

## **Ian Harding fibre broadband case study**

Ian has had fibre broadband from BT since October 2009 and was prompted to trial the service after receiving a flyer through the post. He has been using the Internet at home for nearly 12 years and the family have a large amount of technology around the house.

The Hardings use the Internet daily for shopping on Amazon, getting apps and music for the iPod and iPhone and using social networking sites. Ian's two young daughters also occasionally watch CBeebies before bedtime. They have a home server, which the whole family regularly use for uploading and downloading family photos and Ian's wife often does extra online research in the evenings for her job as an audiologist.

Since trialling fibre broadband, Ian and his family have been watching even more catch-up TV as opposed to using other systems such as Sky Plus and have found the experience extremely successful as they no longer have to wait for programmes to buffer. They've also watched more movies, as previously they would have to wait several hours for a download. With fibre broadband, they've found that they can enjoy entertainment services much more quickly.

Ian feels that he can now do more with the Internet and has really noticed a difference when browsing online. He is looking forward to trialling phone calls through fibre broadband as he is keen to use the Internet to communicate more with his extended family and he's confident that fibre will provide an efficient and reliable service.

As both parents work, they mainly use the Internet in the evenings from 7-10pm and on the weekends and have found that the service is definitely quicker and more consistent. Although these times are usually considered to be 'peak-times', Ian has found the service to be just as capable and fast and has experienced no slowdown on the service.

Ian has been a customer of BT for many years and has already recommended fibre broadband to his brother.

"We've been using Infinity to watch a lot more entertainment than previously. The faster speeds mean I can download films much more quickly and we don't have to wait for programmes to buffer." *Ian Harding*

"I have lots of gadgets and technology at home and I'm able to use them all at the same time without losing connection or slowing down." *Ian Harding*

"Having BT Infinity has meant I'm looking forward to doing more with the Internet and I've already recommended it to my brother." *Ian Harding*

