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SWIFT Partners with CIRA to Measure Internet Performance

Ottawa – May 24, 2018 – Today, SouthWestern Integrated Fibre Technology Inc. (SWIFT) announced that it is partnering with the Canadian Internet Registration Authority (CIRA) to launch an Internet Performance Test (IPT) to help connect everyone in Southwestern Ontario, Caledon, and the Niagara Region.

The test allows users to learn about qualitative aspects of their internet connection, including speed, performance, and compliance with telecommunications standards. This information will also help SWIFT in its mission to bring affordable, open-access, ultra-high-speed fibre-optic broadband to the region. Users in Southwestern Ontario, Caledon, and the Niagara Region are encouraged to test their internet connections at <https://performance.cira.ca/swift>.

Key facts:

- CIRA's Internet Performance Test is built on the globally recognized M-Labs testing technology, with test nodes across the country.
- The test nodes are located in Internet Exchange Points across Canada, rather than within a particular ISP's network architecture. This provides an unbiased, real-world measurement of the internet experience of Canadian users.
- With researchers at the University of Guelph's [R2B2 Project](#), SWIFT analyzed more than 52,000 performance tests conducted between 2015-2017 finding a sharp increase in the number of tests run from rural areas of the region as municipalities promote the SWIFT surveys.
- The full-length SWIFT residential and farm internet use surveys are available here: <http://swiftnetwork.ca/survey>

"Only by measuring where we are can we discover where we need to go," said Bev MacDougall, Interim Board Chair at SWIFT. "CIRA's Internet Performance test will help us do just that."

"High-performance internet is the backbone of smart communities where economies flourish and citizens engage," said Dave Chiswell, Vice-President of Product Development at CIRA. "Our Internet Performance Test empowers communities with real-world data to make critical decisions on how to allocate resources to improve their broadband networks."

"This survey is helping us to better understand the current telecommunications services that are available and determine the areas that are not being adequately served," said Geoff Hogan, Chief Executive Officer at SWIFT.

For a copy of the full news release, please visit <http://swiftnetwork.ca/category/blog/>

About the Canadian Internet Registration Authority

The Canadian Internet Registration Authority (CIRA) manages the .CA top-level domain on behalf of all Canadians. CIRA also develops technologies and services that help support its goal of building a better online Canada. The CIRA team operates one of the fastest-growing ccTLDs, a high-performance global DNS network, and one of the world's most advanced back-end registry solutions. CIRA helps to support the Canadian Internet community through investments in Internet Exchange Points, the Canada Internet Forum, and the CIRA Community Investment Program. To learn more about CIRA's Internet Performance Test, please visit <https://cira.ca/cira-internet-performance-test-0>.

About the SWIFT Initiative

SWIFT is a not-for-profit, collective broadband initiative that is funding the construction of an affordable, open-access, ultra high-speed fibre-optic regional broadband network for everyone in Southwestern Ontario, Caledon and the Niagara Region. To overcome our region's broadband infrastructure gaps, SWIFT has developed a long-term plan to help more than 3.5 million Ontarians to connect and keep pace in a changing digital world. SWIFT membership is open to any community or organization in southwestern Ontario that needs connectivity to any of its locations. Members benefit from SWIFT's significant procurement expertise, including aggregated demand, negotiated rates, and support in preparing RFPs for broadband services. As a buying group, SWIFT also ensures greater competition between telecom service providers which will lead to better services at lower prices in member communities.

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Click here to complete our survey and help build
[#broadbandforeveryone!](#)

To learn more, please visit our website:

www.swiftnetwork.ca/survey

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