

In 2020 fixed-line broadband options are becoming increasingly complex and challenging for consumers to navigate.

Most RSPs now offer unlimited data, no contract NBN plans and consequently the comparison focus when purchasing an NBN plan has transcended to speed.

The recent introduction by NBNCo of [new NBN speed tiers](#) means there is a broader comparison range for consumers to consider with RSPs offering a host of new NBN tiers offering typical busy period speeds ranging from less than 15Mbps to 215Mbps.

WhistleOut has followed NBNCo labeling advice for current NBN speed tiers which now offers 6 tiers and has effectively split Premium NBN into three; Home Fast, Home Superfast and Home Ultrafast.

This supports the ACCC guiding principle 5 “performance information should be presented in a manner that is easily comparable by consumers”. The vast range of typical busy period speeds spanned by the current NBN tiers, and now also within what was previously the ‘Premium’ NBN tier, makes a like for like comparison very difficult.

Consequently the development of new labels for >100Mbps Services would offer considerable clarity around the new faster NBN tiers. The new Superfast and Ultrafast NBN plans present a different purchase proposition from the traditional ‘Fast / 100’ NBN plan with a typical busy period speed of around 80Mbps.

It would be very beneficial to see consistency and uniformity from RSPs in the classification and presentation of NBN plan speeds. There appears to currently be a variety of different naming conventions across suppliers.

WhistleOut also supports the transparency from RSPs regarding the geographic availability of NBN services / speed tiers. The proposed “services available in limited areas” text would be a sensible addition to relevant plan listings.