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Media release

New year, new internet plan

- The New Year is the right time to check if you are still on the right internet plan for your needs.
- Data usage has skyrocketed in recent years – but two out of three Australians on the **nbn**[®] network have not changed their internet speed plan in the past three years¹.
- You can get a great **nbn** deal by evaluating your usage, talking to your internet provider or shopping around, and reviewing your plan at least once a year.

A good resolution to start the New Year is to check you are on an internet plan that meets your current needs – not those of a few years ago.

Data usage on the **nbn** network has more than tripled in the past seven years, but many Australians are stuck on the same plan they've had for ages¹.

Dr Robert Joyce, Head of Customer Strategy and Innovation at nbn, said:

“A new year is an excellent time to check if you are still getting a great deal on your internet plan, and if it is going to do everything you want it to do for you and your family.

“We've found that more than a third of **nbn** customers don't know what internet speed tier they're currently on², and one in seven aren't aware that **nbn** offers internet retailers different speed plans².

“If your 2024 resolutions include things like be more productive, upskill in your career, open a new online business, make the family more tech-savvy, or if you're moving into a new place and want to make your home future-ready, a high-speed internet connection is what you need and **nbn** is here to help make that happen.

“We're encouraging customers to check in with their internet provider or to find a plan that suits them the best by using these three tips:

1. **Check your usage** Consider the number of connected devices and applications used in your home. The more devices and data intensive applications you use, the higher speed **nbn** plan you will likely need.
2. **Talk to your internet provider** to see if your plan is still right for you based on your usage, or if there is a better **nbn** powered plan and deal for you. If not, shop around. Everyone wants the best **nbn** powered plan and deal for their needs.
3. **Review your plan regularly** We recommend checking your plan still meets your needs at least once a year. There's an **nbn** powered plan to suit households of all shapes and sizes.”

Dr Joyce said another option available for data hungry households was upgrading to **nbn**'s fastest residential technology – full fibre.

“More fibre and more speed is available to more Australian homes and businesses with more than three million premises now able to upgrade from connections that included copper to full fibre and enjoy the benefits of our fastest residential plan³.”

Check if you can upgrade to full fibre and access faster speeds at nbn.com.au/fibreupgrade

ENDS

Disclaimers

1. Survey commissioned by **nbn** through The Behavioural Architects. n=2,504 nationally representative.
2. **nbn** customer surveys. Fieldwork January - November 2023. n=>5,000 nationally representative.
3. Customer experience on **nbn** full fibre, including speed, depends on your internet provider, equipment quality and if you use the internet at peak times.

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Resources

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