The accompanying data is to validate the following **eir Fibre** marketing claims based on Speedtest Intelligence data in Ireland for April 1 – September 30, 2023 (referred to as Q2-Q3 2023): Ookla has included a data export table below which details the median download speeds and Consistency Score™ for eir Fibre and its competitors in the counties referenced for April 1 – September 30, 2023.

County Dublin
- Eir Fibre Broadband has the Fastest and Most Reliable Broadband Speeds

County Cork
- Eir Fibre Broadband has the Most Reliable Broadband Speeds

County Waterford
- Eir Fibre Broadband has the Fastest and Most Reliable Broadband Speeds

County Limerick
- Eir Fibre Broadband has the Most Reliable Broadband Speeds

County Galway
- Eir Fibre Broadband has the Fastest and Most Reliable Broadband Speeds

County Dublin – Q2-Q3 2023 – Top Providers			
Operator	**Test Count**	**Consistency Score**	**Median Download (Mbps)**
eir Fibre	32,950	92.54%	210.43
Virgin Media	226,581	88.59%	188.73
Sky	44,125	83.69%	88.02
Vodafone	158,951	78.56%	82.82

County Cork – Q2-Q3 2023 – Top Providers			
Operator	**Test Count**	**Consistency Score**	**Median Download (Mbps)**
eir Fibre	29,144	92.52%	180.15
Virgin Media	12,248	89.18%	180.62
Sky	24,628	85.76%	105.14
Vodafone	28,110	82.42%	91.9
Digiweb	10,292	81.23%	90.04
Imagine	7,221	54.58%	38.25

County Waterford – Q2-Q3 2023 – Top Providers			
Operator	**Test Count**	**Consistency Score**	**Median Download (Mbps)**
eir Fibre	6,427	92.96%	208.56
Virgin Media	7,323	86.82%	173.74
Sky	4,010	86.87%	122.62
Vodafone	4,520	82.10%	83.08
Digiweb	2,993	73.65%	51.43
Imagine	1,067	63.78%	43.16

County Limerick – Q2-Q3 2023 – Top Providers			
Operator	**Test Count**	**Consistency Score**	**Median Download (Mbps)**
eir Fibre	10,155	91.25%	160.92
Virgin Media	4,754	83.62%	156.37
Sky	9,225	86.24%	110.99
Vodafone	10,754	83.08%	106.83
Digiweb	4,497	78.50%	86.79
Imagine	3,075	55.67%	41.22

County Galway – Q2-Q3 2023 – Top Providers			
Operator	**Test Count**	**Consistency Score**	**Median Download (Mbps)**
eir Fibre	13,135	90.80%	150.52
Virgin Media	6,223	80.56%	112.56
Sky	6,657	85.81%	118
Vodafone	12,350	83.34%	102.77
Lightnet	5,126	63.23%	35.03
Airwire	2,392	48.28%	22.64
Imagine	3,705	57.01%	41.88

Median Download Speed

Download speed measures how quickly you can pull data from a server on the internet to your device. Download speed is measured in megabits per second (Mbps).

The median, or equivalently the 50th percentile, of a list of numbers is the center-most value found by arranging all the observations from lowest-valued to highest-valued. If there is an odd number of observations, one would be guaranteed that a center-most value exists. If there is an even number of observations, one would average the center-most two in the aforementioned ranked data points to obtain the median. The median is preferred as a measure of center when outliers are present, or when the data distribution is expected to be skewed. However the median is also a measure of rank, or order, like any other percentile.

Consistency Score

When analyzing Consistency Score in a quarter, Ookla solely considers top providers (all providers with 3% or more of total test samples in the market for the period). Consistency Score represents the percentage of an operator's samples in a given timeframe which provide an acceptable level of performance. It is calculated using thresholds of download and upload depending on the network; 25 Mbps download and 3 Mbps upload for fixed internet. These speed thresholds align to the Federal Communication Commission's definition of acceptable broadband performance. These claims can be made at country, region and city levels.

When an operator provides the highest percentage of speeds above these thresholds, then consumers can expect reliable speed performance from that operator relative to the competition. Please note that it is a requirement to include the word "speeds" when referencing reliability as to avoid confusion with network reliability.

A marketing claim can only be approved for the top ranked competitor (when ordered according to the performance metric). Other competitors cannot be approved for the claim. The evaluation of the marketing claim is responsible for deciding whether our data set provides sufficient evidence that the top ranked competitor in our data set is indeed the top ranked competitor in the specified market.

For any claim that indicates one provider has a more consistent network than another, there must be a meaningful difference in performance between the providers in that market. For a provider to make a valid comparison claim, there must be a difference of at least 1% between the operator making the claim and the competitor to which they are making the comparison.

Sampling Methodology

We use a rigorous sampling methodology to combat sampling bias and ensure data accuracy. Through consumer-initiated testing, Speedtest gives every user a voice to describe what the internet connection is like on their device at the times and places that matter most to them. Whether a user takes a Speedtest once per month or once per hour, our sampling methodology makes sure that each user's voice is heard and is not drowned out by high-volume testers. When we aggregate data from all of the tests we've received, each user's Speedtest results are averaged to create a single sample that summarizes his or her internet experience for that time period and geographic area. We then evaluate each service provider based equally on the samples provided by each of its users. This removes the potential for results to be skewed by individual outliers or short-term fluctuations in service or user behaviors.

Speedtest Intelligence® data is comprised of millions of consumer-initiated tests performed on web and mobile Speedtest® platforms. All providers in Ireland are represented in Speedtest Intelligence data, with significant volumes of tests nationwide. We can confirm that Speedtest Intelligence data supports this Network Consistency performance claim.

Speedtest Methodology can be reviewed here

