

## TRAFFIC MANAGEMENT KEY FACTS INDICATOR\*

<b>What is Traffic Management and how does it help you?</b> We want to ensure that our customers' network experience is optimised, so that as many people as possible can enjoy using their EE broadband or EE fibre broadband connection for doing the things they love. Traffic Management is a tool that allows us to prioritise certain types of internet traffic in busy times or areas, to ensure that a small number of people do not flood the network with data traffic at busy times. This may mean slowing down some services that consume a lot of bandwidth but are less time critical, like file sharing for example. We know that not everyone uses these types of services, so traffic management allows fairer access to the pipe for everyone and ensures that even during peak periods all our customers can get good internet speeds and make the most of their service			
<b>The information in this table is provided for comparison purposes only and does not form part of your agreement with EE. Please check <a href="http://ee.co.uk">http://ee.co.uk</a> for details of your plan</b>			
<b>Section 1: Traffic management in relation to your broadband product (not including during busy times and places to manage network congestion see Section 2)</b>			
<b>Name of broadband product: EE "Fibre Broadband and Off Peak Calls" Broadband plan or EE "Free Broadband plus Line Rental" Broadband plan</b>			
<b>Use and availability of services, content, application and protocols on this product</b>			
Are any services, content, applications or protocols always blocked on this product?**			Yes
If so what?	The only restriction we've put in place is an email setting that helps protect our customers against unsolicited emails, also known as spam. (For the techies amongst you we stop connections to non-EE SMTP servers on port 25, and block NetBIOS)		
Are any services, content, applications or protocols always prioritised?			Yes
If so what?	In order to maintain the quality of the connection for certain time-sensitive types of traffic we are prioritising them on our network. This is the case for VoIP calls, online gaming, and certain network services		
Are any managed services delivered on this product?			No
<b>Data caps and download limits</b>			
What are the download/upload limits or data usage caps on this product?		As defined in customers Plan Terms	
Is traffic management used to manage compliance with data caps and download limits?		Customers using more than their data allowance in a month will be reminded that they are using a capped product. Customers using more than their data allowance twice within 6 months will be moved to the Unlimited version of their current package at an additional monthly cost	
Is traffic management used in relation to heavy users?		No	
<b>Section 2: Traffic management to optimise network utilisation (what happens during busy times and places in addition to traffic management as described in section 1)</b>			
Is traffic management used during peak hours?		Yes	
When are typical peak hours?	Weekdays: 4.30pm – 1am	Weekends: 1.30pm – 1am	
What type of traffic is managed during these periods?***			
<i>Traffic Type</i>	<i>Blocked</i>	<i>Slowed down</i>	<i>Prioritised</i>
Peer to Peer (P2P)		✓	
Newsgroups		✓	
Browsing/email			
VOIP (Voice over IP)			✓
Gaming			✓
Audio streaming			
Video streaming			

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Music downloads			
Video downloads			
Instant messaging			
Software updates			
Is traffic management used to manage congestion in particular locations?			No

\* This KFI gives an overview of typical traffic management practices undertaken on this product; it does not cover circumstances where exceptional external events may impact on network congestion levels.

\*\*This excludes any service, content, application or protocol that an ISP is required to block by UK law and child abuse images as informed by the list provided by the Internet Watch Foundation.

\*\*\*If no entry is shown against a particular traffic type, no traffic management is typically applied to it, though overall network management rules shall apply

### Glossary

#### Traffic management:

Traffic management is the term used to describe a range of technical practices undertaken to manage traffic across networks.

The different outcomes achieved by the use of technical practices can include:

- the prioritisation of certain types of traffic in busy times or busy areas to ensure that it is of an adequate quality
- the slowing down of certain traffic types that are not time-critical at busy times or busy places
- ensuring compliance with a consumer's contract, for example slowing down of traffic for the heaviest users
- supporting the delivery of managed services, for example to ensure a guaranteed quality of service for a specific piece of content

**Managed services:** The majority of internet traffic is delivered on a "best efforts" basis. A managed service, on the other hand is one whereby an ISP offers "quality of service" that can guarantee a certain level of performance, so that the content, service or application can be delivered without risk of degradation from network congestion. Such a quality of service arrangement can be made between an ISP and a content or service provider or directly between an ISP and the consumer.

**Best Efforts:** This phrase relates to the delivery of internet traffic where traffic management is applied without distinctions based on the source of that traffic.

**Slowed down:** This outcome is achieved by the deployment of technologies that can decrease the priority of traffic types deemed to be non-time critical on the network e.g. slowing down traffic such as downloads during busy times and busy periods.

**Prioritised:** This outcome is achieved by the deployment of technologies that increase the priority given to certain traffic types, e.g. time-critical traffic such as video. This outcome can also be achieved as a consequence of slowing down other selected traffic which reduces the overall data flow on the network.

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**Heavy users:** Heavy users can cause peak traffic volumes to exceed the engineered maximum load. In practice this refers to a very small proportion of users of a network whose use is excessive to the extent that it impacts on other users.

**Further information on traffic management is available on the Ofcom website:**

<http://consumers.ofcom.org.uk/2013/09/internet-traffic-management/>