

The UK's lowest standard priced Fibre

Sky Fibre is the UK's lowest standard priced UK residential fibre-to-the-cabinet, cable or fibre-to-the-premises service. As a 'standard price' comparison, this measures ongoing pricing that will not automatically increase (i.e. as compared with introductory pricing). Therefore, the comparison excludes offers and line rental upfront payment options, which are available in market (for details see competitor and comparison websites (e.g. <http://www.simplifydigital.co.uk/broadband/fibre-optic-broadband-availability>).

Below is an illustration of standard monthly pricing among major providers over 18 months, and also 12 months where competitors also offer 12 month minimum term options. Features vary between providers and there are other providers of fibre broadband services that are not listed below, however, none has lower standard pricing over 12 and 18 months and that continues without automatic price increases.

	BT BT Infinity 1 + Weekend Calls	Virgin Media Broadband Only	TalkTalk Fibre Broadband	Plusnet Unlimited Fibre	EE Fibre	Sky Fibre
FIBRE (STANDARD MONTHLY PRICE)						
Advertised headline download speed	Up to 38Mb	Up to 50Mb	Up to 38Mb	Up to 38Mb	Up to 38Mb	Up to 38Mb
Usage Cap	20GB	Unlimited	Unlimited	Unlimited	Unlimited	25GB
Monthly price first 6 months	£13.00	£28.50	£15.00	£14.99	£9.95	£10
Monthly price for months 7-12	£13.00	£28.50	£15.00	£14.99	£19.95	£10
Monthly price for months 13-18	£18.00	£28.50	£15.00	£14.99	£19.95	£10
Minimum term	12 mths	12 mths	18 mths	18 mths	18 mths	18 mths
Total cost over 18 months	£264.00 (£156.00 over first 12 months)	£513.00 (£342.00 over first 12 months)	£270.00	£269.82	£299.10	£180.00 (£120.00 over first 12 months)
SET-UP COSTS						
Activation fee	£30.00	£49.95	£50.00	£0.00	£0.00	£50.00
Router Delivery charge	£6.95	£0	£6.75	£5.99	£0.00	£6.95
LINE RENTAL (STANDARD MONTHLY PRICE)						
Monthly standard LR cost	£16.99	£0.00	£16.70	£15.95	£15.75	£16.40
Total LR cost over 18 months	£305.82 (£203.88 over first 12 months)	£0.00	£300.60	£287.10	£283.50	£295.20 (£196.80 over first 12 months)
TOTAL COST OVER 18 MONTHS	£606.77 (£396.83 over first 12 months)	£562.95 (£391.95 over first 12 months)	£627.35	£562.91	£582.60	£532.15 (£373.75 over first 12 months)

Each of the above providers provide their own router (specifications vary) inclusive with their broadband product. BT Infinity 1 includes access to over 12 million Wi-Fi hotspots worldwide, BT Smart Talk app, BT Sport app and online player, and 5GB Cloud Online storage at no extra charge. BT Infinity 1 (12 month min term) includes weekend UK calls (inc 0845). Virgin Media up to 50Mb Broadband includes WiFi on the Tube and 5GB Cloud Online storage at no extra charge. TalkTalk Fibre includes the Talk2Go app. Plusnet Unlimited Fibre includes evening & weekend UK calls (inc 0845). EE Fibre includes weekend UK landline calls (inc 0845). Sky Fibre comes with unlimited WiFi at thousands of hotspots and unlimited weekend calls of up to an hour to 01, 02, 03 and 0870 numbers (excluding Channel Islands, indirect access & dial-up internet numbers). Acceptable Use Policy applies. Compatible line required for Sky customers otherwise £20 connection fee may apply. See sky.com for more details and our Usage Policies. Correct as at 29 April 2015