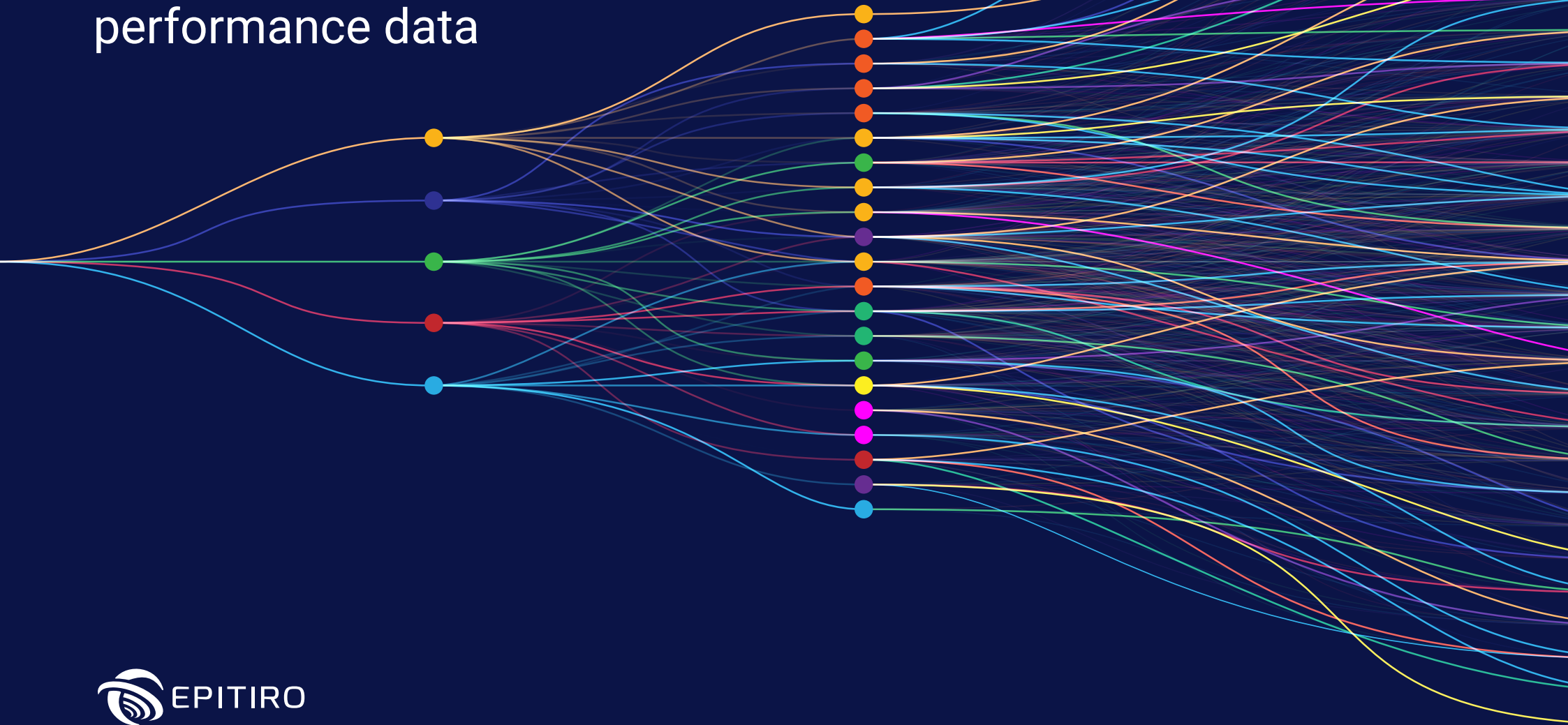


Five ways regulators can make better use of broadband performance data



Broadband data is everywhere, but is it helping regulators make better decisions?

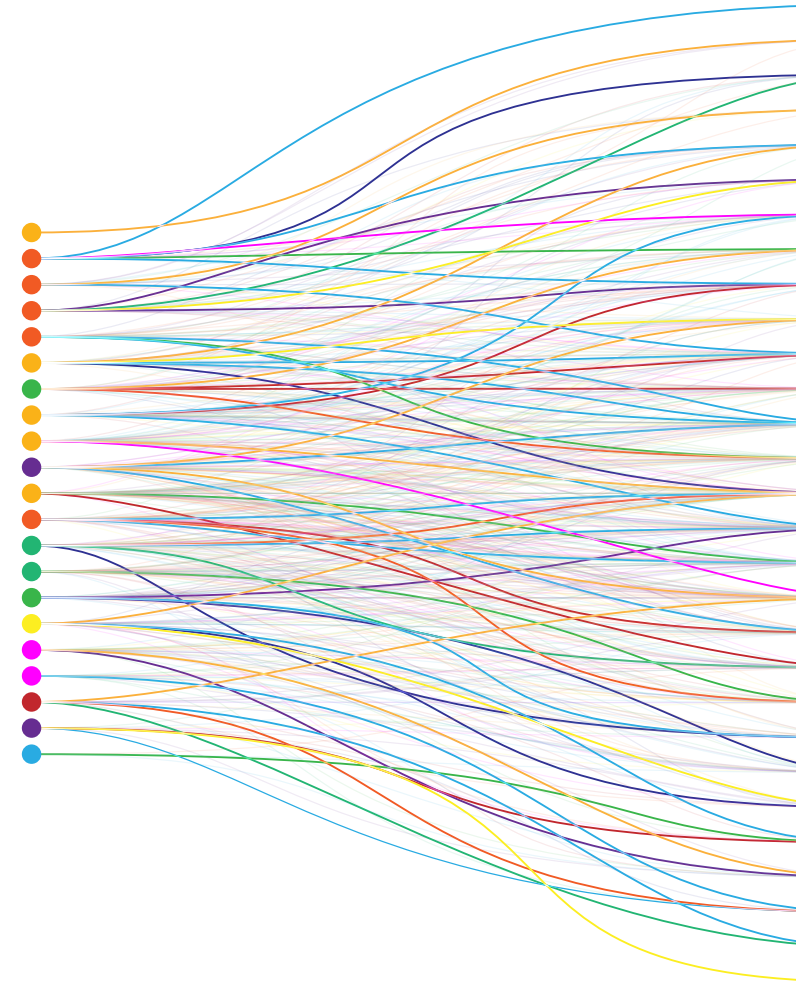
Although operator reports, coverage maps, consumer complaints, speed tests and audit findings can all help regulators to understand the market, they can also leave gaps.

A coverage map can show where a service is available, but it will not always show whether people can rely on it. A speed test can capture performance at one point in time, while missing what happens during busy periods. National figures can suggest overall progress, even when some local areas are still experiencing poor service quality.

As public and private investment in broadband grows, so does the expectation for clear evidence of service delivery. Governments, funders, operators and consumers all want to know whether services are reaching the right places and working well for those who rely on them.

Having lots of data is only useful when regulators can trust it and use it to shape decisions.

This guide outlines five ways regulators can use broadband performance data more effectively.



01

Set clearer benchmarks

Regulators need benchmarks that providers can understand and that can actually be measured.

These should focus on the service customers receive and how it performs in real-world conditions.

For example, is the service available where it's supposed to be? Can people successfully access it when they try to connect and how well does it perform once they're connected?

This can lead to clearer benchmarks around service availability, accessibility and performance. They are also easier to link to the experience of people using the service day to day.

Broadband performance data can then help regulators compare like with like across similar areas, providers or types of service, and set fair expectations that are focused on the user experience.

For providers, clearer benchmarks can help remove some of the guesswork, making it easier for everyone to understand what good service looks like and how performance will be assessed.



02

Spot problems earlier

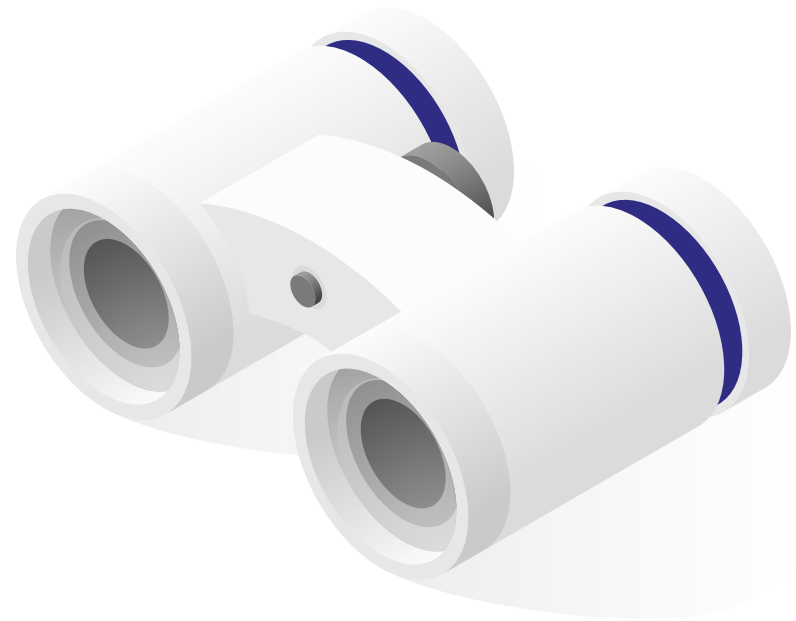
Broadband performance can change throughout the day, across locations and over time.

A service may perform well during a scheduled test but struggle during peak hours. A network may meet national averages while particular communities or premises may experience weaker service.

Continuous performance monitoring helps regulators to more easily identify these patterns.

Alongside complaints, annual reviews and targeted audits, continuous performance data can help regulators see where problems are recurring and where performance and service quality may be falling behind.

This supports earlier intervention and more informed conversations with providers.



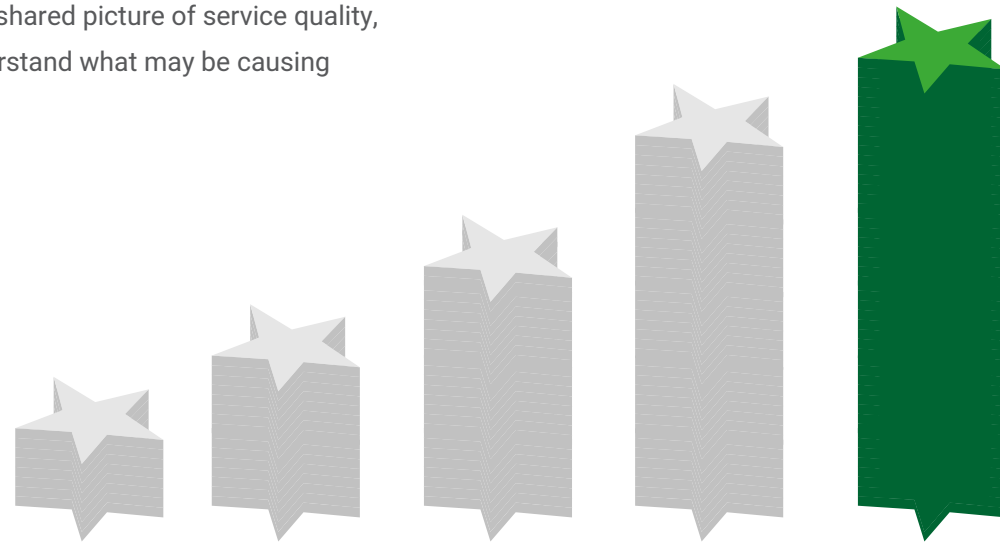
03

Make it easier to discuss service quality

Regulatory discussions are easier when they are grounded in clear evidence.

Operator-reported data still has an important role to play, but it may not always show the reality of how services are performing. Independent, user-side measurement can help regulators see whether reported performance matches what customers actually experience.

This can give regulators and providers a clear, shared picture of service quality, making it easier to address performance, understand what may be causing issues and agree next steps.



04

Show whether public funding is delivering

Where broadband rollout is backed by public funding, universal service funds or development finance, regulators need evidence of what's being delivered.

They may need to show that investment is reaching the right places and giving people connectivity they can actually use.

Performance data can help confirm whether services are available and performing as expected.

This is especially important in underserved areas, where broadband programmes are often designed to support wider social and economic goals. Independent data gives regulators a clearer way to track progress and see where further work may be needed.



05

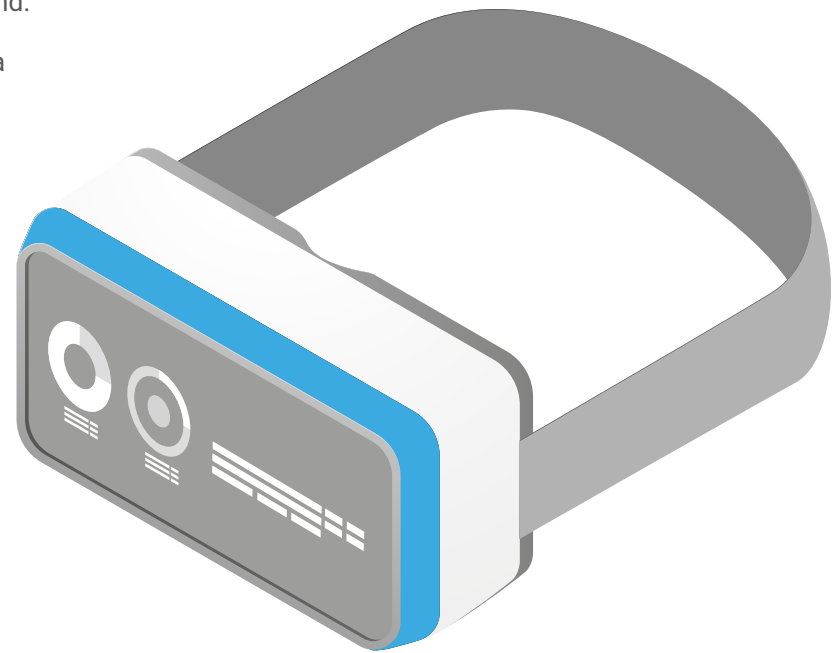
Guide future investment priorities

Good performance data helps regulators to understand what's working and where there are problems that might need closer attention.

It will shine a spotlight on where connectivity is strong, where service is inconsistent and where performance is not keeping pace with demand.

In addition, it'll show whether problems are linked to a particular area or provider, or whether they're related to wider issues in the market.

Future investment decisions can then be based on evidence, rather than assumptions or incomplete reporting.



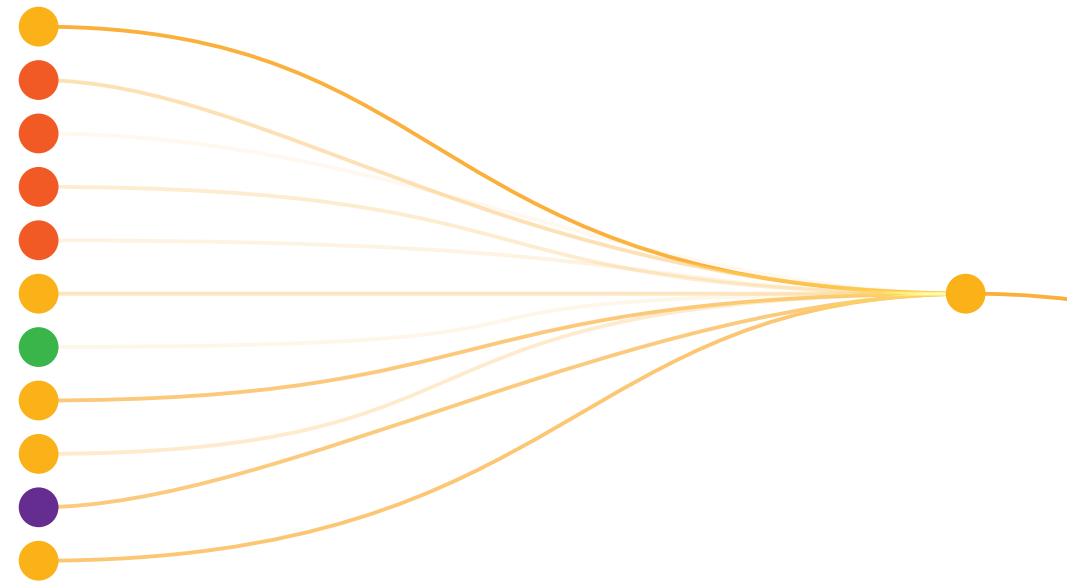
Turning data into better decisions

Broadband performance data is only useful when regulators can trust it and use it to decide what to do next.

They need insight into how services are actually performing. Cloud-based monitoring, plug-and-go agents and software installed on everyday devices can help them better understand how services perform from the user side – across different locations, providers and technologies – without requiring equipment to be installed inside the operator’s network.

Epitiro helps regulators collect independent performance data that meets their specific needs, including what they want to measure, where they want to measure it and how they want the results reported.

Used well, this kind of evidence can help them make more informed decisions, show where progress is being made and build trust in their role.





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