

A better understanding of Broadband Speeds

What is broadband?

Broadband Internet access, often called 'Broadband Internet' or just 'Broadband' is an Internet connection which allows end users to access the Internet through the network of an Internet Service Provider (ISP). Broadband is also often called 'High-Speed Internet' as it has a higher rate of data transmission compared to a dial-up connection. A high speed data connection allows users to connect to the Internet and enjoy browsing, e-mail, games and other on-line applications such as e-banking, e-learning and e-government.

What benefits does broadband offer to me as a customer?

Broadband offers the following significant improvements over dial-up Internet access:

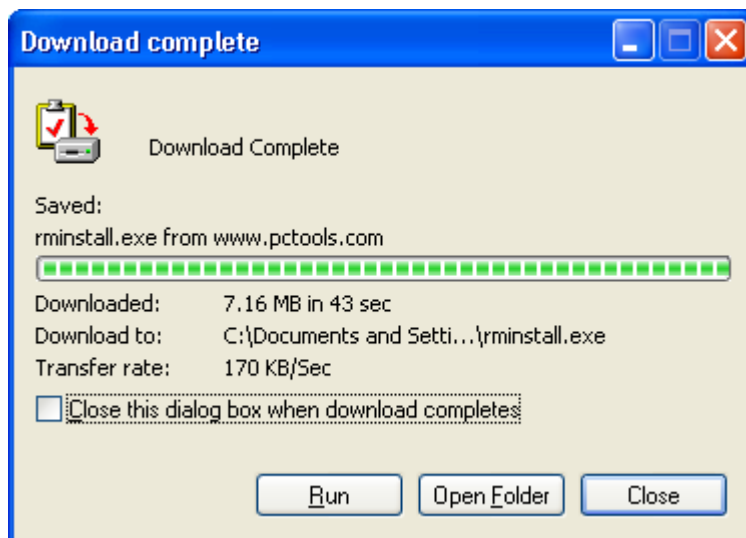
1. Allows you instantaneous Internet access due to broadband's '**always-on nature**'. There are no delays or dropped connections which can frequently happen with dial-up access.
2. **Higher data transfer speeds** (five times faster compared to dial-up or higher) transforms your experience of using the Internet from a frustrating one to an enjoyable one. Web pages load quickly and file transfers speed up considerably.
3. Higher data transfer speeds make feasible the delivery of **high quality audio and video over the Internet** in real time, as compared to dial-up Internet access which is limited to conveying text, graphics (slowly) and sub-standard audio and video.

How do we measure Broadband speed?

Broadband speed is the rate at which data is transmitted over a broadband connection. The speed of a broadband connection is usually measured in kbps (kilobits-per-second) or Mbps (Megabits-per-second). The conversion is simple, 1 Mbps = 1,000 kbps.

When measuring or comparing speeds, it is important for you to use the same metric units to avoid confusion. For example, at the end of each download, Windows reports speeds using KB/sec (kilobytes-per-second) and this must be converted to kilobits-per-second (1 KB/sec = 8 kbps).

Example: In the screenshot provided below, a file has been downloaded at a rate (speed) of 170 KB/sec. In this case the broadband connection speed the user has experienced is $170 \text{ KB/sec} = 8 * 170 \text{ kbps} = 1,360 \text{ kbps} = 1.36 \text{ Mbps}$.



My Broadband connection is 1 Mbps/256 kbps. Why are two speeds mentioned?

As is the practice with most ISPs around the world, du's broadband offers for consumers are asymmetric. The first number (1 Mbps) refers to the download speed, i.e. the speed at which you can receive data from the Internet. The second number (256 kbps) refers to the upload speed, i.e. the speed at which you can send data to the Internet.

The download speed is the important figure, as that is what determines your Internet experience.

I have a Broadband Internet connection, yet it is slow, why?

The download speed you have subscribed to is the maximum speed at which you can receive data from the Internet. But the actual speed you experience day-to-day depends on many factors, most of them outside the control of du.

- **The congestion on the Internet** varies considerably during the day, depending on how many Internet users are active in various parts of the world. If your data travels through a part of the Internet that is congested, you will experience slow speeds. For example, the Internet in the USA can be very busy when it is 2 a.m. in the Gulf region, so you may experience slow speeds accessing a USA server and at the same time good speeds accessing a server in the GCC.
- **The capability of individual website** you are visiting is a critical factor in the speed that you experience. If the web server or game server you are using is overloaded with a large number of users, it will send data slowly to your computer. As the number of users on a server changes by day and time, you will experience different speeds at different times.
- **The broadband connection of the server** you are accessing also determines the speed you experience. If you have an 8 Mbps connection but the server is on a 2 Mbps connection, the best speed you can possibly get is 2 Mbps.
- **Sharing the Internet connection** at home will also slow down your experience. For example, if your house has a 2 Mbps connection and there are 3 family members trying to access the Internet simultaneously, the speed available is shared amongst the 3 users. It is a common misconception that each user will get 2 Mbps. The combined speed of all the users will be 2 Mbps.
- **Malicious software installed on your PC** can in some cases negatively impact your experience of Internet speed.

While du is dimensioning its network to deliver the promised speeds, please keep in mind that the Internet is an 'open environment' and the end user experience is still impacted by factors beyond our control

Broadband packages from du

du continues to raise the bar through innovative products, and has introduced first-of-their-kind broadband offers for consumers.

du offers a choice of 7 broadband speeds with customer-friendly features as follows.

Broadband Package	Monthly Fee (AED)
Broadband 12 Mbps package <ul style="list-style-type: none"> • 12 Mbps/1 Mbps high speed Internet • 5 email addresses, 1 GB per mailbox 	749
Broadband 8 Mbps package <ul style="list-style-type: none"> • 8 Mbps/512 kbps high speed Internet • 5 email addresses, 1 GB per mailbox 	599
Broadband 4 Mbps package <ul style="list-style-type: none"> • 4 Mbps/512 kbps high speed Internet • 5 email addresses, 1 GB per mailbox 	449
Broadband 2 Mbps package <ul style="list-style-type: none"> • 2 Mbps/512 kbps high speed Internet • 5 email addresses, 1 GB per mailbox 	349
Broadband 1 Mbps package <ul style="list-style-type: none"> • 1 Mbps/256 kbps high speed Internet • 5 email addresses, 500 MB per mailbox 	249
Broadband 512 kbps package	189



Broadband Package	Monthly Fee (AED)
<ul style="list-style-type: none">• 512 Kbps/128 kbps high speed Internet• 5 email addresses, 250 MB per mailbox	
Broadband 256 kbps package <ul style="list-style-type: none">• 256 Kbps/64 kbps high speed Internet• 2 email addresses, 100 MB per mailbox	149

All broadband packages include 20 MB web hosting space and McAfee Virus Scan + (Antivirus, Antispyware).

How do I subscribe to du's Broadband services?

Existing du customers, who want to subscribe to a broadband package, or upgrade their existing broadband package, can do so by calling the 24-hour du Customer Care line at 04-390 5555.

Customers can also subscribe to du broadband services by visiting du shops at the following locations:

- Dubai Media City, Building #14, Ground floor
- Ibn Battuta Mall (Persian Court)
- du kiosk, Mall of the Emirates (near Carrefour)
- Jumeirah Centre, Jumeirah Beach Road (near Spinney's)
- Dubai International Financial Centre (DIFC), Precinct Building No. 4 (next to Emirates computer shop)
- Jumeirah Beach Residence, Sadaf Tower, Plaza floor
