

Speeds of up to 2.2Gbps Vodafone Home Broadband

Effective from 5/7 2024



Find below claims & substantiation appearing on our 2.2Gbps launch.

The claims are:

UK's largest Full Fibre Provider
Fastest speeds in more locations than any other major UK provider
UK's Fastest WiFi Technology throughout the home

Claim - UK's largest Full Fibre Provider

Vodafone is the largest Full Fibre provider in the UK with Full Fibre available to 15.1 million out of 31.9 million premises - approximately 47% UK coverage (31.9 million premises from: Ofcom, [Connected Nations 2023: UK report](#) and [Methodology annex](#)).

Full Fibre available in more homes than anyone else: As independently verified by [thinkbroadband.com](https://www.thinkbroadband.com). Results based on availability of CityFibre, Openreach, OFNL, Virgin Media as of 20 March 2024:

Broadband provider (consumer sales)	Number of premises Full Fibre (FTTP or FTTH) is available at
Vodafone	15,132,273
Zen Internet	15,083,564
TalkTalk	15,105,415
Sky	13,519,480
BT	13,382,772

UK's largest Full Fibre Provider substantiation can be found [Here](#)

Claim - Fastest speeds in more locations than any other major UK provider

We provide the fastest speeds compared to any other major provider in the UK, with speeds of up to 2.2Gbps across the City Fibre network.

Provider	Fastest Speed	Cost
Vodafone	FF1.8 or 2.2Gbps	£70
EE	FF1.6Gbps	£69.99
SKY	FF900	£44
Virgin	FF1130	£40.99
Talk Talk	FF 900	£39.95



Our fastest speeds are up to 60X Faster than the average download speed of our standard broadband: Fibre 1 (35Mbps) vs. Pro Full Fibre 2.2Gbps (2200Mbps).

We are also the Uks largest Full Fibre provider. We provide faster speeds on City Fibre than any other major provider;

Total footprint: 28m UK

% of unique full fibre footprint: 16.416m

% which is CF: 3.36m

Of which 74% GPON (1.8Gbps): 2.49m

Of which 26% XGSPON (2.2Gbps): 0.87m

Only EE and Virgin Media are live with comparable speeds and have footprints that are smaller in terms of eligibility.

Claim - UK's Fastest WiFi Technology throughout the home

Vodafone have the UK's fastest WiFi technology throughout the home compared to other major providers, there have been no further router launches since we launched Pro II with WiFi 6e technology.

We have the "UK's Fastest WiFi Technology throughout the Home" compared to other major home broadband provider's because:

1. Our Ultra Hub and Super WiFi6E Boosters are the only WiFi6E enabled broadband devices that are provided by major home broadband providers to customers with their broadband plans – hub and boosters can be placed throughout a customer's home dependent on their requirements.
2. WiFi6E is the latest technical standard for WiFi that introduces a new frequency (6Ghz) over and above other WiFi standards (including WiFi6 and WiFi5) that means there is a "fast lane" for compatible end-user devices.
3. Our WiFi6E end-user device testing results show that Vodafone's Pro II's technology beats the competition in terms of speed

For more details on Pro II substantiation click [here](#)

End.