



Commission for  
**Communications Regulation**

**24/07/2015**

For immediate release

## **ComReg Media Release**

# **ComReg publishes results of broadband speeds survey**

The Commission for Communications Regulation (ComReg) has today published the results of a survey on broadband speeds.

ComReg engaged consultants Epiro Ltd. to develop and pilot a tool for measuring and recording broadband speeds, across a range of broadband platforms, as experienced by consumers. The objective was to measure user experience; to gather information on actual broadband speeds being experienced and to provide ComReg with a national picture or overview of the speeds experienced across a range of platforms. The trial measured the actual speed experienced by a group of 470<sup>1</sup> panellists on their PC or laptop. The survey was conducted in Q4 2014.

The survey confirmed differences in fixed broadband speeds received over wired connections compared to Wi-Fi connections. The average download speed experienced for wired connections was 32.6 Mb/s while for Wi-Fi connections it was 17.9 Mb/s. Speeds enjoyed clearly impact on satisfaction levels. For example, those fixed urban panellists who said they were very satisfied with their broadband service experienced an average of 45.2Mb/s while the average speed experienced by those rural panellists who said they were not satisfied with their service was 4.3 Mb/s.

The ComReg survey measured actual speed received on a PC or laptop inside the home, as opposed to the speed being delivered to the house or dwelling. It revealed that average fixed speed for urban panellists was 28.9 Mb/s while rural panellists received a speed of 7.2 Mb/s. The survey shows that 83% of those fixed broadband panellists surveyed were either satisfied or very satisfied with their broadband service while 17% were not satisfied.

Broadband service providers typically advertise and sell their products on the basis of a headline speed which is generally the maximum speed that the service can reach, under optimal conditions. However, the terms and conditions of broadband contracts do not guarantee any minimum speed. The package names and 'up to' or headline speed claims of broadband services create an expectation regarding speed that may not be matched by the actual user experience. ComReg understands that service providers measure the speed of their products to ascertain details about network performance and to enable planning

---

<sup>1</sup> This figure is for both fixed (419) and mobile (51) broadband panellists.

regarding network build and improvements; however no contractual information regarding actual speeds is made available to consumers.

ComReg has responsibility for ensuring that consumers of broadband services are appropriately protected and informed. ComReg's view is that consumers should have the appropriate information available regarding the speed for each product on the market so that they can make informed choices. Equally, ComReg is of the view that transparent information around the speed most likely to be achieved on a case by case basis should also be made available to consumers before a contract is entered into.

ComReg is now considering the next steps and options available to it with respect to broadband speed. Full details of the ComReg Broadband Speed Test are contained in ComReg document 15/81.

**ENDS**

**Issued By**

**Tom Butler**  
**Public Affairs Manager, ComReg**

**Ph: 01 8049639**

**Mobile: 087 2536358**

**tom.butler@comreg.ie**

## ComReg Broadband Speed 'Test and See' Pilot

Nov 2014. 419 Fixed Broadband Panellists

### Satisfaction with Broadband Service



83% of fixed broadband panellists included in the data analysis were either satisfied or very satisfied with their broadband service. Of all those who registered to take part (972), 77% declared that they were either satisfied or very satisfied. Fixed broadband Urban panellists were more likely to indicate that they were satisfied or very satisfied (85%) compared to Rural panellists (77%)

### Urban Vs Rural Average Download Speed Experienced

Urban 302 Panellists

28.9 Mb/s

Rural 117 Panellists

7.2 Mb/s

### Factors that Affect Broadband Speed

#### Wired Vs Wi-Fi Average Download Speed Experienced

Wired 110 Panellists

32.6 Mb/s

Wi-Fi 309 Panellists

17.9 Mb/s

From the panel of testers, there were some differences in download speeds observed when comparing speed test results from Wired and Wi-Fi connections. The layout of the home, the distance of the device from the router and the type of router may have an impact on broadband speed experienced.

#### Multiple Devices

There may be a number of devices (PC, laptop, tablet, smartphone) connected to the broadband service and this can have an impact on the speed experienced on each of these devices (as opposed to the speed being delivered to the house).

Our analysis showed multiple devices connected, but not necessarily active, during speed tests but the sample sizes were too small to enable us to make definitive conclusions. However, if you want to get a better idea of the speed received on one device, turn off the connection to all other devices and run a speed test on the connected one.



Source: ComReg