



# Media Release

Friday 28 July 2017

## Ready, set, connect: how to get up to speed on the nbn™ network

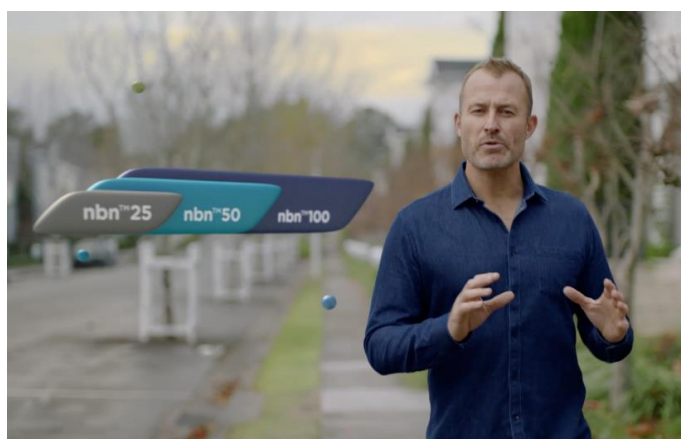
### New campaign launched to answer the nation's top nbn questions

New research released today has revealed the majority of Australians (76 per cent) don't know what internet speed they are receiving, with more than a third (35 per cent) of the nation unaware they have a choice in picking a speed tier when making the switch to a retail plan on the **nbn™** network.

To help address consumer confusion, **nbn** has responded by launching its first national integrated marketing campaign aimed at raising awareness about what Australians need to do to before signing-up to retail services over the network and how to get the best out of their broadband service.

With the **nbn™** network now available to more than one in two Australians and the rollout ramping up in capital cities, the 'nbn education boost' campaign will advertise content that explains the basics of what consumers need to know about the new network. The campaign will run across TV, digital, and out-of-home channels in metro and outer metro markets.

The company also plans to release an informative guide to the **nbn™** network through direct mail and newspaper lift-outs, as well as a series of online videos providing answers to some of the most commonly asked questions on **nbn's** social channels and customer service centre.



[What you need to know to connect to the nbn™ network](#)

#### **nbn's Chief Executive Officer, Bill Morrow, said:**

"We have been listening to the community's feedback and are committed to providing answers to the questions Australians want to know about the **nbn™** network and the factors which influence the speed of their internet service.

"The launch of this campaign is another step in our ongoing efforts to educate Australians with all the information they need to get the most out of their broadband experience after signing up to the **nbn™** network with a retailer.

"The rollout of the **nbn™** network is an upgrade of the telecommunications services for homes and businesses around the country so understandably there are some people who are confused about how the network is rolled



out, the different technologies available and the role **nbn** and retailers play in connecting and troubleshooting consumers.

“Although many of us are used to making decisions about broadband data limits, the rollout of the **nbn**<sup>™</sup> network means, for the first time, the majority of consumers will also need to make decisions about internet speeds, so it’s important that they do their research before speaking with a retailer and choosing a plan.

“We want to ensure people know that most homes and businesses will need to move their existing phone and internet services over to a retail service on the **nbn**<sup>™</sup> network following an 18 month window after it is switched on in their area. We are seeing great demand for fast broadband across the country as there are currently around three in four Australians who choose to connect after this period.”

#### **Questions to ask before connecting to the **nbn**<sup>™</sup> network:**

- When will I be able to connect?
- What speed tiers are offered?
- Which service providers are available to me?
- How much data do I need?
- Will my existing services be affected?
- Will my devices be compatible?

Visit the [nbn<sup>™</sup> website](#) to learn more about what you need to do before connecting to the **nbn**<sup>™</sup> network.

The **nbn**<sup>™</sup> network is currently available to more than one in two Australians, is scheduled to be three quarters built by mid-next year and complete by 2020.

**ENDS**

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#### **Notes to editor**

Insights on consumer speed perceptions were provided from **nbn**'s 'Consumer Tracker' and these were conducted from January- March 2017.

#### **Media resources**

Click [here](#) for video

Click [here](#) for audio

Click [here](#) for infographics.



## About nbn:

- **nbn** is building a new and upgraded, fast wholesale broadband network to enable communities across Australia to access fast broadband from their retail service provider. Our goal is to connect eight million homes and businesses by 2020.
- The rollout of the **nbn**<sup>™</sup> access network sets the scene for one of the biggest transformations to Australia's telecommunications industry involving retail service provider network upgrades and the establishment of a network to provide access to fast broadband to Australians.
- Connecting to the **nbn**<sup>™</sup> network is not automatic and is a process which may take some time and preparation. **nbn** is working with the service providers and industry to help them better understand who is responsible for which portions of their internet experience and what steps they can take in order to receive the best possible service.
- The speeds experienced on services over the **nbn**<sup>™</sup> network are determined by a range of factors such as the technology used to deliver the network as well as some factors outside our control like equipment quality, software, broadband plans, signal reception and how your service provider designs their network.
- Fast broadband like that delivered via the **nbn**<sup>™</sup> network can provide a range of benefits for Australians such as opportunities to work from home, access to online education tools and options for on-demand entertainment.