



28 November, 2017

**CICRA says changes to the way broadband offers are advertised  
brings clarity for local consumers**

The Channel Islands Competition and Regulatory Authorities (CICRA) has welcomed the decision by the Advertising Standards Authority (ASA) and the Committees of Advertising Practice (CAP) in the UK to change the way broadband speeds are advertised.

CICRA said the new guidelines will bring greater clarity for local consumers as well as those in the UK.

The ASA and CAP have decided that speed claims in broadband ads should be based on the download speed available to at least 50% of customers at peak time and described in ads as “average”.

The change follows research in the UK into consumers’ understanding of broadband speed claims. The research showed that consumers are likely to be misled by the advertising of speed claims that follow the current guidance.

Currently telecoms operators can advertise “up to” speeds provided that they are available for at least 10% of customers.

The two organisations have also recommended that speed-checking facilities, for example those provided on internet service providers’ (ISPs’) websites, should be promoted in ads wherever possible.

CICRA director Louise Read said one of the key roles CICRA played in the Channel Islands was to inform and protect consumers and the decision by the ASA and CAP was good news for islanders.

“This positive change in the way operators can advertise their broadband speeds brings significant clarity for consumers looking to make decisions about what they want from their broadband and the service they can expect,” she said.

“We would expect local operators to adhere to the standards set by these organisations and for it to shape their communications in the future.”

The operators are obliged to comply with the requirement with effect from 23 May, 2018.

## **ENDS**

### **NOTES TO EDITORS:**

All enquiries should be directed in writing to CICRA chief executive, Michael Byrne, in Guernsey at Suite 4, 1st Floor, La Plaiderie Chambers, La Plaiderie, St Peter Port, Guernsey, GY1 1WG or in Jersey at the Jersey Competition Regulatory Authority, 2nd Floor, Salisbury House, 1 - 9 Union Street, St Helier, Jersey JE2 3RF. Alternatively email [info@cicra.gg](mailto:info@cicra.gg).

In line with CICRA's consultation policy, it intends to make responses to the consultation available on the CICRA website. Any material that is confidential should be put in a separate annex and clearly marked as such so that it may be kept confidential. CICRA regrets that it is not in a position to respond individually to the responses to this consultation.

### **About CICRA:**

The Channel Islands Competition and Regulatory Authorities or 'CICRA' is the name given to the Jersey Competition Regulatory Authority (JCRA) and the Guernsey Competition and Regulatory Authority (GCRA) (formerly the Office of Utility Regulation). The JCRA was established under the Competition Regulatory Authority (Jersey) Law, 2001, and the GCRA was established under The Guernsey Competition and Regulatory Authority Ordinance, 2012. In Jersey, the telecoms and postal sectors are regulated by the JCRA, which is also responsible for administering and enforcing the Competition (Jersey) Law 2005. In Guernsey the telecoms, postal and electricity sectors are regulated by the GCRA, which is also responsible for the administration and enforcement of the Guernsey competition law since it came into force on 1 August 2012.

By working together and sharing resources and expertise between the islands, CICRA strives to ensure that consumers in all the Channel Islands receive best value, choice and access to high quality services.