

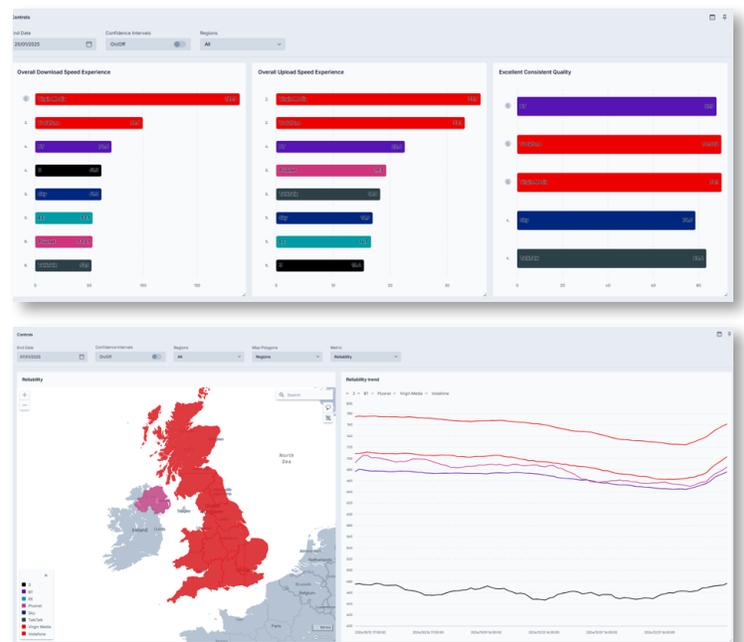
# ONX Broadband Spotlight

Compare your customers' experience to the competition

**ARM YOUR EXECUTIVE TEAM WITH INDEPENDENT INSIGHT INTO THE NETWORK EXPERIENCE YOUR COMPANY DELIVERS**

## Product Overview

ONX Broadband Spotlight provides executive-level insights into the broadband network experiences of your customers. Through a range of independently tested metrics, we help you understand the data behind our publicly reported scores. Opensignal provides a comprehensive view of your standing against your competitors at the national, regional, and city level, across speed, video, reliability and more. With updates on a daily or weekly basis, you'll have the ability to absorb and respond to competitive dynamics quickly and effectively.



## For Network Executives

ONX Broadband Spotlight provides **senior executives** with a consistent snapshot of how your network is performing against the competition, allowing you to amplify competitive excellence and escalate potential challenges.

With ONX Broadband Spotlight, executives have access to:



Understanding overall impact of end-to-end user experience from competitive market dynamics



Comparisons to the user experience of competitor networks in the same geography and technology segmentation



Regular updates on real-world user experience across the network



Early access to public reporting of Opensignal metrics before they are made generally available

## ONX Broadband Spotlight Fundamentals



### True Experience Measures

Insights based on hundreds of millions of real-world measurements taken directly from user devices during day-to-day usage on Wifi networks



### Statistical Robustness

Follows Opensignal's best practice statistical methods with all results presented with confidence intervals



### Competitive Benchmarking

Scores are included for all major national operators within your market



### Early Visibility

Get access to Opensignal's public metrics reports ahead of publication



### Independent Data Collection

Trusted and transparent third-party sources for network experience data and insights

## Why Opensignal

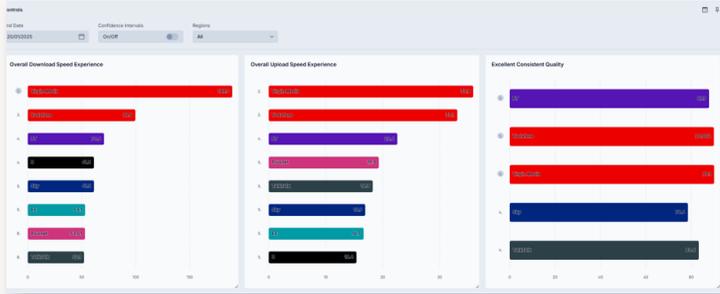
**Opensignal is the leading global provider of independent insights into the connectivity experiences and decisions of consumers.** Our proprietary insights into mobile and broadband networks give operators the solutions they need to profitably compete and win, from executive-level scorecards and public validation to pin-point level engineering analytics and consumer decision dynamics. Our collection methods are proprietary and transparent, and enable operators to continually improve connectivity for all. The company has headquarters in the USA, Canada, and the UK, and sales offices in South America and Asia.

**For further information about our ONX Product Suite for network operators please contact us.**

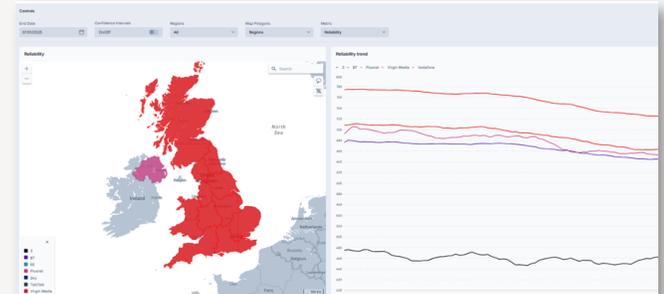
**Read Our Market Insights Reports at [Opensignal.com](https://www.opensignal.com)**

# Example ONX Dashboards

## Broadband Network Experience



## Metrics Trending



## Metrics & Segmentation Overview

### Other Metrics & Segmentation Included In ONX Broadband Spotlight

#### Opensignal Experience Metrics

- Broadband Download Speed Experience
- Broadband Upload Speed Experience
- Broadband Peak Download Speed
- Broadband Peak Upload Speed
- Broadband Reliability Experience
- Broadband Video Experience
- Broadband Consistent Quality

#### Segmentation Options

- By Operator/ISP
- By Granularity: Country, Region, City



### Update Frequency

ONX Broadband Spotlight metrics are updated with the latest data and measurements on a daily or weekly basis, based on a rolling-average of data sampled over the previous 90 days period.



### Access

ONX Broadband Spotlight is accessible via an online portal login and as a data feed.

- **Data Start Date:** Two weeks from confirmed receipt of purchase order