



**THE HON PAUL FLETCHER MP**  
Minister for Communications, Cyber Safety and the Arts

**MEDIA RELEASE**

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**Festive season to boost data usage**

NBN Co is today reminding Australians to prepare their homes for a connected Christmas, with the number of internet-connected devices and data consumption expected to soar over the festive season.

Minister for Communications, Cyber Safety and the Arts, the Hon Paul Fletcher MP, welcomed the initiative, which offers consumers practical tips to maximise in-home connectivity over the holidays.

“The National Broadband Network (NBN) is supporting Australian households as they download more data than ever before, and we expect this festive season to be no exception,” said Minister Fletcher.

“Last year, Boxing Day saw the highest amount of traffic carried over the NBN of any day of the year, with a 69 per cent increase on the daily average of 6.98GB per household<sup>1</sup>. This makes it timely for households to familiarise themselves with simple tips to optimise their in-home set-up.”

According to technology analysts Telsyte, the number of internet-connected devices is also expected to increase by 14 per cent, from 186 million in 2019 to 212 million in 2020<sup>2</sup>.

To prepare for the prime-time entertainment period over the festive season:

- **Optimise your Wi-Fi coverage** – The closer you are to your modem, the better your Wi-Fi signal is likely to be. Solid walls, fridges and furniture can block your signal. To improve your modem performance place your modem in an unobstructed raised position and consider installing a Wi-Fi extender to boost Wi-Fi coverage throughout your home.
- **Avoid interference** – Electronics such as microwaves and wireless security systems can interfere with Wi-Fi signals. To minimise interference, set up your modem away from other electronics.
- **Limit the number of connected devices** – Some computers, laptops, printers and phones may impact the speed of connection between your modem because they use an older type of Wi-Fi. Consider upgrading older devices or switch them off when not in use.
- **Check your modem** – Sometimes cables can become damaged, which may impact performance. Cables with kinks, twists or frays may need to be replaced. Newer model modems can also often handle larger number of connected devices and improve speeds.
- **Choose a speed for your needs** – To best support the activities you enjoy, check with your chosen retail provider that the speed tier you have signed up to meets your households’ needs. When selecting a speed tier, consider the number of connected devices that will typically be

<sup>1</sup> Average refers to June 2018 – November 2018 daily average per active service.

<sup>2</sup> Connected devices figures form Telsyte Australian IoT@Home Market Study 2019

used in your household at the same time.

- **Review your wiring choices** – Your modem will connect best when plugged into the first telephone wall socket in your home. Contact your retail service provider or a registered cabler to assess the quality of your in-home wiring.

More than 90 per cent of Australians are now able to connect to the NBN's high-speed broadband, with the company remaining on track to complete its build phase next year.

For more information visit: [www.nbnco.com.au](http://www.nbnco.com.au)

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