

Broadband advertising – consultation on fairness

The Advertising Standards Authority (ASA) have [published a public consultation](#) seeking views on different options to strengthen the standards around broadband speed claims. The consultation is open for 10 weeks, closing on 13 July 2017.

The options include speed claims based on the:

- Peak-time median download speed;
- 24-hour national median download speed;
- Range of peak-time download speeds available to the 20th to 80th percentile of users; and
- Range of 24-hour national download speeds available to the 20th to 80th percentile of users.

Each option would also require an advertisement making broadband speed claims to urge potential customers to check with the broadband provider the speed they're likely to receive.

Together, these options are intended to better manage consumers' expectations of the broadband speed they're likely to receive from different broadband providers, with each of them offering tougher standards for broadband speed claims in ads than the current position.

The current 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. However, many consumers are unclear about what speed they would likely achieve based on the advertisements they viewed.

The speed of broadband services depends on a number of factors, and the impact of these factors varies between technologies, service providers and between users of the same provider. One-to-many advertising such as a national TV ad or outdoor billboard campaign cannot reasonably be expected to provide the same information as one-to-one information direct from each provider about the speed an individual consumer is likely to get.

The consultation is seeking views on four options and any other options proposed by respondents, which both help to prevent consumers from being misled and better manage consumers' expectations about the broadband speed they're likely to receive from different broadband providers.