

BROADBAND MARKETING PERSONAS

V1.0

Key principles for using broadband marketing personas

- This document is to be used in conjunction with the TCF Broadband Marketing Code, specifically in reference to Section O. It is intended to provide guidance for Providers when using personas to market broadband services. Consumers should refer to information from RSPs, or the TCF website.
- When Providers use personas to market broadband services, their claims must be objectively justified and demonstrably reasonable for their own network. In some cases, the Provider will need to cite their own research into claims about their products and this should be done in line with both the Code and the Fair Trading Act.
- Personas may be used by Providers to educate customers about different technologies and their needs as consumers.
- The information below takes account of factors such as the National Peak Time Average Speeds and latency; however, Providers should note that a customer's individual performance may vary, which might impact what their connection can be used for.
- The TCF will review this document annually, and any signatory to the Code can request that this document be reviewed at any time.
- [add link to glossary of terms on the [TCF website](#)]

	ACCESS TECHNOLOGY	CUSTOMER OVERVIEW	TYPES OF APPLICATIONS YOU MIGHT USE	TYPES OF DEVICES YOU MIGHT USE Examples of devices include: PC, Laptop, Mobile Phones, Smart TV's, Game Consoles, Smart Home Devices like connected lighting, security cameras etc
COPPER	ADSL (copper)	For households where a faster access technology may not yet be available. Suitable for smaller households with 1-2 people using traditional services like web browsing, email and basic video streaming.	Basic online activities such as: <ul style="list-style-type: none"> - Checking emails - Web browsing - Online Shopping - Internet banking - Standard Definition video streaming - Download music or photos 	Your household probably has several devices that you connect via your WiFi or a Wired (Ethernet) connection.
	VDSL (copper)	Suitable for small to medium households using services like web browsing, email and basic video streaming where there is only a couple of people using the connection at the same time.	<ul style="list-style-type: none"> - Basic online activities - Basic Video conferencing and calling - HD Video Streaming 	
WIRELESS	4G FWA (wireless)	Suitable for small to medium households using services like web browsing, email and basic video streaming where there are only a couple of people using the connection at the same time.	<ul style="list-style-type: none"> - Basic online activities - Basic Video conferencing and calling - Basic online gaming - HD Video Streaming 	Your household probably has several devices that you connect via your WiFi or a Wired (Ethernet) connection.
	5G FWA (wireless)	Suits medium or large households who have lots of connected devices and are online everyday learning, streaming, playing and working from home.	<ul style="list-style-type: none"> - Basic online activities - Basic Video conferencing and calling - HD/4K Ultra HD Video Streaming - Basic online gaming - Smart home devices like security cameras - Content creation and uploading 	Your household has lots of devices that you connect to the internet via WiFi or a Wired (Ethernet) connection and are often being used at the same time by different members of your household, or you upload a lot of content and video.

	ACCESS TECHNOLOGY	CUSTOMER OVERVIEW	TYPES OF APPLICATIONS YOU MIGHT USE	TYPES OF DEVICES YOU MIGHT USE Examples of devices include: PC, Laptop, Mobile Phones, Smart TV's, Game Consoles, Smart Home Devices like connected lighting, security cameras etc
STANDARD FIBRE	Fibre 50/10	Suitable for medium households using services like web browsing, email, and video streaming.	<ul style="list-style-type: none"> - Basic online activities - Video conferencing and calling - HD/4K Ultra HD Video Streaming - Online Gaming - Smart home devices like security cameras 	Your household probably has several devices that you connect via your WiFi or a Wired (Ethernet) connection.
	Fibre 100/20	Suits medium or large households who have lots of connected devices and are online everyday learning, streaming, playing and working from home.	<ul style="list-style-type: none"> - Basic online activities - Video conferencing and calling - HD/4K Ultra HD Video Streaming - Online Gaming - Smart home devices like security cameras - Content creation and uploading 	Your household has lots of devices that you connect to the internet via WiFi or a Wired (Ethernet) connection and are often being used at the same time by different members of your household, or you upload a lot of content and video.
	Fibre 300/100	Suits medium or large households who have lots of connected devices and are online everyday learning, streaming, playing and working from home.	<ul style="list-style-type: none"> - Basic online activities - Video conferencing and calling - HD/4K Ultra HD Video Streaming - Online Gaming - Smart home devices like security cameras - Content creation and uploading 	
	Fibre Max	Suits large households who stream on multiple devices in 4K High definition, pro-level gamers, or those uploading or downloading large quantities of data or video files as they learn, stream, play or work from home.	<ul style="list-style-type: none"> - Basic online activities - Video conferencing and calling - HD/4K Ultra HD Video Streaming - Online Gaming - Smart home devices like security cameras - Content creation and uploading 	

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HFC	HFC (cable)	Exclusively available in parts of Wellington, Christchurch, and the Kapiti Coast. Suits medium or large households who have lots of connected devices and are online every day learning, streaming, playing and working from home.	<ul style="list-style-type: none"> - Basic online activities - Video conferencing and calling - HD/4K Ultra HD Video Streaming - Online Gaming - Smart home devices like security cameras - Content creation and uploading 	Your household has lots of devices that you connect to the internet via WiFi or a Wired (Ethernet) connection and are often being used at the same time by different members of your household, or you upload a lot of content and video.
HYPERFIBRE	Hyperfibre 2Gbps Hyperfibre 4Gbps Hyperfibre 8Gbps	Suits large households or those that are online every day, using large amounts of data using multiple simultaneous gigabit downloads as they learn, stream, play and work from home. And want it all to happen as fast as possible.	<ul style="list-style-type: none"> - Basic online activities - Video conferencing and calling - HD/4K Ultra HD Video Streaming - Online Gaming - Smart home devices like security cameras - Heavy content creation and large file uploading - Multiple, simultaneous gigabit downloads 	You simply want the fastest Fibre service available to do all the things you need to do online. You've got lots of connected devices that are downloading and uploading a lot of data everyday

Other technology options may be available depending on location, including wireless broadband providers and satellite services. These offer a range of services that may be suitable for a range of applications. Check websites for details.

SATELLITE: Suitable for remote parts of New Zealand, low-earth orbit (LEO) satellites offer an alternative to terrestrial services and work with a clear line of sight to the increasing number of satellites orbiting overhead. LEO satellite services are still relatively new to the New Zealand market and involve customers setting up their own satellite dish and managing the connection themselves.

APPENDIX A: INFORMATION REGARDING GAMING

In the above table, online gaming refers to first person/real time gaming like first person shooters, racing games etc. Some games do not require real time interaction (e.g., turn based games like word games, chess etc) will likely work on all types of broadband connections regardless of speed or other performance factors.

Xbox recommends for online gaming a minimum download speed of 3Mbps and upload speed of 0.5Mbps, with a ping of less than 150ms.

Nintendo Switch recommends 3Mbps download and 1Mbps upload speeds.

PlayStation recommends a minimum connection speed of at least 2Mbps.

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