin Media, XLN and Zen - have signed up to the Code. They together provide a service to around two thirds of SMEs who have standard broadband.²

A worrying 'speeds gap'

Ofcom is concerned about a 'speeds gap' - the mismatch between what broadband customers believe they are buying and the actual service delivered.

Ofcom research found that some businesses - particularly small or medium sized enterprises (SMEs) - were confused about how the 'actual' speed of their broadband service compared to the 'headline' maximum speed used in advertising.

Not all providers were giving personalised speed estimates to businesses during the sales process, the study found, while a fifth (20%) of SMEs were not satisfied they were getting the speeds they had paid for.

Sharon White, Ofcom Chief Executive, said: "Ensuring consumers get the best possible communications services is Ofcom's top priority. And that includes businesses getting the broadband speeds they need. Yet too many buy unsuitable broadband packages because of confusing or insufficient sales information, or are hampered by slow speeds after they've signed on the dotted line.

"Where broadband companies fail to provide the speeds they promise, we've made it easier for businesses to walk away from their contracts without penalty. Providers have also agreed to give clear and reliable speeds information upfront so business customers can make more informed decisions."

Mike Cherry, Policy Director for the Federation of Small Businesses, said: "A dependable broadband connection is now essential for almost every aspect of modern business life. Everything from driving online sales, customer relations and accessing data held in the cloud relies on a stable broadband connection. Yet small business dissatisfaction with broadband providers appears to be widespread and deeply felt.

"The new Code of Practice announced by Ofcom is a timely and well targeted intervention in the business broadband market. To plan effectively, firms need accurate information on what speeds they can expect, and how much this will vary. Business owners should be able easily to compare suppliers and exit a contract early if their communications provider does not deliver the speeds promised."

Scope and key principles of the Code

Under the Code, businesses taking a new broadband service will, for the first time, enjoy a similar level of protection as residential broadband users - whose interests are already safeguarded under an existing Code.³

The new Code for businesses applies to all businesses, regardless of size, and to all standard business broadband services across all technologies (ADSL, Cable, Fibre to the Cabinet, Fibre to the Premises, Wireless and Satellite).⁴ It has also been tailored to meet the specific needs of businesses.

The seven internet service providers who have signed up promise to:

- provide businesses with an accurate estimate of their expected speeds when signing up. This covers both download and upload speeds, which are particularly important to businesses as they can send large amounts of data;
- manage their business customers' speed-related problems effectively, and offer them the right to exit their contract without penalty if speeds fall below the minimum guaranteed level;⁵
- give additional relevant speeds information at the point of sale (for example, how the provider manages internet traffic on its network, and how this might affect a customer's speed); and
- provide further detailed speeds information in writing to the customer after the sale.

Ofcom's Voluntary Business Broadband Speeds Code of Practice comes into effect from 30 September 2016 to give providers time to put in place the requirements of the Code. Ofcom is inviting all providers of business broadband to [sign up to the Code](#).

Mystery shopping, to check if ISPs are complying with both the letter and spirit of the Code, will be carried out once it is fully implemented. Ofcom will also continue to assess the Code's effectiveness while considering other ways to improve communication of broadband speeds.

4. Parliamentary coverage

4.1 PQs

- [Topical Questions](#)

Asked by: Matt Warman (Boston and Skegness) (Con)

If a broadband service is advertised as fibre, should it not be full fibre, and should not the service speed advertised be accessible by at least half of all those paying for it?

Answering member: Matt Hancock

I agree with my hon. Friend, who makes an important point. The Advertising Standards Authority, a non-statutory body, is looking into some of these issues, but it needs to look more broadly to make sure that people know what they are getting and advertising is proper and fair.

09 Feb 2017 | Oral answers to questions | 621 c623

- [Broadband](#)

Asked by: Mackintosh, David

To ask the Secretary of State for Culture, Media and Sport, if his Department will make representations to the Advertising Standards Authority to change the guidelines for broadband speed advertisements to increase the proportion of broadband customers who must reach the stated speed on their internet connection.

Answering member: Mr Edward Vaizey

The Minister for Culture and the Digital Economy has met and written to the Advertising Standards Authority (ASA), encouraging it to strengthen its rules on broadband speed claims in advertising. We consider that the proportion of customers who can receive the headline speed should be higher than their guidelines stipulate (10%) and have asked to ASA to examine this.

26 May 2016 | Written questions | 37019

- [Broadband: Competition](#)

Asked by: Pugh, John

To ask the Secretary of State for Culture, Media and Sport, what steps the Government plans to take to improve transparency to aid consumer choice on broadband providers.

Answering member: Mr Edward Vaizey

As well as clear information about broadband speeds, consumers also need to understand costs to exercise effective choice. We expect the Advertising Standards Authority, following research it published in January, to produce new standards to make advertised broadband prices clearer by the end of May.

20 Apr 2016 | Written questions | 903142

- [Broadband: Northampton South](#)

Asked by: Mackintosh, David

To ask the Secretary of State for Culture, Media and Sport, pursuant to the Answer of 9 March 2016 to Question 30395, what steps his Department is taking to ensure that (a) consumers are aware of the broadband speeds available to them and (b) internet service providers are transparent with consumers about the best speeds available.

Answering member: Mr Edward Vaizey

Ofcom's Broadband speeds Code of Practice requires that Internet Service Providers provide consumers with clear, accurate information on broadband speeds, including the maximum speeds they can achieve, the estimated speed on their line, and factors that may slow down the speed, such as any fair use or traffic management policies.

In addition, the Advertising Standards Authority (ASA) provides rules on how headline broadband speed claims are presented to consumers, including requiring the use of the qualification 'up to' when presenting the headline broadband speed, and that the maximum stated speed must be achieved by at least 10% of the relevant customer base.

20 Apr 2016 | Written questions | Answered | House of Commons | 33527

- [Broadband](#)

Asked by: Brown, Alan

To ask the Secretary of State for Culture, Media and Sport, what plans he has to bring forward proposals to ensure service level agreement requirements incorporated into broadband supplier contracts with their customers ensure a reasonable minimum speed of download is maintained and commensurate with the advertised product.

Answering member: Mr Edward Vaizey

The Ofcom Code of Practice on Broadband Speeds, effective from October 2015, requires internet service providers (ISPs) to give customers clear and accurate information on home broadband speeds, including the maximum speeds they can achieve, the estimated speed on the customer's line, and factors that may slow down the speed, such as any fair use or traffic management policies.

ISPs must have systems in place to find the cause of speed problems, take steps to fix any issue they are responsible for, and explain to customers if they can do anything to improve the situation. As a result of the October 2015 revised code, customers can terminate contracts at any time without penalty if they receive speeds significantly below the 'minimum guaranteed access line speed'; previously customers could only terminate within the first three months.

15 Jan 2016 | Written questions | 21499

- [Superfast Broadband](#)

Asked by: Rob Marris (Wolverhampton South West) (Lab)

What steps is the Secretary of State taking with other Departments to enforce broadband speeds? These questions are about superfast broadband, but what constitutes “superfast” on the ground, as it were, is a matter of great dispute. Many providers say that they provide speeds of “up to” a certain number. What enforcement steps is he taking?

Answering member: Mr Whittingdale

I have sympathy with the hon. Gentleman’s concern that advertised speeds are not delivered in practice. We talk regularly with Ofcom about that matter. Ofcom is carrying out detailed research and, as I mentioned earlier, making available an application that will allow consumers to test whether they are achieving those speeds. The universal service obligation, to which the question refers, that is coming into place will require all providers to be able to supply at least 10 megabits —the speed that Ofcom currently assesses as necessary for someone to be able to enjoy most normal applications.

03 Dec 2015 | Oral answers to questions | 603 c509

4.2 Debates

[Digital Economy Bill](#): Lords, Committee Stage debate, 31 January 2017

- [Baroness Byford](#)

[...]

I have often spoken in this House of the areas that are not covered at all; of the services that advertise speeds “up to” but which achieve only a fraction of the implied promise; and of the difficulty of obtaining a helpful response from service providers when things go wrong.

[...]

31 Jan 2017 | House of Lords | 778 cc1115-7

- [The Parliamentary Under-Secretary of State, Department for Culture, Media and Sport \(Lord Ashton of Hyde\)](#)

[...]

We are working with regulators and industry to ensure that advertising for broadband more accurately reflects the actual speeds that consumers can expect to receive, rather than a headline “up to” speed available only to a few. Broadband speed claims made in advertisements are regulated independently by the Advertising Standards Authority, which is currently reviewing its guidance on broadband speeds, with a report due in spring this year.

[...]

31 Jan 2017 | House of Lords | 778 cc1120-3

- [Lord Ashton of Hyde](#)

[...]

Ofcom also conducts mystery shopping exercises to check compliance with the broadband speed code of practice. Under Ofcom's voluntary code of practice on broadband speeds, broadband providers agree to give clear information on broadband speeds to consumers when they consider or buy a home broadband service and provide redress when speed performance is low. Earlier, I mentioned the Advertising Standards Authority's review.

[...]

31 Jan 2017 | House of Lords | 778 cc1135-6

[Broadband Universal Service Obligation](#), Backbench Business debate

Member: Louise Haigh (Sheffield, Heeley) (Lab)

[...]

As we have seen all too often, businesses and residences see a particular speed advertised, but there is no correlation between that and what they are actually able to download, so we would appreciate an update on the Minister's work with the Advertising Standards Authority on advertising speeds.

[...]

15 Dec 2016 | 618 cc1055-8

[Digital Economy Bill](#), Commons Second Reading debate, 13 September 2016

- [Nigel Huddleston](#)

[...]

I know that my constituents will welcome the improved level of information that will come as part of the new power for Ofcom to order communications providers to release data to help them make more informed choices. Of particular help will be the ability to obtain address-level data on broadband speeds, addressing the issue of advertised estimated broadband speeds only at postcode level, where actual speed can vary significantly from property to property, depending on how far the property is from a cabinet.

[...]

13 Sep 2016 | 614 cc850-3

- [The Minister for Digital and Culture \(Matt Hancock\)](#)

[...]

I see 10 megabits as the absolute minimum, but the definition of what has been advertised in the past for high-speed broadband is a really important issue. This is not an area of statutory regulation, because we do not have statutory regulation for advertising. The Advertising Standards Authority makes the rules. It is consulting on changing the so-called “up to” definitions in advertising to make sure that there is a tighter definition so that people get what is advertised. I think it is fair to say that, should that change go through—it is a non-statutory area—it would be widely supported across the House.

[...]

13 Sep 2016 | 614 c861

[Queen’s Speech](#)

Member: Lord Mendelsohn

[...]

Currently, we do not have as good a rollout of broadband across our country as we need. The speeds are limited and our targets are from yester- year: they should not be anywhere near as low as they are; we should be looking at much more significant targets. I have to make one confession. I possess in my house broadband from three separate providers. Not one of them achieves the advertised speeds and not one of them provides an uninterrupted service. Even by having three providers—the main three players in the market—we have had interrupted service in a relatively straightforward part of London. I cannot imagine the stresses and challenges that people in other parts of the country face. Enough is enough: this has gone on for far too long. This Bill will also, I hope, address some of the weaknesses in Ofcom’s approach to this issue, which I believe has been utterly inadequate—I am sure that many in this House will have a similar view.

[...]

19 May 2016 | House of Lords | 773 cc31-6

[BT Broadband Provision: Local Businesses](#) , Westminster Hall debate

Member: Clive Efford

[...]

The Minister said:

“I hope that the Advertising Standards Authority will crack down on how providers advertise their speeds. At the moment, if only 10% of customers are receiving the advertised speed, in the eyes of the ASA that is supposed to be okay. I totally accept that the ASA does a good job—it is a great example of self-regulation—but it really needs to go

further on that. In my humble opinion, at least 75% of people should be getting the speeds that the broadband providers are advertising.”—
[*Official Report*, 9 March 2016; Vol. 607, c. 140WH.]

Is that another policy statement? He is the Minister, so he really should not put such things into speeches if he does not intend to deliver them.

[...]

10 Mar 2016 | 607 cc217-8WH

[BT Service Standards](#) , Westminster Hall debate

Member: The Minister for Culture and the Digital Economy (Mr Edward Vaizey)

[...]

I hope that the Advertising Standards Authority will crack down on how providers advertise their speeds. At the moment, if only 10% of customers are receiving the advertised speed, in the eyes of the ASA that is supposed to be okay. I totally accept that the ASA does a good job—it is a great example of self-regulation—but it really needs to go further on that. In my humble opinion, at least 75% of people should be getting the speeds that the broadband providers are advertising.

[...]

09 Mar 2016 | 607 cc138-141WH

5. Further reading

[Qualitative Research for Broadband Speed](#)

Report for the Advertising Standards Authority, prepared by GfK UK

17 November 2016

Library briefing paper,

[The role of the Advertising Standards Authority,](#)

(SN06130), 23 February 2016

Which? [How to complain about slow broadband speed](#)

Ofcom, [Codes of practice for broadband speeds](#)

Ofcom, [Why are broadband speeds sometimes slower than advertised speeds?](#)

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