



Verification for the claims:

- 1. “Connecting more homes than anyone else”**
- 2. BT is the only major provider to offer Cyber Threat Protect as standard to all customers**

1. “Connecting more homes than anyone else”

The claim is based on Enders Analysis data up to Q4 2025:

UK fixed line market Q4 2025

		Dec-25
Residential broadband		
<i>Subscribers (000)</i>		
	BT Consumer	8,218
	Virgin Media O2	5,210
	Sky	6,609
	TalkTalk	1,629
	Vodafone	1,698
	Other	3,321
	Total	26,685

BT Consumer includes all of BT's residential customers across all brands, including EE and Plusnet. Sky includes Sky and Now broadband customers. All figures exclude wholesale and business subscribers.

Enders Analysis is an independent research service covering the media, entertainment, mobile and fixed telecommunications industries in Europe.

2. BT is the only major provider to offer Cyber Threat Protect as standard to all customers

Cyber Threat Protect from BT provides a suite of features including Scam Assistant, Safe Web, Dark Web Monitoring, Social Media Monitoring, Password Manager and up to 15 Norton anti-virus licenses. No other major provider includes an equivalent combination of security features in all of its broadband plans.

Broadband provider	Does the provider include a suite of security features equivalent to BT Cyber Threat Protect as standard to all customers?
Sky	X
Virgin Media	X
TalkTalk	X
Vodafone	X
Three	X
EE	X
Plusnet	X
BT	✓