TRAFFIC MANAGEMENT KEY FACTS INDICATOR FOR CONSUMERS*

Section 1: Traffic management in relation to your broadband product (not including during busy times and places to manage network congestion see Section 2)			
Mobile internet (phone) plans			
Use and availability of services, content, application and protocols on this product			
Are any services, content, applications or protocols always blocked on this product?**			Yes
If so what?			
	Adult services (for example gambling or erotica) will be blocked unless content lock is deactivated		
Are any services, content, applications or protocols always slowed down?			No
If so what?	N/a		
Are any services, content, applications or protocols always prioritised?			No
If so what?	N/a		
Are any managed services delivered on this product?			No
If so what? What impact?	N/a		
Data caps and downloads			
What are the download/upload limits or data usage caps on this product? If you do not have a '4G Ready' or '4G' Plan your upload data speed will be limited to 8Mbps and your download data speed will be limited to 10Mbps			This varies - see the specific package
Is traffic management used to manage compliance with data caps and download limits?			No, however if you go over your data cap you may have to pay for the extra data used
Under what circumstances?	n/a		
Level of speed reduction?	n/a		
Duration of speed reduction?	n/a		
Is traffic management used in relation to heavy users?			No, we would only block / throttle in the event of activity harmful to our network
Under what circumstances?	n/a		
Level of speed reduction?	n/a		
Duration of speed reduction?	n/a		
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)			
Is traffic management used during peak hours?		No	
When are typical peak hours?	Weekdays:		Weekends:
What type of traffic is managed during these periods?***			
Traffic type	*Blocked*	*Slowed down*	*Prioritised*
Peer to Peer (P2P)			

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Newsgroups			
Browsing/email			
VOIP (Voice over IP)			
Gaming			
Audio streaming			
Video streaming			
Music downloads			
Video downloads			
Instant messaging			
Software updates			
Is traffic management used to manage congestion in particular locations?			No
If so how?	The same practices are applied during peak hours		

* 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 (option to link to further information)

**** In addition to the above practices, X also modifies some traffic to optimise the end-user experience. The rationale for doing so is to make best use of network capacity to support real-time applications and make efficient use of data allowances.