



Freelance copy and content writer

www.sophbradshaw.co.uk

its@sophbradshaw@gmail.com

Client: Zen Internet

Content type: Blog

How Can You Know If Your Internet Rivals the World's Best?

Harder, better, faster, stronger. Much like with the World Cup, we're all routing for the fastest internet speed (or player) in the world.

As the nation take their positions on the sofa to watch the World Cup unfold, many will be relying on a strong internet connection to do so. After all, nothing kills the game like a buffering screen just as Harry Kane heads in for a goal.

With Zen Full Fibre, you can rely on our ultra-fast internet speeds to stream every match – making you feel like you're watching from the crowd. The only difference is you'll have better snacks... it's a win win.

In today's modern world, we talk a whole lot about needing super-fast broadband to enable the best possible digital experience. But how can you really know what is a good internet speed? With so many different offerings, gaining a true understanding of your broadband package can feel like watching a football game in reverse: confusing and highly unnecessary.

Plus, with the strong sense of competition currently in the air (all friendly, of course), how does the UK stand up to the rest of the world when it comes to our internet speeds?

In this blog, we'll be covering:

- Internet speeds by country
- The best places in the UK for fast internet
- Understanding your internet speed

- What makes a good internet speed
- How you can make the most of your broadband
-

Read ahead to discover where in the world takes home gold for super-fast internet, along with how you can play broadband ball to secure your very own champion status...

Internet speeds by country

Ever wanted to download your new favourite TV show faster than you can say 'wi-fi'? When it comes to the fastest internet in the world, it really is about being in the right place at the right time. It turns out that some countries are stronger than others when it comes to fast internet speeds. As you read this, you're probably picturing a place renowned for future-forward technology. Right? Well, According to the latest insights shared by internet comparison site [Cable](#), the world league of internet speeds may just take you by surprise...

In case the Northern Lights weren't enough of a reason to put Iceland on your travel list, perhaps the fact it comes out tops for internet speeds will have you booking those flights. With an unrivalled speed of 216,65Mbps, you could download a 5GB in just over three minutes. So quick it could almost cause a brain-freeze.

Closely behind we can see Liechtenstein, Andorra, Taiwan and Luxembourg speeding their way into the top 5, more unexpected locations proving to be the dark horses in the world league. Meanwhile, Japan, France, USA, Singapore and Spain show they still have a place on the podiums – with impressive speeds securing their position in 2022's top 10.

1. Iceland
2. Liechtenstein
3. Andorra
4. Taiwan
5. Luxembourg
6. [Japan](#)
7. [France](#)
8. USA
9. Singapore

10. Spain

Fun fact: Last year, engineers in Japan made it their mission to set the new world record for the fastest internet in the world 2021. To do this, researchers created an experimental optical fibre with four cores – resulting in an internet speed of **319 terabits per second**. In simpler terms, that's roughly **7.6 million times faster than the average home** – enabling you to download **80,000 movies in one second**. Touché!

Where in the UK compares?

You're probably wondering where in the UK compares to the world-league for fast internet speeds. With remote working being the new normal and an increasing reliance on multiple digital devices, we all want to be able to access the best of the best when it comes to super-fast Wi-Fi. We may not have made the Top 10, but we do have a leader board of our own...

Recent studies shared by [Rentround](#) reveal that West Midlands is the winner for this particular heat, with an average download speed of 82.4 Mbps and a superfast availability of 95.8% – clearly no argy bargy there. Londoners will be chuffed to hear their city isn't far behind, providing an impressive 96.2% of its homes with access to superfast internet. So go ahead and stick the kettle on for a cuppa and enjoy the bangin' connection. If you're based in Yorkshire & Humber, you'll no doubt be wondering 'ow *much* you compare. No need to feel mardy – your area comes in at a close third with 75.5. With a superfast availability of 95.7%, that's reyt.

Curious to get into specifics on your local? See below for the city leader board. Hull proves to be the best in the game, whilst Birmingham and York show they're a force to be reckoned with when it comes to providing properties with superior connections.

How can you understand your internet speed?

Here at Zen, we know that the broadband dictionary can be a minefield for our customers. Understanding your internet speed needn't be complicated, and it can be highly beneficial for when it comes to ensuring you're choosing the perfect package for your specific needs. That's why we're here to break it down for you. To put it in very simple terms, internet speeds are measured in Mbps (that's 'megabits per second' for short). If you imagine bits being the tiny units of data –

let's say they're the babies of the data family – megabits are the larger units that represent a million of bits. The parents, if you will. When combined, they work together to deliver the very best service. So, if you want superfast availability, you want to be looking for the greatest number of Mbps. This will allow for rapid movie downloads, disturbance free video calls, and seamless gaming. That's one happy family.

So, that's the technical stuff... but how do you find out what your current broadband speed is? Easy. Head to your preferred speed test website or app such as www.speedtest.net for a fuss-free breakdown of your broadband speeds. Whilst we could talk for hours about data units, we know not everyone wants to be bombarded with digital jargon. If you want to know more about what broadband speeds actually mean, we have plenty of guides for you to delve in to [here](#).

What is a good internet speed?

A good internet speed will depend on what you intend to use your broadband for. For example, if you're after something basic to browse the web, connect with your friends on social or add to the wish list on your favourite online shop – you'll want a package with at least 10Mbps. This will work nicely for someone living on their own. But if there's a family or a house-share involved, this won't quite provide the best digital experience for everyone. If the kids are watching the latest Netflix comedy in one room, and the parents are enduring a day of work calls in the other – a package with higher Mbps will be needed.

So that you can get a clearer idea of what's 'good' for you – here's a rundown of the packages we offer...

There are different levels when it comes to broadband packages, and each provides a different level of speed to the user. The main different packages you'll find are as follows:

- **Fast/Standard Broadband:**with an average upload speed of 1Mbps and a download speed of 10Mbps, this will work for the internet user who wants something to get them from A to B.
- **Superfast Broadband:**depending on the level you go for; this one will give you up to 66Mbps and upload speeds of up to 17Mbps. Perfect for streaming high quality movies and avid gamers.

- **Ultrafast Broadband:**with download speeds reaching up to 900Mbps, this is current highest broadband package. Expect rapid downloads of HD movies, super smooth web surfing, and blip-free video calls.
- **Gigabit Broadband:**this is still in progression here in the UK, but the first results have been immense. Gigabit Broadband can provide homes and businesses speeds of up to 1000Mbps download – almost unheard of until now. Speeds so fast, even Theo Hernandez couldn't keep up.

How can you make the most of your internet speed?

Making the most of your internet speed is key for achieving the very best digital experience. Here at Zen, we want all our customers to feel like the broadband champs they deserve to be, streaming the latest game with no interruptions (unless, of course, it's to grab more snacks).

If you're finding your broadband package isn't performing as well as you'd expect it to, there's a few simple things you can do to help solve the issue. Whilst they're not always going to work for everyone, it's worth giving them a go to boost them up a little. Who knows, you could be the new favourite in the house for bringing your families internet back up to speed...

1. **Router Location**– check that your router isn't close to something that can potentially cause connection disturbances, like microwaves or baby monitors. The key is to keep it central so it can run without interference.
2. **Wired Connection**– games consoles and desktop computers are static devices that require to be wired up. Using an ethernet cable is the best option here – as it can help increase speed in comparison to wireless transfers.
3. **Router Upgrade**– legacy routers aren't so strong when it comes to keeping up with the speeds you'd expect from modern broadband. You can easily upgrade the hardware, which will give you some extra Mbps to optimise your internet performance.

We're here to help

Ready to make the most of your internet with your ideal broadband package, or have some more questions about what internet speeds? Feel free to [get in touch with our friendly team today](#) and we'll be sure to guide you through the whole thing. Game on.