

# 2022 Review of Measuring Broadband New Zealand

## Summary of consumer feedback

**Date of publication:** 13 May 2022



# Foreword

Tēnā koutou,

Thank you for sharing your views on our Measuring Broadband New Zealand (MBNZ) programme so we can continue to shine a light on the performance of broadband technologies, providers and plans.

More than 600 New Zealanders took the opportunity to give feedback on the programme as part of our review. Your feedback is a vital part of the review process, it helps us to make sure the programme achieves its aim of providing consumers with information they need to make informed purchasing decisions.

Your feedback shows that most (96.7%) of consumers agree with the need to independently test, monitor, and report on broadband performance in New Zealand. However, you've also told us that the programme must evolve so it can continue to meet the needs of consumers and stay on top of developments in the rapidly changing telecommunications market.

Accordingly, there was wide support for testing and reporting on new technologies like 5G and satellite broadband, including smaller providers and plans, which would provide a richer source of information for consumers.

In addition, your feedback has highlighted the need to make sure the information is accessible and easy to use, and that the Commission needs to do more to let New Zealanders know this information is available.

We will ensure that your feedback is reflected in the design of the next phase of our MBNZ programme and the selection of an independent testing provider for delivery of the MBNZ programme for the next 3-5 years.

The current contract with independent testing provider SamKnows for the MBNZ programme delivery expires in September 2022. We are currently running a process to select an independent testing partner for the next phase of the MBNZ programme.

We will be able to update you on the outcome of our work later in the year.

Ngā mihi nui

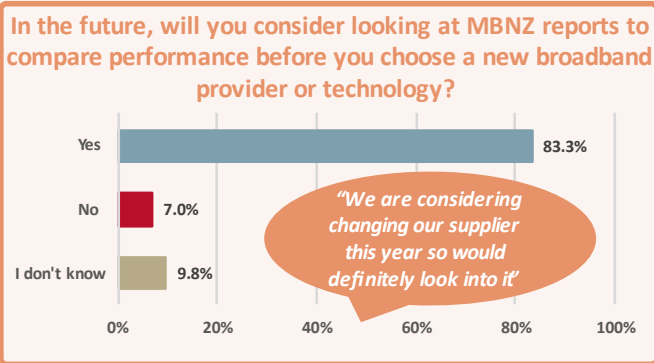
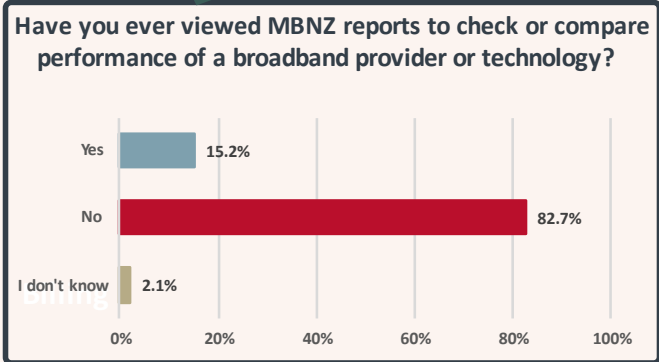
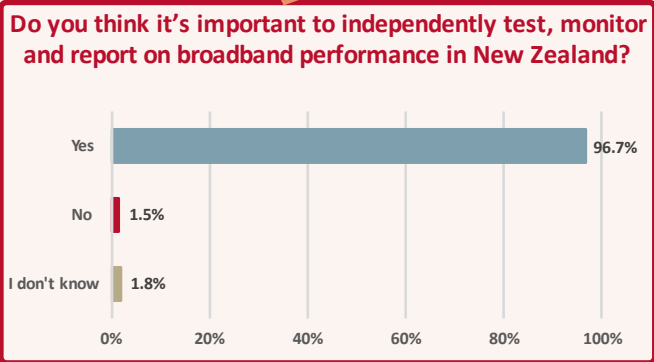
Tristan Gilbertson  
Telecommunications Commissioner

# Review of MBNZ : Consumer feedback

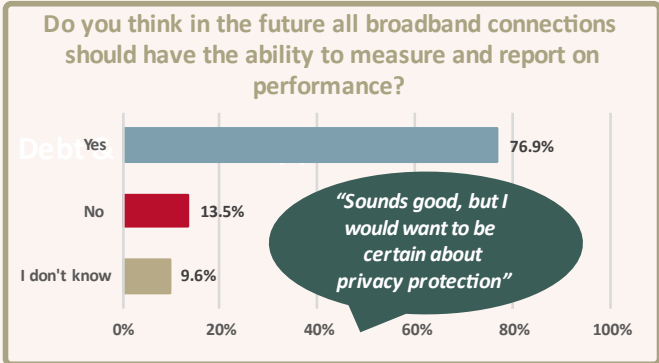
**607**  
responses

*"It holds the providers to account, and can resolve performance issues"*

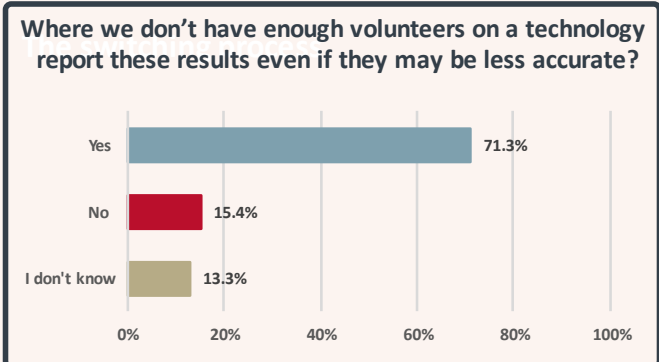
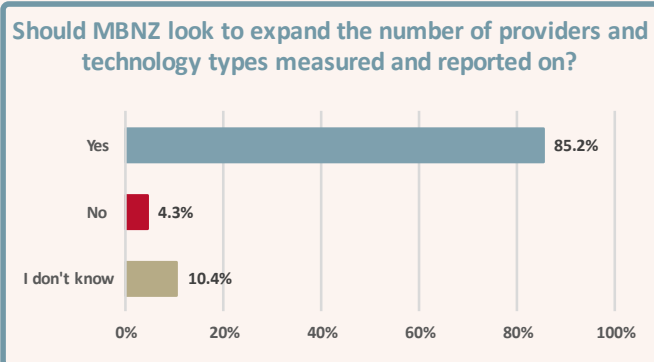
*"I didn't know the reports existed"*



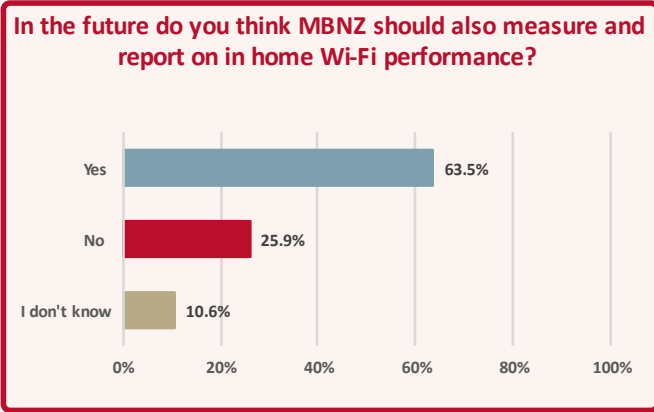
*"We are considering changing our supplier this year so would definitely look into it"*



*"Sounds good, but I would want to be certain about privacy protection"*



*"Gives people a clearer view of the options before spending more money on upgrading when it may not be necessary"*

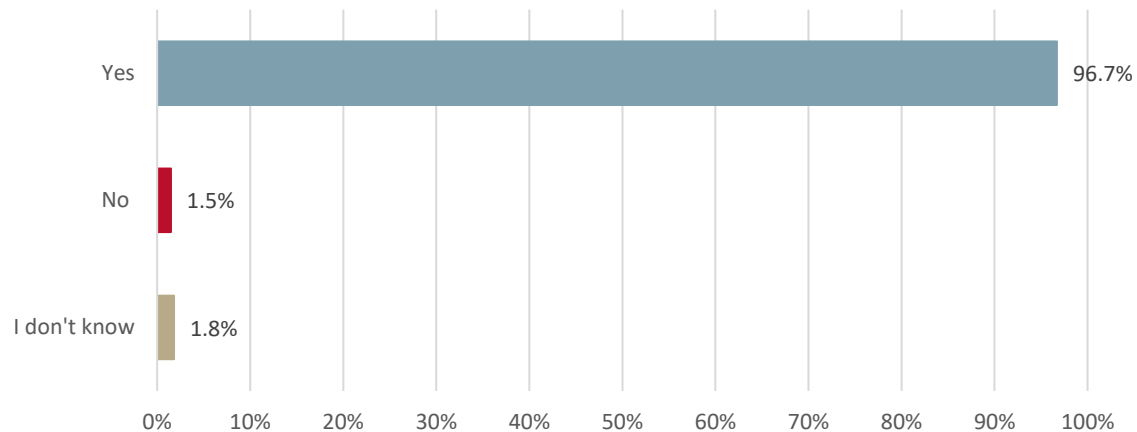


*"With appropriate qualifiers - at least it gives consumers an idea of what is happening"*

*"Wi-Fi performance can vary depending on the router, location, and construction of the building, so these variables would need to be incorporated in the data"*

## Summary of results for each question

**Q1. Do you think it's important to independently test, monitor and report on broadband performance in New Zealand?**

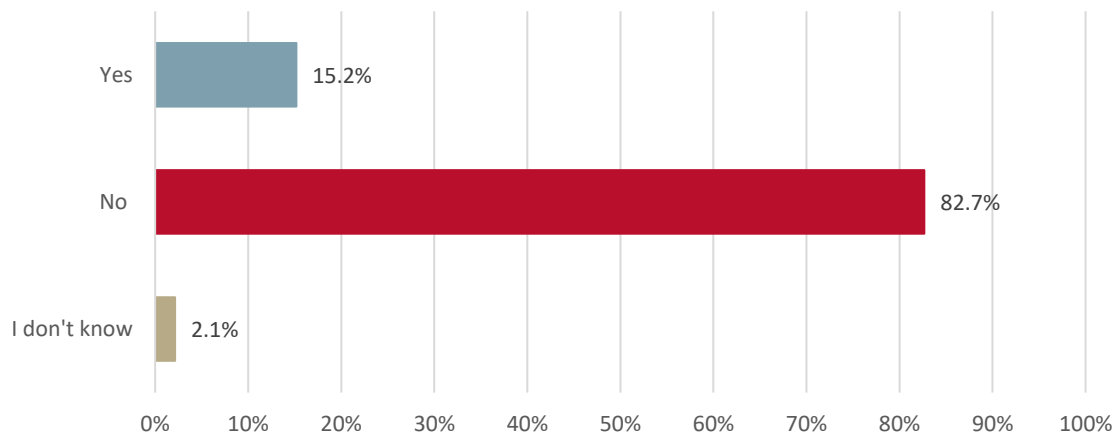


We received 386 comments on this question. Typical views included:

- *“It holds the providers to account and can resolve performance issues”*
- *“To ensure providers are meeting their commitments and also make everyone aware of individual providers' performances”*
- *“Without independent testing, there's no solid comparable data to know what's fact”*
- *“It is important that New Zealanders know if the broadband service they're being provided is a fair and good deal”*
- *“To ensure consumers have clear accurate information to enable them to make a good choice of provider”*
- *“(a) to see if ppl [people] are getting what is claimed  
(b) to see if it's getting better or worse over time  
(c) compare providers”*



**Q2. MBNZ reports are available every three months on the Commerce Commission's website. Have you ever viewed MBNZ reports to check or compare performance of a broadband provider or technology?**

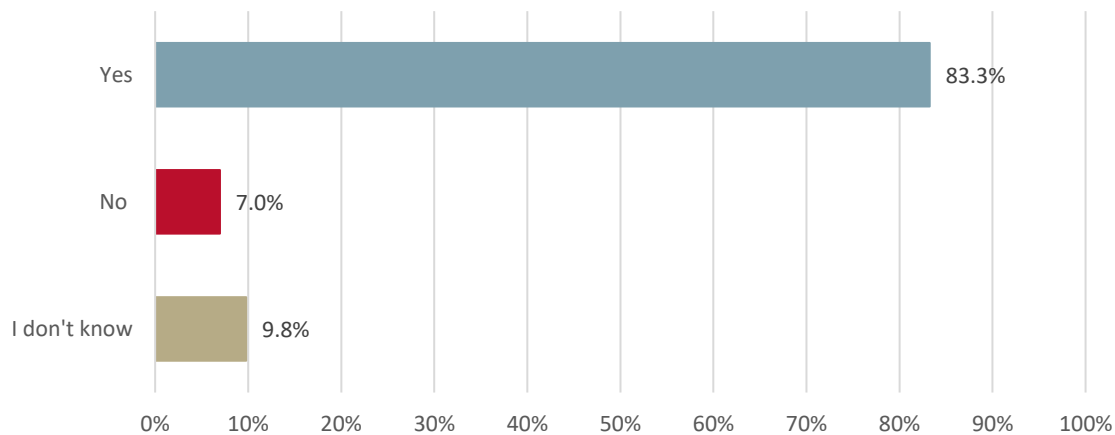


We received 397 comments on this question. Typical views included:

- *“Has not been widely publicised, and I was not aware”*
- *“Was not aware of MBNZ. Just checked you latest report which is not an updated report and you guys don't have an option to receive regular updates by emails....no one will take the trouble of going on your site. What a waste of tax payers money”*
- *“I didn't know there were such reports”*
- *“I have used another internet speed test to see how my provider or location matches up”*
- *“Our provider is not measured”*



**Q3. In the future, will you consider looking at MBNZ reports to compare performance before you choose a new broadband provider or technology?**

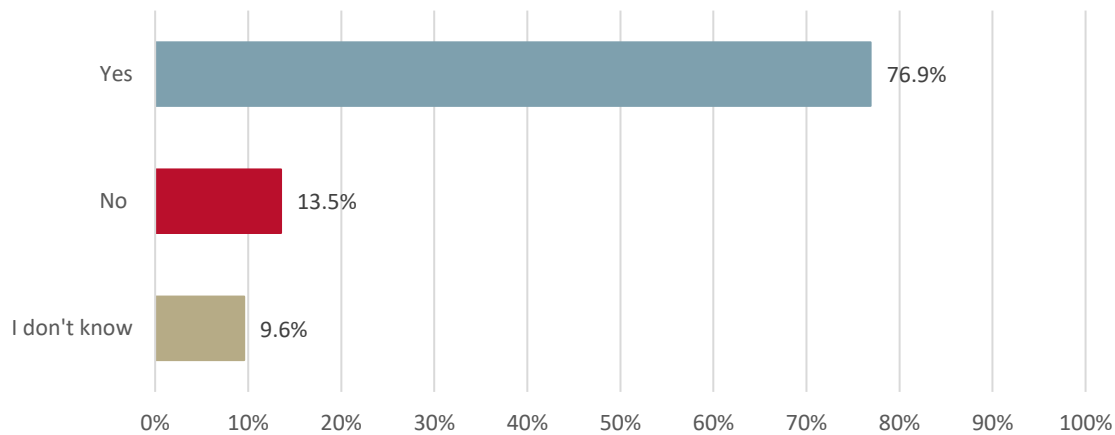


We received 289 comments on this question. Typical views included:

- *“To see how our provider's performance compares”*
- *“I want to be getting the service I have been paying for”*
- *“Depends on who has conducted the research and produced the report funded, by whom”*
- *“Some useful info on interruptions to service, kinds of service, types of broadband. Limited supplier info however”*
- *“Definitely helpful in choosing providers. Hope that it also works for different areas/regions where performance is likely to differ”*



**Q4. MBNZ currently relies on over 1000 volunteers with special boxes plugged into their modems to measure their broadband performance. Volunteers also get individual monthly reports on the performance of their broadband and can use this to question their provider about broadband performance. These measures are combined in the MBNZ reports. In future it is possible that every modem in New Zealand could measure and report on broadband performance. Do you think in the future all broadband connections should have the ability to measure and report on performance?**

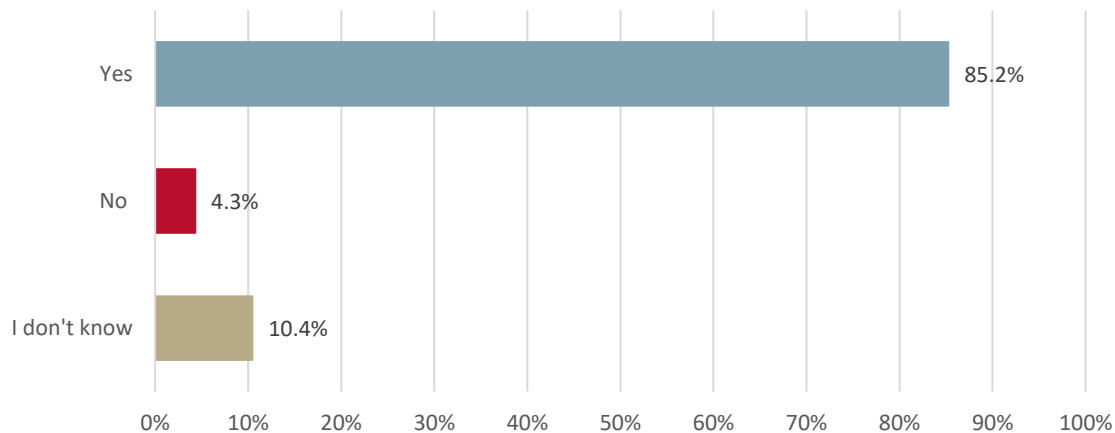


We received 340 comments on this question. Typical views included:

- *“Yes all broadband connections should have the ABILITY to measure and report on performance, but for privacy reasons the decision on whether or not to do so should completely rest with the customer. There should be controls in place to ensure that the customer's privacy is not breached by the manner of data collection (e.g. it must not be able to record the sites visited or any usernames or passwords, or any other content or information passed)”*
- *“Sounds good but I would want to be certain about privacy protection”*
- *“That would make it much easier to troubleshoot and to hold our providers to their quality of service claims”*
- *“But not at the expense of the current set up which establishes and works on a common standard”*
- *“It would identify areas where broadband is under performing or has issues”*



**Q5. Currently MBNZ measures eight broadband providers across copper, fibre, HFC and 4G fixed wireless technologies. The programme does not currently measure satellite, 5G and other newer technologies. Should MBNZ look to expand the number of providers and technology types measured and reported on?**



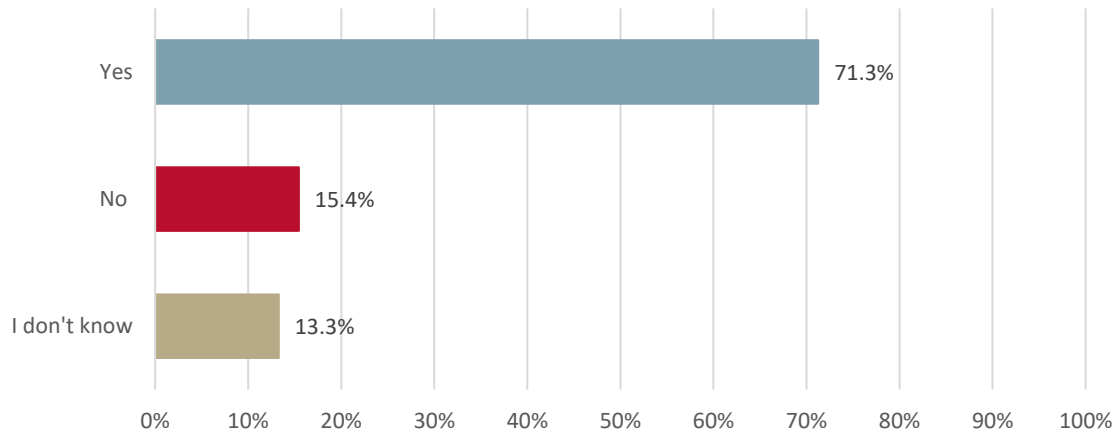
We received 324 comments on this question. Typical views included:

- *“I am living in a rural environment and I am looking to change from wifi to satellite”*
- *“Yes. Should cover all readily available technology”*
- *“As new technology is adopted, consumers need to know who provides what services and how good they are”*
- *“There are new providers that offer superior services to current providers - having this knowledge publicly available will help with competition”*
- *“Technology changes at ever increasing rates, so for data to be useful, it must remain current. This is essential information from people considering upgrades to their current service provision”*
- *“I'm not sure how many providers there are across NZ, as some are regional. Ideally, all providers should eventually be monitored but, in the meantime, all those with substantial customer bases. And yes, new technologies will take over from old, as they always do, so monitor them too.”*





**Q6. Currently MBNZ measures eight broadband providers across copper, fibre, HFC and fixed wireless technologies. MBNZ currently requires over 45 volunteers on each technology and provider to report on that technology. Where we don't have enough volunteers on a technology or provider should MBNZ still report these results even if they may be less accurate?**

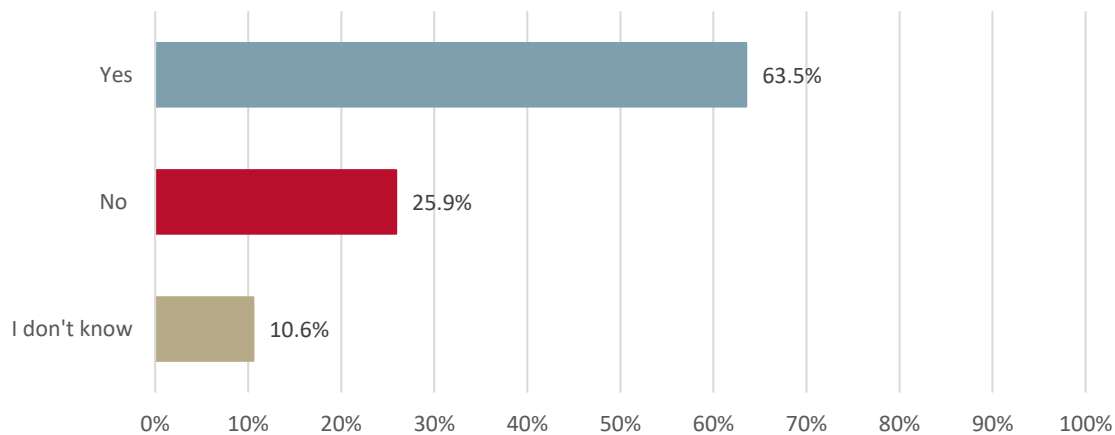


We received 328 comments on this question. Typical views included:

- *"I think yes, but they should be flagged as a lower quality/certainty"*
- *"it would depend on how much less accurate it is, and if reported, you would need to explain the limitations"*
- *"Something is better than nothing. Results in such cases can be caveats accordingly"*
- *"Give an accuracy range when you have varying sample sizes"*
- *"That could undermine trust in the reports as a whole"*
- *"Need to have trusted results based on consistent criteria"*
- *"MBNZ need to report that there are not enough volunteers to get accurate results. This may prompt people to volunteer"*



**Q7. MBNZ measures the performance of broadband to your modem. However, we know that most people access their broadband at home through Wi-Fi. In the future do you think MBNZ should also measure and report on in home Wi-Fi performance?**



We received 358 comments on this question. Typical views included:

- *“If it is possible Yes. What interests users the most is their final experience with the service being provided ie how they consume it and can it be improved”*
- *“Too many variables. A small scale study on average performance in typical homes is fine. But not constant monitoring”*
- *“It seems logical as most customers probably use modems provided by their ISP. It may be that they or the ISP should upgrade the modem”*
- *“I think that would be far too hard and expensive. So many in home issues (positioning, building materials etc.) would affect the results”*
- *“It relates directly to the service being used the most”*

#### **Q8. Do you have any other comments?**

We received 212 further comments with a wide range of views expressed, these included:

- *“I think it's great our Broadband providers are being monitored”*
- *“Please promote your monitoring widely”*
- *“There are several user-generated reviews already out there, but an 'official' one would be the preferable 'go-to'. Wish I'd known about it before...”*
- *“Please have a focus on rural/ marginal areas where most suffer the greatest”*
- *“Please use social mediums to promote your research”*



# About this document

This document summarises the feedback we received from consumers on our *Measuring Broadband New Zealand (MBNZ) Consumer Feedback Form*, which drew on our consultation paper - [Review of the programme and consultation on the approach for taking the programme forward](#).

The consultation paper presented our view of the MBNZ programmes' performance against the programmes stated aims and objectives, and how we might take what we learned forward into the next phase of our MBNZ programme. We also sought feedback on how the programme could be delivered further into the future. We published the consultation paper on 23 February.

We also released an MBNZ consumer feedback form which invited consumers to tell us about their views on the programme and some of the matters we outlined in the consultation paper. The MBNZ consumer feedback form had eight questions that were targeted towards consumers and asked about their knowledge of the programme, whether they found the programme valuable and what the future scope of the MBNZ programme should be. The response options were "Yes", "No", or "I don't know" and each question had an open text box inviting consumers to provide more information about why they provided that response.

We published the MBNZ consumer feedback form on 11 March, and it closed on 31 March 2022. 607 New Zealanders provided us with feedback.

This document includes:

- A copy of the 11 questions asked in the MBNZ consumer feedback form;
- An infographic summarising the overall responses and results; and
- A summary of the results and representative comments from the feedback we received for Questions 1-8. Questions 9-11 were for administrative and engagement purposes and responses to these are not summarised.

We note that some of the responses were marked as confidential. While these have counted towards the overall graphical results, we have not included any comments from these consumers in this document. However, all feedback has contributed to our thinking and planning for the MBNZ programme as we look to procure a testing and reporting provider in mid/late 2022 and evolve the programme over the next 3-5 years.

The response data has been aggregated in seven summary graphs, alongside a selection of the comments provided. We have not published copies of the individual responses or comments in totality.

# 2022 Review of Measuring Broadband New Zealand - Consumer Feedback Form

Summary of the questions asked in our consumer feedback form

**Q1. Do you think it's important to independently test, monitor and report on broadband performance in New Zealand?**

- Yes
- No
- I don't know.

**Q2. MBNZ reports are available every three months on the Commerce Commission's website. Have you ever viewed MBNZ reports to check or compare performance of a broadband provider or technology?**

- Yes
- No
- I don't know.

**Q3. In the future, will you consider looking at MBNZ reports to compare performance before you choose a new broadband provider or technology?**

- Yes
- No
- I don't know.

**Q4. MBNZ currently relies on over 1000 volunteers with special boxes plugged into their modems to measure their broadband performance. Volunteers also get individual monthly reports on the performance of their broadband and can use this to question their provider about broadband performance. These measures are combined in the MBNZ reports. In future it is possible that every modem in New Zealand could measure and report on broadband performance. Do you think in the future all broadband connections should have the ability to measure and report on performance?**

- Yes
- No
- I don't know.

**Q5. Currently MBNZ measures eight broadband providers across copper, fibre, HFC and 4G fixed wireless technologies. The programme does not currently measure satellite, 5G and other newer technologies. Should MBNZ look to expand the number of providers and technology types measured and reported on?**

- Yes
- No
- I don't know.

**Q6. Currently MBNZ measures eight broadband providers across copper, fibre, HFC and fixed wireless technologies. MBNZ currently requires over 45 volunteers on each technology and provider to report on that technology. Where we don't have enough volunteers on a technology or provider should MBNZ still report these results even if they may be less accurate?**

- Yes
- No
- I don't know.

**Q7. MBNZ measures the performance of broadband to your modem. However, we know that most people access their broadband at home through Wi-Fi. In the future do you think MBNZ should also measure and report on in home Wi-Fi performance?**

- Yes
- No
- I don't know.

**Q8. Do you have any other comments?**

- This was free text field where people could provide additional comments, or skip the question.

Three additional questions were asked in the feedback form for engagement and administrative purposes.

**Q9. Confidentiality - The personal information you provide will be managed in accordance with the Privacy Act 2020 and the Commerce Commission's Privacy Policy. Except as authorised or required by law the Commission will not use or disclose your personal information for any other purpose without your consent. You are entitled to request a copy of your personal information held by the Commission and request that it be corrected by contacting us at [oiacomcom.govt.nz](mailto:oiacomcom.govt.nz), 0800 943 600 or PO Box 2351, Wellington 6140. If you share comments with us that you would like to remain confidential, please choose 'confidential' below. We may publish a summary of all views received on our website (without any personal information or details). If you would prefer your comments to be excluded from this summary, then please choose confidential.**

- Not Confidential
- Confidential

**Q10. Are you happy for us to contact you about your feedback?**

- Yes
- No

**Q11. Would you like to receive updates about this work?**

- Yes
- No