

## Your response

Question	Your response
<p><b>Question 1:</b> 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>Confidential? – N</p> <p>We endorse the regulator's recommendations that (1) the description of broadband services should be consistent and include a one- or two-word description of the underlying technology; and (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>Anecdotally we regularly meet people confused by the terminology used, often believing that their connection is already a full fibre connection (FTTP), when it is in fact fibre to the cabinet (FTTC). This is backed up by a survey conducted by Pembrokeshire County Council recently, showing 60% of local people didn't understand the difference between commonly used terms such as FTTP, FTTC and ADSL services – and a majority not knowing what speeds they paid for or even received.</p> <p>Ogi's own research backs this up. A recent survey undertaken by Ogi of residents and businesses in Ogi build areas showed that 69% of residents and 73% of businesses didn't know what speed of broadband they currently had.</p>
<p><b>Question 2:</b> 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>Confidential? – N</p> <p>Yes. Ogi believes that there is significant evidence of suppliers using confusing or misleading terminology for too long and that this has resulted in consumer confusion, as illustrated above. An accessible explanation of the one/two-word terms used to describe the service is much needed. Cross-sector agreement</p>

of the lexicon used to this affect would be welcome. However, suppliers should be afforded the ability to adapt the phrasing to reflect their own tone of voice – and also to allow for meaningful translation into Welsh in our instance.

As well as responding directly to the consultation, we wish to take this opportunity to make it clear that we believe that tidying up the terminology in this area is only one step in a wider process of building awareness of gigabit-capable broadband, and the benefit of full fibre – as outlined in the GigaTAG report.

We therefore support GigaTAG’s recommendation for government-led awareness campaigns in this area, supported by industry: the impact of the Superfast Cymru campaign in Wales, for example, was significant. Ogi would welcome the opportunity to take part in such a campaign.

However, in doing so, we would emphasise the need to elevate the message beyond simply focusing on terminology and technicalities: it’s vital to remember that most consumers care more about the real-world impact of technology on their day-to-day lives than on the specific cabling involved. The process must start with a joint effort to generate general excitement and confidence about our collective digital future.

Please complete this form in full and return to [broadbandinformation@ofcom.org.uk](mailto:broadbandinformation@ofcom.org.uk).

Annwyl Elinor,

**RE: Improving broadband information for customers**

Thank you for the opportunity to respond to the proposed changes to the way we talk about broadband services in the UK, which we are wholly supportive of as you'll see in the attached response form.

Ogi is encouraged by Ofcom's pro-active focus on this matter and are taking steps right now, through our warm and inclusive brand and community engagement activity to grow consumer understanding, knowledge and take-up of what is going to become an essential service.

As you will be aware, since 2021, Ogi has been rolling out its bespoke full fibre network in the communities that shape Wales; the commuter towns and villages that feed our major cities; the regional hubs critical to supply chains; and the spaces that are home to the day-to-day civic services we all rely on.

During this period, our own experiences largely align with the findings of the Gigabit Take-up Advisory Group's Final Report that there is a lack of awareness of gigabit-capable broadband or its benefits in Welsh communities; and certainly a lack of understanding of the technical terminology involved.

It's an exciting time for us here at Ogi and across the industry – interest levels and take up rates for full fibre are strong. However, consumers remain confused and we welcome any steps to make the process clearer and simpler for the end-user.

We are ready and look forward to continuing to work with the regulator and the wider industry over the coming years to improve customer confidence and awareness of connectivity and the potential it brings all of us.

Best wishes – and diolch,

Ben Allwright, Chief Executive Officer