



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” and “Only BT offers/includes advanced threat protection as standard”

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		
	Subscribers (000)		
	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” and “Only BT offers/includes advanced threat protection as standard”

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 advanced security features in all of its broadband plans at no extra cost.

Provider	Standard Security Offering	Protection Type	Advanced security (including device level protection) included as standard?
BT	Cyber Threat Protect + Hub Threat Protect	Network-level protection plus hub-based protection, device level protection	Yes
Virgin Media	Essential Security	Network-level protection built into the home Wi-Fi/network, protecting all connected devices from malicious and phishing sites. Advanced Security (£3.50/month) adds device-level antivirus, malware scanning/removal, identity protection, password management, banking protection and protection outside the home network. Not	No

		included as standard with all plans.	
Sky	Broadband Shield	Network-level malware, phishing and content filtering. McAfee security available separately/trial based. Not included as standard with all plans	No
TalkTalk	HomeSafe	Network-level filtering and parental controls Advanced security not included as standard with all plans	No
Plusnet	SafeGuard	Network-level filtering and protection Advanced security not included as standard with all plans	No
Vodafone	Secure Net Home	Network-level and home security features, depending on package Advanced security not included as standard with all plans	No