

# INTERNET UPLOAD VS. DOWNLOAD SPEED: WHAT'S THE DIFFERENCE?



**When comparing business Internet plans, you may notice they list two different types of speeds: download and upload. Understanding the difference between these two, and how they affect productivity, is key to selecting the right plan.**

In basic terms, download speed is how fast your connection is able to retrieve information *from* a server. Upload speed is how fast your connection can transfer data *to* a server.

In most cases, businesses should prioritize their download speeds, as employees typically pull more data to their devices than they send out.

## ▶ WHAT IS A GOOD DOWNLOAD SPEED?

Download speed facilitates many common, and often mission-critical, "downstream" tasks, such as:

- Accessing and using various types of cloud-based platforms, whether for document management and storage, project management, marketing, accounting or communication
- Pulling files and data from your network
- Browsing the Internet
- Sending and receiving email
- Streaming video or music

"Download speed is the most important factor for businesses because it's the bulk of what the Internet is used for today," says Jud Whiteneck, Senior Director of Internet Products for Spectrum Business. **"Our small and midsize business customers use, on average, four times as much downstream as they do upstream."**

## ▶ WHAT IS A GOOD UPLOAD SPEED?

Your Internet connection's upload speed facilitates the "upstream" activities, or those processes that require uploading data, such as:

- Uploading large and high-resolution documents, graphics or images to a server
- Video conferencing
- Utilizing Internet of Things sensors

While those activities are growing among businesses, they still account for a much lower portion of overall business bandwidth, in part because applications utilizing upload capabilities are engineered with minimal requirements.

For example, a recent study from CableLabs\* found that an Internet connection with **as little as 5 Mbps upload speed could easily facilitate 10 simultaneous video conferencing sessions**. This suggests that much lower upload speed is still adequate for most small businesses.

\*<https://www.cablelabs.com/expanded-testing-of-video-conferencing-bandwidth-usage-over-50-5-mbps-broadband-service>

## Choosing the right Internet plan

Understanding how your employees consume bandwidth and which online activities they perform most is critical in selecting the right Internet plan. If your Internet usage has increased in recent months, you may want to consider upgrading to a high-bandwidth plan.

Spectrum Business closely reviews how businesses are using the Internet and increases upload speeds to meet demands and usage trends. They also offer gigabit plans with 1 Gbps download speed and 35 Mbps upload speed<sup>1</sup> for businesses with the greatest bandwidth needs.

<sup>1</sup>Spectrum Business Internet Gig requires Spectrum Gig capable modem. Speed based on download speed on wired connection. Wireless speed may vary. Available speeds may vary by address. Spectrum modem is required and included with service.

**SPECTRUM BUSINESS** offers Internet plans starting at 300 Mbps download speed — along with a range of upload speeds — to serve businesses' various needs. We can help you determine the right bandwidth tier for your client. **Contact me today:**

Company Name:

Contact:

Brady Phenicie

Email:

brady@phenicie.com

Phone Number:

4063829207