

Your response

Question	Your response
<p>Question 1: Do you agree with our proposals to issue guidance under GC C2.3, GC C1.3 and GC C1.5 to clarify:</p> <p>(1) that the description of broadband services should be consistent and include a one- or two-word description of the underlying technology; and</p> <p>(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.</p>	<p>Yes we agree with the proposals to issue guidance under the respective General Conditions.</p> <p>However, we remain of the opinion that the requirement to describe the broadband service using the terms 'fibre' and 'full-fibre' for FTTP service only should extend beyond the point-of-sale information on services available and should be used only by FTTP providers in advertising as well. Failure to do so will leave it open for non-FTTP service providers to still use the terms 'fibre' and 'full fibre' in their advertising only to later then describe the underlying technology at point of sale as being 'part-fibre' with the potential to confuse customers more broadly.</p> <p>Whilst we note advertising falls within the remit of the ASA, we believe that a joined-up approach in tackling the issue of improving broadband information for customers would have a greater impact on helping customers understand the different underlying technology when choosing a broadband service.</p>
<p>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?</p> <p>Please provide evidence in support of your views.</p>	<p>Yes we agree with the proposal for providers to give an explanation of the terms used to describe the service.</p>

Please complete this form in full and return to broadbandinformation@ofcom.org.uk.