



BT Business claims

1. Supporting/Protecting more businesses than any other network

2. The UK's most trusted network for business

1. Supporting/Protecting more businesses than any other network

Data collected by Point Topic shows that BT Business (listed in the table below as “BT Group”) has more customers than any other business broadband provider, at 571,000. The nearest competitor is Virgin Media O2 with 223,100. Point Topic update this information on a quarterly basis, using public announcements, analysis and figures provided by the suppliers.

Given we have more business customers than any other network, we can say that we support more businesses than any other network. Because we offer web protect across all business broadband tiers and built-in hub security we can also say we protect more businesses than any other network.

	A	S
1	RETAIL ISP	2025Q4
2	B4RN	400
3	Be Fibre (Full Fibre)	3,350
4	brsk	4,300
5	BT Group	571,000
6	Community Fibre	5,600
7	connexin	600
8	Fibrus	4,650
9	G.Network	2,400
10	Gigaclear	4,100
11	Glide	10,100
12	Grain Connect	4,650
13	Hey! Broadband (F&W Networks)	1,550
14	Hyperoptic	17,300
15	IDNet	13,100
16	ITS Technology	14,000
17	KCOM	10,500
18	LightSpeed	875
19	LilaConnect	1,000
20	MS3 Communications	850
21	OFNL	9,600
22	Ogi Internet	1,400
23	Quickline	1,225
24	Sky UK	98,350
25	Starlink UK	4,150
26	TalkTalk	153,000
27	toob	10,100
28	Trooli	1,350
29	TrueSpeed Communications	3,500
30	UK Other	573,200
31	Virgin Media O2	223,100
32	Vodafone UK	77,500
33	Wessex Internet	800
34	WightFibre	1,800
35	YouFibre	30,200
36	Zen Internet	109,200
37	Zzoomm	3,350
38	TOTALS	1,972,150

2. The UK's most trusted network for business

The claim is based on monthly survey data from Hall & Partners of a representative sample of approximately 350 UK businesses of all sizes.

In the survey, respondents answer a multiple-response question: “Which brands apply for each statement?”. They are shown a list of statements including “Is a company my business can trust” and a list of brands they are aware of (captured earlier in the survey). Respondents can select as many brands as they feel apply, or none. BT consistently scores the highest on the question “is a company my business can trust”.

1	Interval	Metrics	Brands	Data Type	Dec '25	Jan '26
2	3 month rolling	Is a company my business can trust	BT Business	Score	48%	50%
3	3 month rolling	Is a company my business can trust	Daisy	Score	6%	5%
4	3 month rolling	Is a company my business can trust	EE Business	Score	39%	39%
5	3 month rolling	Is a company my business can trust	Gamma	Score	6%	6%
6	3 month rolling	Is a company my business can trust	O2 Business	Score	30%	30%
7	3 month rolling	Is a company my business can trust	Plusnet	Score	14%	13%
8	3 month rolling	Is a company my business can trust	Sky Business	Score	32%	30%
9	3 month rolling	Is a company my business can trust	TalkTalk Business	Score	16%	15%
10	3 month rolling	Is a company my business can trust	Three	Score	21%	20%
11	3 month rolling	Is a company my business can trust	Virgin Media Business	Score	28%	28%
12	3 month rolling	Is a company my business can trust	Vodafone Business	Score	39%	38%
13	3 month rolling	Is a company my business can trust	Vonage Business	Score	3%	3%
14	3 month rolling	Is a company my business can trust	XLN	Score	3%	3%
15						
16	3 month rolling	Is a company my business can trust	BT Business	Sample size	1119	1108
17	3 month rolling	Is a company my business can trust	Daisy	Sample size	1119	1108
18	3 month rolling	Is a company my business can trust	EE Business	Sample size	1119	1108
19	3 month rolling	Is a company my business can trust	Gamma	Sample size	1119	1108
20	3 month rolling	Is a company my business can trust	O2 Business	Sample size	1119	1108
21	3 month rolling	Is a company my business can trust	Plusnet	Sample size	703	699
22	3 month rolling	Is a company my business can trust	Sky Business	Sample size	1119	1108
23	3 month rolling	Is a company my business can trust	TalkTalk Business	Sample size	1119	1108
24	3 month rolling	Is a company my business can trust	Three	Sample size	1119	1108
25	3 month rolling	Is a company my business can trust	Virgin Media Business	Sample size	1119	1108
26	3 month rolling	Is a company my business can trust	Vodafone Business	Sample size	1119	1108
27	3 month rolling	Is a company my business can trust	Vonage Business	Sample size	703	699
28	3 month rolling	Is a company my business can trust	XLN	Sample size	703	699
29						
30	3 month rolling	Is a company my business can trust	Multiple brands	Average	22%	22%
31						
32	3 month rolling	Is a company my business can trust	BT Business	Rank	1st	1st
33	3 month rolling	Is a company my business can trust	Daisy	Rank	10th	11th
34	3 month rolling	Is a company my business can trust	EE Business	Rank	2nd	2nd
35	3 month rolling	Is a company my business can trust	Gamma	Rank	10th	10th
36	3 month rolling	Is a company my business can trust	O2 Business	Rank	5th	4th
37	3 month rolling	Is a company my business can trust	Plusnet	Rank	9th	9th
38	3 month rolling	Is a company my business can trust	Sky Business	Rank	4th	4th
39	3 month rolling	Is a company my business can trust	TalkTalk Business	Rank	8th	8th
40	3 month rolling	Is a company my business can trust	Three	Rank	7th	7th
41	3 month rolling	Is a company my business can trust	Virgin Media Business	Rank	6th	6th
42	3 month rolling	Is a company my business can trust	Vodafone Business	Rank	2nd	3rd
43	3 month rolling	Is a company my business can trust	Vonage Business	Rank	12th	12th
44	3 month rolling	Is a company my business can trust	XLN	Rank	12th	12th