

TalkTalk: understanding the benefits of broadband

Hampshire County Council BDUK Community Event



Introduction to TalkTalk

- UK's leading value for money broadband provider – consistently £150 cheaper than BT
- 20% market share with 4 million customers across the UK
 - Phone
 - Broadband – both copper and fibre
 - TV – YouView (internet television service)
 - Mobile for TalkTalk customers
- Offer fibre broadband to our customers at a £10/15 premium – we have around 175k customers
- We also sell fibre to small businesses through TalkTalk Business
- One of the 80+ providers who use the BT Openreach network and we cover both the commercial and BDUK footprint



Broadband usage is increasing

The average UK home pays **£32.12** for a TV, broadband and calls package (Source: Ofcom)



In comparison TalkTalk Essentials TV, totally unlimited broadband and evening and weekend calls package costs just **£8.50** a month.

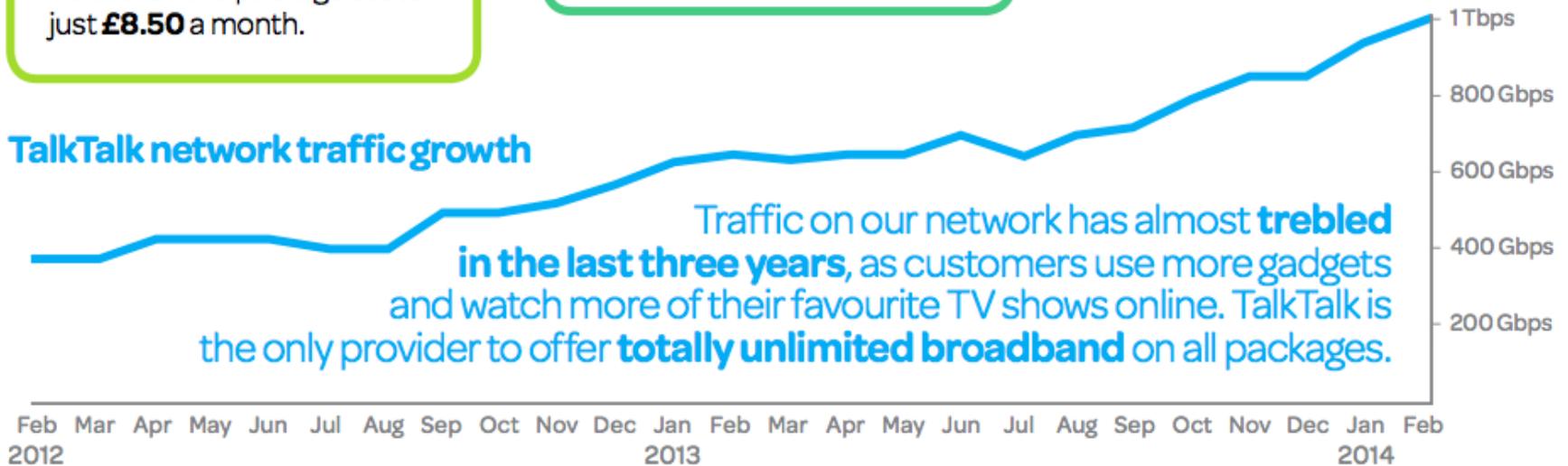
TalkTalk homes are now downloading an average of **34GB a month**, which is **46% more than a year ago** and **22% more than 3 months ago**



Broadband in the UK is now **half the price it was in 2006** when TalkTalk entered the broadband market



TalkTalk network traffic growth



So what kinds of customers need fibre?

- ✓ Do **more online** at the same time
- ✓ 5x faster download speeds
- ✓ Totally unlimited broadband
- ✓ HomeSafe[®] Britain's safest connection into your home
- ✓ FREE wireless router worth £45



The two main customer needs are

- **Demanding customers:** busy family or households who are always online with many devices
- **Best bandwidth:** ensuring customers with poor broadband speeds can enjoy the best of internet as well as our TV products – our customers need 5MB for YouView

TalkTalk

A brighter place for everyone

Different speeds for different needs

Standard ADSL Broadband

UK average
6Mb*

Ideal for smaller households



- ✓ Surfing and emailing
- ✓ Downloading music
- ✓ Listening to internet radio
- ✓ Watching live stream HD TV

The logo for YouView, featuring the word "youview" in a blue, rounded, lowercase font with a small square icon above the 'v'.

Fibre Medium

up to
38Mb

Perfect for busy households,
often online at the same time



- ✓ Live stream HD TV
- ✓ Listen to internet radio AND email on your tablet
- ✓ Shop online with your tablet
- ✓ Download albums AND Skype on your laptop

Fibre Large

up to
76Mb

A must have for demanding
households who are always
online at the same time



- ✓ Live stream HD TV AND browse on your smartphone
- ✓ Upload photos to Facebook AND surf on your tablet
- ✓ Skype on your laptop AND upload videos to YouTube
- ✓ Listen to internet radio AND download music
- ✓ Game online AND download a whole TV series

Lots of people still aren't online

11 million adults don't have basic online skills and around 7 million have still never used the internet

Basic online skills for individuals			
Skills	Communicate	Find things	Share personal information
Activity	Send and receive emails	Use search engine Browse the internet	Fill out an online application form e.g. Job application Make a booking or purchase Access government services Register on social website
Keeping safe online	Identify and delete spam	Evaluate which websites to trust	Evaluate which websites to trust Set privacy settings

Businesses who use the internet tend to grow faster yet a third of British businesses don't have a website and just a third sell online

Focus on the benefit, not the speed

For those who aren't online it can be daunting. And whilst the early adopters might see the benefits of superfast broadband, many won't naturally – and you want to drive demand!

We use too much techy language and many of the benefits we talk about aren't relevant

I like going shopping – it gets me out of the house and I always see people I know. I like to go into the bank as I know the staff. I don't trust those cash machines..
(Senior, Bournemouth)

Needs to be local and focused on their interests and hobbies, or specific activities – like being able to watch catch up TV



Some considerations when buying broadband

- **There's a whole range of broadband companies out there so do shop around**
- **Its pretty standard now to get your phone and broadband together, but increasingly you can buy with your TV as well and get a better deal**
- **Think about your needs and check the package includes them – is there a download limit with penalties for when you go over? Do you use voicemail and nuisance call-blocking features – are they free?**
- **You do have to sign up to superfast broadband – it won't just come on!**
- **Once you've signed up – either online or over the phone – you'll may need an engineer visit who will set up, though your provider might offer a self-set up option**

Have a question or comment? Feel free to get in touch:

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