

HOW TO MAKE THE MOST OF THE INTERNET

From gaming all night to running a small business, we've compiled everything you need to know about the importance of ultrafast rural broadband and the benefits it can have on your life - no matter what you use it for.





Although well-known for tranquillity and peacefulness, rural areas are also well known for terrible broadband. But having the best rural internet connection is now more important than ever. Everyday tasks can be completed easily, from downloading films and doing your shopping, right through to gaming and working from home.

[A recent survey carried out by Ofcom](#) showed that internet speeds in rural areas are less than a third of what they are in most urban cities. You might be used to annoyingly slow broadband, but there is a solution.

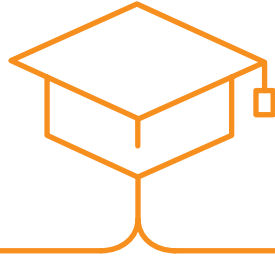
In this eBook, we've compiled what you need to know about having ultrafast rural broadband and the benefits it can have on your life - regardless of what you use it for.



HOW FAST INTERNET HELPS: THE LEARNING ENTHUSIASTS

Research has shown that children and young people with fast internet access do better at school than those with a poor connection.

- There's been a 25 percent increase in GCSE grades among students with fast internet access.
- An estimated one million children in the UK with poor internet connection are expected to score a lower grade on exam results.
- Finding and downloading information for work or college has been one of the most highly cited uses of the internet, with 33 percent of over-18s performing this activity.
- Internet access is now required for around half of all homework set.
- One in seven parents agree the internet is essential to their child's education.



From early learning to dissertations, a proper connection is essential to achieving your full educational potential.

An ultrafast and reliable internet connection in your area lets you properly access the full wealth of information out there on the internet. There's no more choosing between heading to the library or staying home to use super slow broadband. To see more on how ultrafast broadband is crucial to education, [click here](#). By downloading this eBook, you'll receive access to the best education resources the internet has to offer and the most informative places to learn on the internet for people of all ages.

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HOW FAST INTERNET HELPS: THE SPORTS FANATICS

With so many sports to consume, fans are quickly switching to online streaming. They want to keep up-to-date with the latest shock result in the Premier League and the late-night NBA games to see the Golden State Warriors dominate. Statistics have shown that 78 percent of people would pay more for online streaming than subscribing to traditional sports packages. With so many people wanting to stream in amazing quality, it's clear that only a fast internet connection will do.

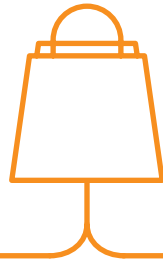
Not being able to watch your favourite sports on TV can be pretty frustrating, especially in rural areas. You shouldn't have to settle for radio commentary or sports feeds that are minutes behind the live action. Now, more and more sports are best enjoyed online. Sky Sports have started to show the occasional NBA game on Twitter, BT Sports has an enhanced video platform for European football while pay-per-views can be viewed online for non-televised sports.

With so many ways to now digest sports, you can take advantage of using multiple devices to tune into sports without slowing down the speed in your home.



An ultrafast connection always provides that crisp, 4K quality that everyone wants to they can feel like they're at the big game. With so many ways to now digest sports, you can take advantage of using multiple devices to tune into sports without slowing down the speed in your home. To see how ultrafast broadband can enhance your sports viewing experience, [read more here](#). You'll find the best streaming apps to keep you up-to-date, making the most of technology and even quick snacks to make just in time for kick off.



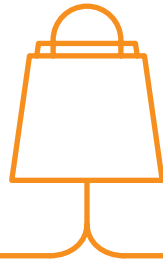


HOW FAST INTERNET HELPS: THE SAVVY SHOPPER

A Royal Mail survey found that 80 percent of people in the UK prefer to buy online rather than in-store. Whether you're buying clothes online or the weekly food shop, the internet means you can do it from the comfort of your own home. As well as its convenience, better broadband massively enhances the shopping experience.

Ultrafast broadband lets you complete shopping activities in just a few clicks online, eliminating the hassle of doing it all in person.

Whether you're buying clothes online or the weekly food shop, the internet means you can do it from the comfort of your own home.



Fast internet means you can shop quickly from the comfort of your own home. There's no waiting around for pages to load, you get instant access to time-sensitive discounts and buy items before they sell out, without having to go find out in person. Plus, you can shop in multiple stores at once with several tabs open - something that isn't feasible in person. You also don't have to travel and there are no failed checkouts.

If you want more useful tips and tricks on how you can be a savvy internet shopper and saver - as well as tips on banking safely online - [download our eBook here.](#)





HOW FAST INTERNET HELPS: KEEPING IN TOUCH

Whether it's the kids logging into whatever the latest social media app is, keeping in touch with family overseas or checking in on the grandparents: a fast and reliable internet connection is needed for speedy communication. With 88 percent of people believing that fast internet has made communication easier and the average adult now spending more time on social media than sleeping, better broadband can help enhance that experience even more.

**88 percent of people believing
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Everyone in your home needs fast internet for different reasons. Everything is now reliant on the internet, but it's no good if it's so slow that everyday tasks take hours.

Fast internet means you get news updates instantly. Staying in touch with friends and family on apps like Facebook, WhatsApp and Skype all need fast broadband so the connection doesn't drop when you're catching up with them from halfway across the world. Everyone in your home will be happy with fast broadband speeds, whether it's to communicate or browse social media. For more information on how to keep your kids safe when online, parental control options and the best way to keep in touch with your family overseas, [download our free eBook](#).





HOW FAST INTERNET HELPS: ENTERTAINING THE ENTIRE FAMILY

TV, movies and other forms of entertainment are now an important aspect of everyday lives. Whether it's catching up on news in the morning or sitting down with the family to catch up on Britain's Got Talent or The Great British Bake Off, these moments can be special.

[Ofcom research has shown](#) that 68 percent of adults in the UK agree that watching TV programmes and films bring their family together - and more and more shows are watched on-demand. To cater to the entire family's needs, compromising who accesses the internet because of slow broadband doesn't need to be the case.

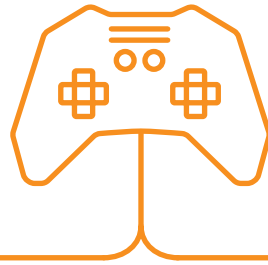
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Family entertainment bundles stretch far beyond just Netflix and BBC iPlayer. While you're downstairs streaming TV shows, there might be Spotify streaming in another room and an Amazon Fire TV stick plugged in elsewhere. Slower internet can't cope with that level of activity.

With fast internet in even the most rural of areas, you don't need to ask people in your family to stop what they're doing on the internet. There's no buffering wheel or sudden drop in quality, download speeds remain quicker, the router doesn't need moving and the bandwidth can handle everything your family is doing on the internet. To get more information on TV packages, streaming services and even podcasts to keep the entire family occupied, [download this eBook](#) to find out how fast internet can enhance your entertainment experience.

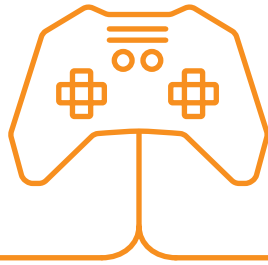




HOW FAST INTERNET HELPS: THE GAMING ADDICTS

It's hard to look past the phenomenon that is Fortnite when it comes to online gaming. [It's been revealed](#) that this game alone boasts a staggering 78.3 million monthly players. On the PlayStation 4, there are over 34 million subscribers playing online and around 57 million online players on Xbox Live. That's not taking into account online gaming on PCs either. No wonder the gamer in your family feels like they're missing out on something special.

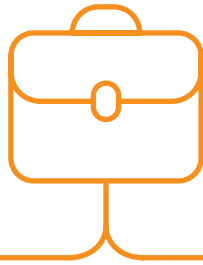
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Online gaming is supposed to be challenging, but a patchy internet connection creates the wrong type of problems - least of all the kids coming downstairs sulking because of how poor the broadband connection is and they've been kicked out of their game.

[When playing online with ultrafast](#) broadband, there are no lagging issues to combat, they won't be kicked out of games randomly that add another 'L' to their record and they can stay connected with friends during those all-night Call of Duty sessions without the fear of missing out. And there are no smashed controllers. Win-win. To have the best online experience, you need better broadband. For useful tips on what you can do about it, busting some myths, and the importance of better internet when gaming, [download our free eBook.](#)



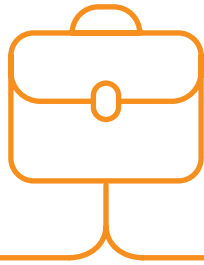


HOW FAST INTERNET HELPS: THE BUDDING ENTREPRENEURS

A research project supported by Amazon revealed that four out of five rural business owners believe that digital tools and services are important for their future growth potential. The problem? These same business owners aren't sure where to start. To fully embrace and enjoy the benefits of new technology, fast internet speeds are needed.

Small rural businesses need more than just phone calls to operate efficiently. There's video conferencing, remote workers to manage, managing projects, completing tax returns, invoicing, online accounts and so much more.

Four out of five rural business owners believe that digital tools and services are important for their future growth potential.



With ultrafast broadband, video calls won't ever buffer and it allows your small business to be a lot more productive as nobody has to wait around for hours for files to transfer or pages to load. Although your business might be small, using fast internet to show you're up to date with the latest technology proves how innovative you really are. To make sure you're aware of the telltale signs that your internet speeds are holding your business back and advice on cyber attacks, [download your free copy of our dedicated eBook.](#)





HOW FAST INTERNET HELPS: THE SMART HOME ADVOCATES

Smart appliances, smart entertainment and smart energy. Many new technological advances need the internet as they help to make our lives easier than ever. With 78 percent of people agreeing that a smart home is an appealing concept, it's no surprise that the idea of a fully connected home is quickly becoming a reality.

Alexa can control your lights and lock your doors at night if you forget, while apps on your phone can start the washing machine or the kettle. It all sounds amazing but sadly, not everyone in rural communities has benefited because of slow and unreliable broadband.

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With ultrafast broadband in place, commands are completed in an instant without waiting around to get appliances started. Virtual assistants like Alexa and Google Home instantly respond to queries because of a seamless connection and in general, fast internet makes your home, well, smart. If you're lucky enough to have a virtual assistant and a capable connection that can respond to commands in an instant, then [download our eBook](#) to see over 100 skills Alexa that can help within your everyday life.





HOW FAST INTERNET HELPS: MAKE THE MOST OF YOUR GOLDEN YEARS

Pensioners are now embracing internet and technology like never before with many taking to smartphones and tablets in record numbers. Half of internet users aged 65-74 have a social media profile while a quarter of over-75s are now using the internet on tablet computers alone. The internet is for everyone, and the elderly can benefit the most from ultrafast broadband connections.

Using apps and devices can significantly benefit your quality of life when you're no longer working.

**Half of internet users
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Many apps and products designed to make their lives easier rely on an internet connection. Faster speeds and reliability make it easier to access apps that improve the efficiency of caring, such as medication reminders and smart pill dispensers while they don't need to move around as much with features like smart lighting. Even Alexa can act as a virtual companion when they need it most. Whether you're a professional carer or an elder yourself, there are ways you can enhance the quality of your life. [By downloading this eBook](#), you'll receive access to a plethora of apps for carers, the elderly, Spotify playlists you'll love and much more.





HOW FAST INTERNET HELPS: WORKING FROM HOME

Staff members now have more freedom than ever when it comes to flexible working. Research has shown that flexi-time has risen by 12.35 percent and 50 percent of the workforce is expected to be working remotely by 2020. Working from home needs an ultrafast broadband that can keep up. Slow or patchy speeds are infuriating and stop you from getting your work done which stops you from being more productive than you are in the office.

Working from home can be more motivating, but not when the internet is slow enough to make you wish you were back in the office. Better broadband massively boosts your productivity without pulling your hair out at the amount of time it's taking to do something as simple as sending an email.

Four out of five rural business owners believe that digital tools and services are important for their future growth potential.



By having internet you can rely on, you don't need to get stuck in the morning commute when heading to the office. Instead, focus on getting comfortable on your sofa to run your business without worrying about the hefty travel costs. To help make you get more work done at home, [we've created a free guide](#) full of tips and tricks to remain as productive as possible, ranging from how to avoid potential distractions right through to a personal daily planner.



SEE IF GIGACLEAR'S BROADBAND REVOLUTION IS IN YOUR AREA YET

Whether you're working from home or gaming all night, it's only fair that you get the best rural broadband speeds that you'll find in major cities. Don't let a bad internet connection stop you from being more productive, enjoying time with the family or designing that smart home you've always wanted to make your life even easier.

Gigaclear helps rural communities access faster internet speeds with more reliable connections. To check the progress of Gigaclear in your area, please enter your postcode via the button below. If we aren't in your area, then please register your interest in Gigaclear's ultrafast fibre broadband to find about the status of projects in your area.

[Enter Your Postcode Here](#)