Press release: 2023 Global Broadband speed league UK version

*****STRICTLY EMBARGOED UNTIL TUESDAY 1 AUGUST AT 00:01 GMT*****

2023 Worldwide Broadband Speed League revealed – Europe dominates global league table

- Around 1.3 billion broadband speed tests conducted across 220 countries, analysed by Cable.co.uk, reveal UK broadband speeds in 34th place globally, behind 33 other – predominantly European – countries
- At 93.63Mbps – a huge increase over last year's measurement of 72.06Mbps – the UK average puts it in 17th place out of 28 states in Western Europe, or twelfth slowest. Average speeds in the UK are roughly 81% of the Western European average (118.69Mbps)
- Western Europe dominates the global speed table, containing eight of the top ten fastest countries in the world for broadband. The self-governing dependency of Jersey offers the fastest broadband in Europe (and in the world) with an average speed of 264.52Mbps
- Macau (231.40Mbps) and Taiwan (153.51Mbps) are the only two locations to make it into the top ten fastest in the world outside of Western Europe
- Countries in Northern Africa collectively had the lowest average speed in the world (9.81Mbps), while Western European nations collectively exhibited the highest average speed regionally (118.69Mbps)
- You can download the full data set including both country and regional figures, a detailed research methodology description, and use our interactive map via this study's landing page – please link either to this or to our broadband homepage if you intend to use our data. Please see the editor's notes for more information concerning this request

(Embargoed until) 28 July 2023: Analysis of around 1.3 billion broadband speed tests worldwide has revealed that the UK sits in 34th place, with an average speed of 72.06Mbps. The research was designed and compiled by Cable.co.uk, and the data gathered by M-Lab. Measurement Lab is led by teams based at Code for Science & Society; Google Inc; and supported by partners around the world.

The UK manages to trump 186 other countries, yet falls behind 33 others, and behind 16 Western European countries. This puts the UK in the slowest half in the Western Europe region when it comes to average broadband speed, despite the large improvement in average speed since our last report 12 months ago.

As seen in the league table, downloading an HD movie of 5GB in size would take 2m 35s at the average speed experienced in table-topper Jersey, while it would take 6h 38m in last-placed Afghanistan.

30 of the top 50 fastest-performing countries are located in Europe (Eastern, Western and Baltics), with six in Asia (Ex. Near East), six in the Caribbean region, three in South America, three in Northern America, one in the Near East and one in Oceania. By contrast, 32 of the 50 slowest-performing countries are located in Sub-Saharan or Northern Africa, five are in Asia (Ex. Near East), four are in the Near East, three are in the CIS (Former USSR) region, five are in Oceania, and one is in the Caribbean region.

48 countries failed to achieve average speeds of 10Mbps or greater, the speed deemed by UK telecoms watchdog Ofcom to be the minimum required to cope with the needs of a typical family or small business. This is down from 67 countries in 2022, and 94 countries in 2021, indicating significant speed improvements are ongoing in many parts of the world.

Commenting on the worldwide rankings, Dan Howdle, consumer telecoms analyst at Cable.co.uk, said:

"The UK continues to keep apace with average speeds around the world, failing to gain ground on other countries in the global league table, while at the same time maintaining roughly the same position.

"Speeds have increased globally by 30.044% since the same period in 2021/2022, while UK speeds have increased by 29.933% across the same period.

"Meanwhile, Europe continues to dominate the global league table, extending its lead over much of the world as FTTP full fibre continues to make an increasingly large dent in consumer uptake."

Notes for editors

- **IMPORTANT NOTICE:** When using our research it is vital you link to the source page for this project. While we respect individual editorial policy, the dissemination of our research from one site to another without our involvement means that, without a traceable path back to the source, articles can and do begin appearing without crediting our work. This in turn leads to an inundation of queries at our end from people wishing to find the data source themselves. And that can often mean more work than our small team can handle. Please consider this, and your readers, when deciding whether or not to link to the source in your article, news story, feature or white paper
- Other annual research designed and conducted by Cable.co.uk includes worldwide broadband pricing, and worldwide mobile data pricing, how global network speeds were affected by stringent COVID-19 lockdown periods, and finally our global study of electricity prices.
- An interactive map, along with further insights and downloadable versions of the data set, our full research methodology, and this press release can be found on the research source page
- Cable.co.uk analysed data collected by M-Lab in a 12-month period up to 30 June 2023, including 220 countries and territories. Some locations have been excluded from the study due to very low sample sizes. You can find the data for them regardless, in the separate tab of the spreadsheet labelled 'Excluded countries'
- Note that it is not our remit to analyse or interpret results within specific countries, but rather to provide a starting point for others to do so. Requests to expound on an individual country basis will therefore be declined. The answers to most questions beyond that are found in the methodology document, downloadable via the research source page. For anything else, please email Dan Howdle (dan@cable.co.uk), project head and consumer telecoms

analyst. For purely technical queries concerning data extraction and speed-testing methodology, please email Mark Ashton (mark@cable.co.uk), head of research and development