

Embracing a full fibre future

Get ready for the digital revolution



78% of people say slow broadband would put them off renting or buying a property*

Having an ultrafast connection makes properties more appealing when it comes to selling, buying, attracting new tenants or retaining existing ones.

Studies have also shown that having a faster connection increases the overall value of a property.



*broadbandgenie poll



The internet shows no signs of slowing

Just three years ago, we used less than half the data we do now on our home broadband. And average speeds were a third of what they are today.

But the internet touches virtually every aspect of our lives and its empowering influence is growing and evolving at pace.

The future is full fibre broadband – and we're delivering this through Fibre to the Premises (FTTP) technology. This is where pure fibre optic cables connect homes and businesses straight to the exchange providing a more reliable and resilient service, meaning the connection is less likely to drop out or slow down at peak times or in extreme weather.

Our network needs to be future-proof so it's fit for the massive increase of data usage and new technologies we'll see over the coming years.

An FTTP connection also brings speeds of up to 1 gigabit per second (Gbps) – enough to stream 200 HD movies at the same time. 1Gbps is about 24 times faster than the current UK average broadband speed** of 46 megabits per second (Mbps).

**at the time of publishing this brochure in February 2019

Get access to a future-proof, consistent

Full fibre at work

Reach new customers and delight the ones you already have

A faster and more reliable internet connection means you can do more and sell more. You can serve your customers better and attract new ones more easily.

Having FTTP for your small or medium sized business enables you to work more efficiently, reach new markets, be more competitive and improve productivity – all of which saves time and money.



Increase productivity

With a more reliable connection your employees won't be twiddling their thumbs, waiting on unresponsive applications to launch and for files to load, saving your business time and money.



Be more agile

Enjoy more flexible working and cut business travel and commuting. Your people can get improved access to online training and video conferencing too.



Access the Cloud

Fully utilise Cloud computing technology with no limits on your ability to access data – and with an ultrafast connection you can upload more, faster.



Transfer data fast

With a gigabit, you'll transfer data over the internet faster than you can write data to a thumb drive. And you can download data as fast as many computers can save the data to a hard drive.

and dependable broadband service

Full fibre at home

Everything, all at once, without any delays

FTTP can easily handle the multiple connections you need now, and in the future. Use as many devices as you like all at the same time.

Stream films, watch catch-up TV, play games online and enjoy new technologies such as VR, as they become widespread.

Download times with 300Mbps FTTP

Ultrafast broadband is perfect for streaming 4K movies and live events – and will download content in the blink of an eye.

A two hour HD film




3
seconds

An entire music album



3
seconds

A nine hour audio book



90
seconds

A forty five minute HD TV show



16
seconds

What makes FTTP so good?

It's a pure fibre connection – all the way from the telephone exchange right into your home or business.

It can deliver speeds of up to 1Gbps.



It's always on

There's no go-slow with FTTP full fibre technology – just better performance, impressive speeds, zero buffering, and fewer drop-outs.



Never lets you down

Fibre optic cables are so powerful and resilient, they'll never degrade like copper, so you can always rely on being connected to big bandwidth wherever you are.



Ready for anything

Be unstoppable online, on everything from phones, tablets, smart appliances, laptops, desktops, VR headsets, smart glasses – and even the heating button in your home.



Hundreds of thousands of homes and businesses have already benefited from a faster, more reliable, connection through our FTTP network.

The future is Fibre to the Premises (FTTP), where pure fibre optic cables connect you straight to the exchange with no interruptions in service, reliability or performance.



Our network is open, so you can choose who to buy an ultrafast service from – and shop around for the best deal.

Find out if you can get Fibre to the Premises

Check online at openreach.co.uk

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