



News Release

TRA Appoints an Industry Expert to Conduct Measurements of Broadband Quality of Service

Manama, Kingdom of Bahrain - Wednesday 15 July 2009

The Telecommunications Regulatory Authority (TRA) has recently contracted Epitiro, an industry expert in Broadband Measurement and Benchmarking, to design, build and operate a permanent broadband test platform in Bahrain, with the objective of continuously monitoring and reporting on the service quality of internet and broadband service providers.

Through this quality of service Measurement TRA is aiming to provide the consumer with information on internet quality of services to assist in their choice of provider. Further by making such information publically available should encourage operators to ensure they maintain a high level of service and fulfil customers' expectations.

Fully automated testing will provide both TRA and consumers with information on many factors which affect the quality of the customer experience for both domestic and international connectivity, including download and upload speed, web browsing speed and other critical parameters.

Specific retail Broadband packages from all licensed operators will be tested and results will be made publically available to consumers on a quarterly basis in the form of graphical displays, thereby allowing consumers to easily compare results between license operators. In addition, the quality achieved by the Industry in Bahrain will be benchmarked in a dynamic way compared to the quality achieved by operators in other parts of the world, including Far East, Europe and the United States of America.

"With growing competition in the supply of broadband internet access TRA is keen to ensure that consumers understand what they are getting in terms of speed and data before they buy and then that they get what they have been promised. TRA will be taking action to ensure that advertising is not misleading and then through regular measurements we will ensure that ISPs deliver what they promised in their Advertising". Said Mr. Alan Horne TRA's General Director.

"At Epitiro, we are delighted to add TRA Bahrain to our growing number of International Telecommunications Regulator clients", said Steve Greenwood, Epitiro Group's Business Development Director. "Epitiro's broadband performance analysis delivers up-to-the-minute competitive benchmarking reports on key service quality performance indicators and will ensure that TRA can provide regular reports to consumers, showing the level of service they should expect from their own ISP together with information on who is delivering the best local service".



From left Eric Dunand, TRA Specialist Technical Advisor, Alan Horne TRA General Director, Steve Greenwood Epiteiro Group Business Development Director and Nik Tuson Epiteiro Business Operations Director.

About TRA

Since its establishment in 2002 the Telecommunications Regulatory Authority of the Kingdom of Bahrain (TRA) has been working with government, consumers, operators and investors to develop the Kingdom of Bahrain as the regions most modern communications hub and facilitating the growth of the market. As an exemplar Regulator for the region TRA independently carries out its duties in a transparent and non-discriminatory manner. More information about TRA can be viewed at www.tra.org.bh

About Epiteiro

Epiteiro is the global leader in broadband benchmarking providing customer experience insight to government regulators, ISPs, cellular & fixed line operators, media providers and multi-national corporations. Clients such as BT, Vodafone, Ofcom, IDA Singapore, Commerce Commission, Orange, Virgin, Telecom New Zealand and many others benefit from Epiteiro's independent analysis of fixed and wireless broadband performance. Founded in 2000, Epiteiro is based in Cardiff, Wales, UK. www.epiteiro.com

Media Contact

Abdulelah Abdulla

Communications Executive

Tel: +973 17 520000

Mobile: +973 36368555

Fax: +973 17 532125

Email: aabdulla@tra.org.bh

Epitiro Media Contact

Iain Wood, Marketing Manager

Email: iwood@epitiro.com