

# Get free Bigpipe for you & your mates!

So... you're a Bigpipe customer, deeply and passionately in love with our unlimited data and no contract plans.

You want to tell the world all about Bigpipe, share the love with your friends, colleagues, and anybody who will listen.

We figured we'd make it easy for you. We've made it so you can get \$20 for every friend you refer to Bigpipe, leaving you with more cash each month to spend on the important things in life, like streaming movies, Sour Skittles, Burger Rings, and Steam sales. Oh, and whoever you refer will get \$20 credit as well. Nice!

So, here, in three easy steps, is how to get free broadband by doing virtually nothing.

## Step 1:

[Log in to your Bigpipe account](#) on our website, and you'll see a lovely little widget like this.

**Get \$20 Bigpipe credit  
for each friend that  
signs up with us!**

Share the link with them



Facebook



Twitter



Copy link

<https://www.bigpipe.co.nz/?referralCode=>



0

Friends  
signed up



\$0

Total Bigpipe  
credit earned

Each Bigpipe customer has a unique link (it's right there in the middle of the widget. Yours will have a bunch of letters and numbers after where it says "referralCode=").

## Step 2:

Simply share that link (just click "Copy link") with your friends, acquaintances, colleagues, family, lovers, mortal enemies. Anybody, really.

Stef M here clicked our handy Twitter link to tell his followers all about Bigpipe. Good for you, Stef M! You go, Stef M!



**Stef M**

@Samuel\_O\_Gordon



Follow

Check it out! Click this link, sign up to Bigpipe & get \$20 off your first bill [bigpipe.co.nz/?referralCode=...](https://www.bigpipe.co.nz/?referralCode=...) via [@BigpipeNZ](#)

## Step 3:

..... Profit?

That's right. There is no step 3. You don't have to do anything else.

## How does it work?

Anybody who clicks on your link will be taken to a special version of the Bigpipe homepage with an extra little message that looks like this:

The screenshot shows a web page layout. At the top is a dark blue header with a red semi-circle on the right. Below the header is a white navigation bar with four links: "GET 1 MONTH FREE BIGPIPE + LIGHTBOX DEAL", "OUR MOST POPULAR PLAN", "FIBRE PROMOTION", and "BIGPIPE BENEFITS". Below the navigation bar is a yellow banner with a thumbs-up icon, "\$20 credit", and the text "You're lucky! One of your friends has invited you to join Bigpipe! Sign up to any of our plans to get a \$20 credit." Below the banner is a blue button with a thumbs-up icon. Below the button is a form with the text "First enter your address to see what plans you can get:". The form has three input fields: "a", "70", and "George Street". To the right of the input fields is a blue "GO" button.

If your friend/acquaintance/enemy sign ups using that link they'll earn \$20 for you in Bigpipe credit. They will also earn an extra \$20 in credit for themselves too, just for being your friend/acquaintance/enemy – and that's on top of any other offer we might have at the time too.

It all gets automatically applied to your account – you don't have to put in any special claim, and they don't have to mention your name or anything.

**Much like our broadband, our Refer A Friend service is unlimited – there's no limit to how many people you can refer and how much Bigpipe credit you can earn.**

# So how do you get people to use that link?

We've made that part nice and easy too. We provide a handy button to post it directly to your Facebook page or to your Twitter account. There is also a button to copy the link and paste it anywhere on the internet – preferably where people will see it, and especially people who might be unhappy with their current ISP and in need of some Bigpipe love.

We're sure you're smart enough to figure out where unhappy customers of other ISPs might hang out on the internets.

The more people who see the link, the more likely you are to get those dollars flowing. It only takes a few referrals to pay your entire bill for a month.

## FAQs

How many times can I use this?

As many as you like.

How many friends can I refer?

As many as you can.

How much Bigpipe credit can I earn?

As much as possible.

How awesome is this?

Very.

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# Bigpipe Gives Away A Cray-zy Prize

A few weeks ago, Bigpipe decided to give away a Mystery Prize.

The actual mystery prize was a Chromecast. It wasn't that mysterious, actually; we said what it was in our Facebook post.



**Bigpipe Broadband**

Published by Joshua Drummond [?] · January 28 at 4:26pm · 🌐


Wow! Almost 8000 Likes! Makes us feel like giving away some MYSTERY PRIZES\*.

Comment and tell us what MYSTERY PRIZE\* you would most like to win and why, and tag a mate in the comments who should like, totally, Like Bigpipe. We'll give away a MYSTERY PRIZE\* to the entry we like best AND the mate they tagged!

(Make sure you've Liked the Bigpipe page first. Also, T&Cs apply, check them out here: <http://pages.bigpipe.co.nz/bigpipe-social-media-competitio.../>)

\*The MYSTERY PRIZE is a Chromecast. But don't tell anyone. We want it to be a MYSTERY.



Unlimited Naked Broadband  **Bigpipe™**

But we decided to have some fun with it. We advertised the tantalising mystery of our mystery prize competition with a picture of some mysterious things. A whale. A bee. A lobster. An escalator. These perfectly normal things were the first to come to mind when we were Google image searching. What, that doesn't happen to you?

The competition went reasonably normally. At Bigpipe, we make a point of rewarding the best competition entries, rather than just relying on random selection. True to form, there were some excellent entries.

There was this guy, who entered a poem.



**Roland Boekhoff** [Sheree Duncan](#) what do you think?

You love a good mystery don't you wink, wink.  
8000 Facebook page LIKES is a heck of a lot,  
But that's what Bigpipe Broadband have just got.  
So give a cheer, run the new flag up the mast,  
You never know, you may get a Chromecast

👍 5 · January 27 at 9:09pm



**Bigpipe Broadband** Roland Boekhoff made  
His entry into a poem  
What about haiku

👍 1 · January 27 at 10:07pm



**Roland Boekhoff** Give me a moment  
[Bigpipe Broadband](#) since you ask  
Challenge accepted

👍 3 · January 27 at 11:07pm

Naturally, many people expressed a preference for our ridiculous not-prizes.



**Ck Smith** I love a good mystery and would love a mystery prize. I'm sure the escalators would elevate me to a great mystery week end away .. I so need a break but would always b fab if shopping spree need new clothes after my 15kg weight loss

January 27 at 9:30pm



**Bigpipe Broadband** Owning your own escalator might prove detrimental to weight loss

Someone else wanted a whale, for reasons.



**Tony Gibson** A Whale could be a weekend away in Kaikoura, for my wife & I.



1 · January 27 at 7:54pm



**Bigpipe Broadband**



It was all going so well. Then this happened.



**Adrian McBrydie** As a keen fisherman, I would love to win the lobster! You can keep your chrome cast thingy and give me the lobster! Yum yum yum! Pretty sure [Nikos Smith](#) would be down for a feed too. So that's 2 lobsters please! Haha.



4 · January 30 at 1:42pm



**Bigpipe Broadband** Are you SURE you'd rather have the lobster?

February 1 at 12:52pm



**Adrian McBrydie** Who'd turn down a fujll Lobster?! Those things aren't cheap to buy. Its a luxury 🤔

February 1 at 5:07pm



Challenge accepted.



**Bigpipe Broadband** **Adrian McBrydie** We're serious. If you would rather have a crayfish than a Chromecast, we will send you a crayfish.

February 1 at 5:16pm

Come on...



**Adrian McBrydie** I've just seen what this Chromecast whirly gig does. Not very technologically advanced I am. Interesting piece of kit. Am I allowed to change my mind to a Chromecast? Although, This Cray still looks damned tasty!

February 1 at 5:31pm



**Bigpipe Broadband** **Adrian McBrydie** You are definitely allowed to change your mind, but we're kind of attached to the idea of sending you crayfish now. Final answer?

A bit of peer pressure does the job.



**Nikos Smith** Go on AJ take the lobster!

👍 1 · February 1 at 6:23pm



**Adrian McBrydie** Crayfish it is!

February 1 at 7:08pm



**Bigpipe Broadband** **Adrian McBrydie** In that case, you and **Nikos Smith** have won a crayfish each! Send us a DM with your best shipping address and we'll get your rock lobster out to you ASAP.

👍 6 · February 1 at 7:33pm

We'd done our research. It turns out there is a company – actually several companies – in New Zealand who will [courier live crayfish to your doorstep.](#)

So we sent live crayfish to a grouper of our customers on porpoise. Cray-zy? We think this is of-fish-cially the first time any broadband company has done this. We think our hearts are in the right plaice, and we had a reely good time while

our customers waited with baited breath, even though they probably thought it was a red herring up until the last minute. It also gave us the chance to make a carp-load of fish puns. I mean, kahawai not? We know, we know. You're thinking "Oh, for cod's sake. I don't come to your site to trawl through puns. Fin-ish already." Well, maybe we'll do better next time. Haddock enough of this yet? Nah, they're kraken you up. We're having a whale of a time. But we're kind of floundering now. Dolphinately can't keep this up. Time to pike. Maybe we'll move to Invercar-gill.

Happily, our customers snapped it right up. They liked it so much they sent photos.



It Begins.



Hellobster.



Thats just cray-  
zy



Delicious dead  
underwater  
scorpion things



Great success!

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# Good Video Streaming Everyone!

Here at Bigpipe Towers we love statistics, charts, and techy stuff of all kinds. So when Netflix released their stats it was a day of wild celebration. Why? What did we learn? That **NZ has good infrastructure for video streaming** – and it's getting better all the time!

Netflix – who you may have heard of – publishes stats on average speeds that different ISPs get to Netflix servers.

In their own words, this is how they calculate this:

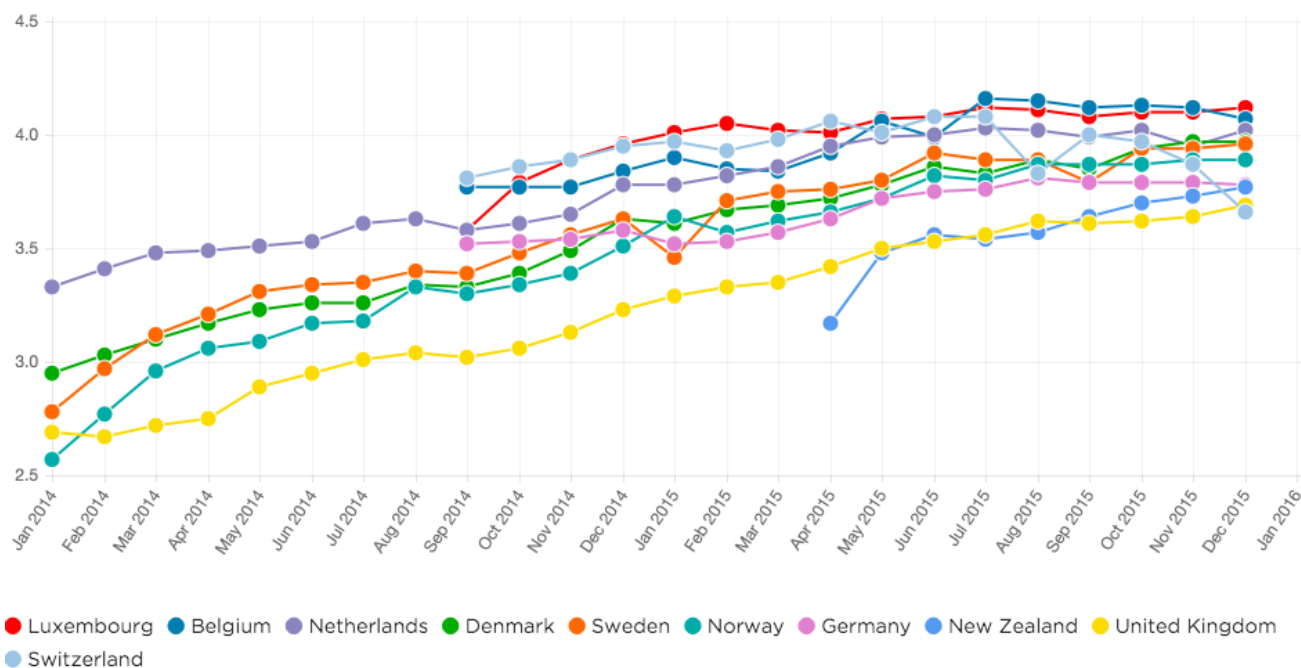
*The Netflix ISP Speed Index lists the average prime time bitrate for Netflix content streamed to Netflix members during a particular month. For 'Prime Time', we calculate the average bitrate of Netflix content in megabits per second (Mbps) streamed by Netflix members per ISP. We measure the speed via all available end user devices. For a small number of devices, we cannot calculate the exact bitrates and streaming via cellular networks is exempted from our measurements. The speed indicated in the Netflix ISP Speed Index is not a measure of the maximum throughput or the maximum capacity of an ISP.*

Translation: This data, when taken at a national average level, is probably a pretty good representation of overall how good the infrastructure in that country is. And [New Zealand is doing pretty well](#).

So whilst it's *not* very reasonable to compare ISPs in NZ using the data (see bottom section for the reason why), it is **quite** reasonable, we think, to compare NZ with, say, Australia.

So, with that explanation of the data out of the way, how does NZ stack up vs other countries?

We downloaded [the global data](#), and what do you know, **NZ is sitting at joint 7th out of 32 countries** for average throughput! Not bad, eh?



No measurement of broadband speed is perfect, of course, but what's interesting is that other comparisons (like those from the connection monitoring tools Akamai and Sandvine) often place NZ somewhere near the middle of the pack when it comes to performance, whereas using this metric, we are in the top 25% of countries.

Other notable country rankings:

**USA** – ranked 19th

**Australia** – ranked 16th

**UK** – ranked 8th

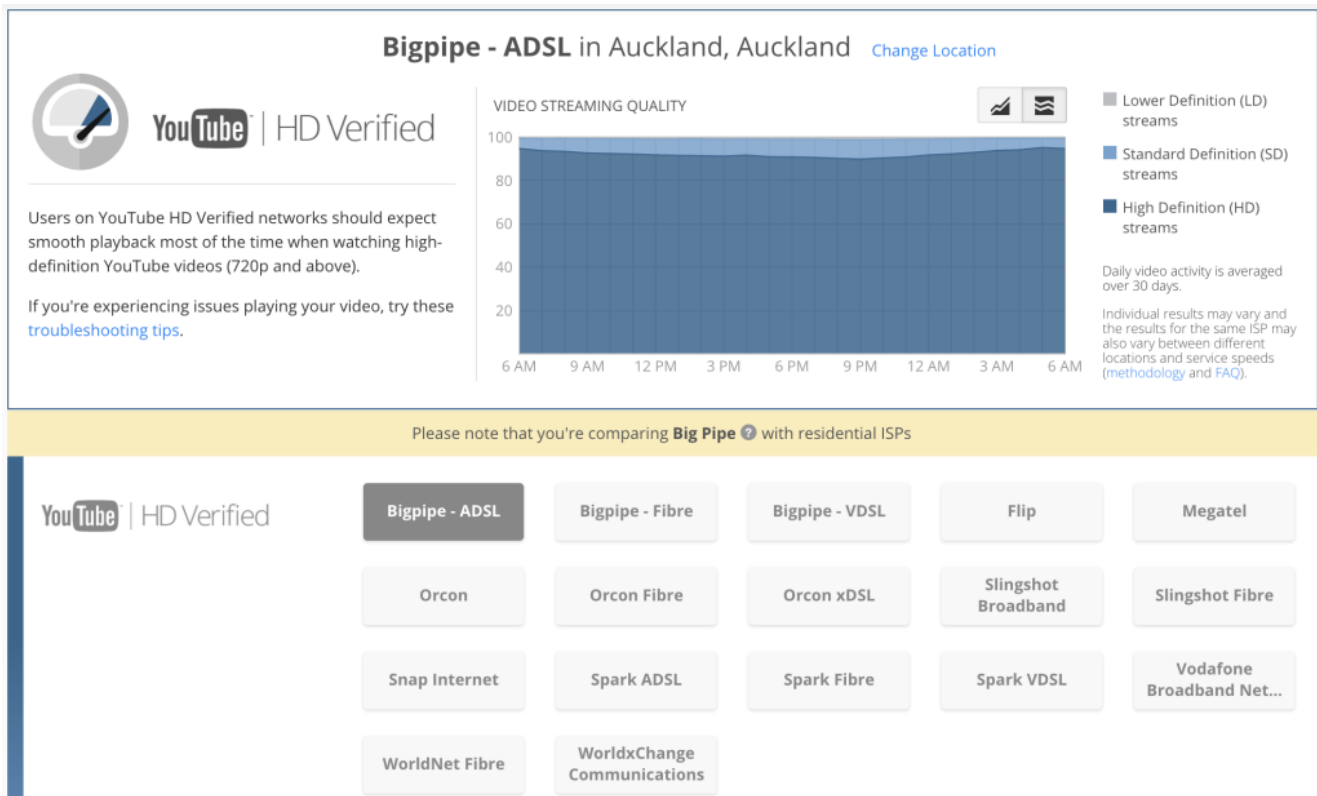
**Why this (probably) shouldn't be used to**

## compare ISPs in NZ

For the USA, where different ISPs usually use different underlying infrastructure that they each own and manage individually, the Netflix rankings are a pretty decent way of comparing how they perform against one another.

However, for NZ, where most ISPs are using the same underlying infrastructure (owned by Chorus for the most part), the differences between the ISPs is mostly reflected in the fact that they will have different proportions of customers on high and low speed plans that generally reflect the infrastructure available in that area.

Put another way: if an ISP has a lot of customers on ADSL (slower) and few on fibre (faster) their average speed (and ranking) will tend to be lower. At Bigpipe, a pretty high proportion of our customers are on ADSL connections – and we know for a fact that our ADSL connections do extremely well with streaming video, in the scheme of things. For instance, YouTube also collects data on streaming speed over time, but it presents data segmented by connection type as well as ISP – and, excellently, Bigpipe ADSL is HD-verified!



If the Netflix data was also segmented by connection type – the average streaming speed for each ISP on ADSL, VDSL or fibre – then it would get *really* interesting, because it'd tell you exactly how well each ISP performs at the connection level.

But because it's an average of all connection types, the differences between the ISPs *doesn't* really tell you that one ISP in NZ is 'better' or 'worse' than the other, it's just down to the underlying technology their customers have, and how that mix changes over time. So at any given house, based on this data, you *cannot* say that one ISP will perform better than another for Netflix assuming you are not changing technology at the same time.

For example, Snap (now 2Degrees) was also one of the first ISPs to launch UFB and VDSL, and has experienced a lot growth since then. So it's pretty likely to have a very high proportion of customers on these higher speed plans, using quite modern modems with decent wifi, which will skew their average throughput to Netflix up a fair bit.

Spark, on the other hand, being the incumbent, has a very high proportion of the 'rural' market – meaning most of the customers who live with ADSL1 will be with Spark, and quite a lot of them will have very old modems with poor wifi that they got when they first got broadband 5+ years ago. This will skew their average down a bit. Nothing to do with Spark as an ISP, just the nature of the customer technology mix.

Most ISPs have improved their average speed over the past few months. This likely reflects the change in their customer base as the nationwide fibre rollout progresses and more and more people get UFB and VDSL (and also better modems) which brings the average speed up (as well as a one-off adjustment for putting in caching etc).



Finally, when comparing ISPs, note that the speed difference between best and worst isn't really *that* much anyway (3.92Mbps for 2Degrees at rank 1 vs 3.47 for Trustpower at bottom rank – a fair bit below the next 'worst' at 3.70).



We reckon these rankings are a good indication of New Zealand's improving internet situation – and that it's getting better all the time.

Your thoughts? Let us know in the comments!

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## How to Switch ISPs (Without

# Ruining Everything)

Bigpipe explains how to switch your internet service provider without ucking up your internet shi.

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## Bigpipe People Profile: Enzo

*Here at Bigpipe Towers, we're all about the customer service. That's why we have in-house customer support. I can actually see the customer care team from where I sit. Look at them. Making sure that customers get served. What a good bunch! We'd like to showcase a few of the people who work hard to keep Bigpipe awesome, so here's the first of a series of staff profiles – featuring Enzo!*

**Your Name Here:** Enzo

**A/S/L?** 21/m/auckland

**Tell us a bit about yourself:** I was born, did school stuff out West Auckland ways, did University stuff at UoA and then I joined the team at at the start of this year (2015).

**What do you get up to outside of work?** I like going on adventures and finding somewhere new to go! At the moment I'm getting back into scuba diving now that summer is arriving. I also like to try to do some exercise and I definitely like long walks on the beach.

**What work do you do for Bigpipe?** Billing and Provisioning! Ordering the internets for our customers and then getting the money flowing.

**What's the best thing about Bigpipe?** Aside from having sweet



broadband, the best thing is the cool Bigpipe people I get to work with everyday – they're a fairly cool team who can almost provide some competition in a game of Rocket League ☐

*This is a lie. The Bigpipe team are **much** better than the care team at Rocket League and we will prove it, this lunchtime.*

**What's your favourite thing that you use the Internet for?**  
Reddit and [watching TV and movies – legally, of course!](#)

**Favourite video game right now?** Currently playing Assassins Creed: Black Flag. I'm only a couple of years behind the trends!

**What is the dankest meme?** The botched spanish fresco restoration always gets me



**What's the best thing that a customer ever said to you?**  
Probably just "thank you", it's the little things that count.

**Would you rather fight 100 bee-sized men, or 1 man-sized bee?**  
1 man-sized bee! They only have one stinger, so I'm sure I could deal with getting impaled by it only once, right?

**Tell us a joke.** Stolen but golden – "My girlfriend just dumped me for talking to much about video games. What a ridiculous thing to Fallout 4."

**Link us to your current favourite thing on the Internet** 10 hour Gandalf Europop nod!

**What is your spirit animal?** That's easy. A hedgehog.



This is what Enzo actually looks like.

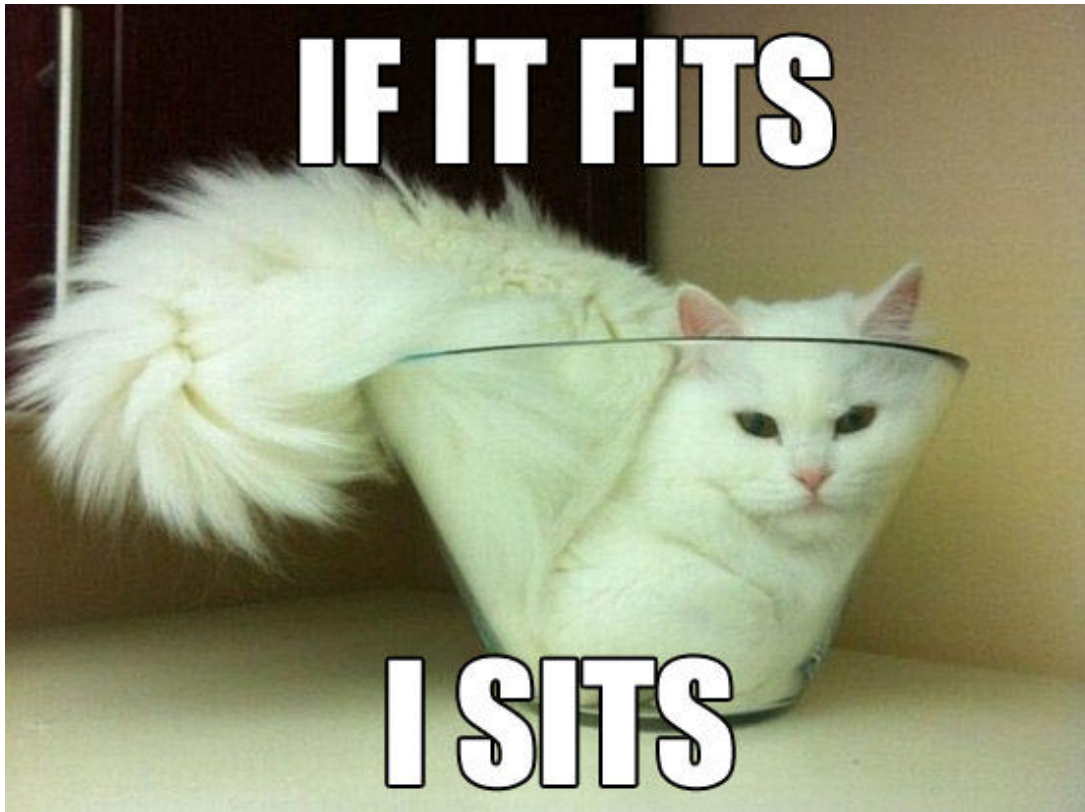
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## Let It Go, Let It Grow: Doing The Movember Thing

Giddyay readers. I'm Josh and I am the resident Marketing Wizzard here at Bigpipe Towers. You may remember me from such blog posts as the one where I used [The Simpsons memes to explain why Bigpipe is awesome and/or get a job at Bigpipe](#). But today I want to talk about something serious: men's health.

*Here at Bigpipe, we like to celebrate serious things, like*

*The Internet (It's Serious Business!™) with things that are less serious (like cat memes). Movember fits into that nicely, much like a cat in a glass container.*



Serious business.

There's no better way to get serious about men's health than Movember, and there's no better way to do [Movember than by starting by shaving off your beloved facial hair](#). This is what I looked like before Movember started:



File photo

As you can see, I favour hiding my face behind a well-cultivated hair-garden. It's been this way for quite a while. Occasionally I'll shave, because summer is hot, or something, then I'll remember that I don't actually like how my face looks when I don't have hair on it and I'll concentrate really hard and grow it all back in a couple of hours. I wish.

Part of the reason I have a beard is because it's so much easier than shaving. Shaving is a pain in the face. The razor cuts you up like a, uh, razor, it leaves you with a rash and reeking of stuff you got given for Christmas by a relative who clearly hates you, and if you decide to take a break for just one day your face takes on the characteristics of barbed wire, sandpaper, and a cat's tongue all at once, somehow. It's not worth it. Having a beard is just better. It's like a nice soft springy pillow attached to your face that you can also store food in if you need to. It's also probably the only body part you can get away with gently stroking in public. There are many reasons to grow a beard and very few not to have one, but Movember is a good cause, so I decided to lop it all off, in exchange for your [kind donations](#).

I documented the process, because this is 2015 and if I hadn't done it someone else probably would have flown a drone down, filmed the whole thing, and uploaded it to a shaving fetish website.



It Begins.

I took the clippers and headed for the deck, which has a neat little space between it and the fence that we use to store leaves, dirt, cat shit, and facial hair. I plugged in a couple of extension cords, and started shaving.





My wife hates  
this one.

I quite like this one. I think this style makes me look  
somewhere between the bad guy from The Matrix and a 55 year  
old man who found Jesus in the water stains in his mother's  
bath-tub.



Nobody with  
functioning eyes  
likes this one.

I call this one "Young Walter White but in an alternate  
universe where he got cancer at age 32." I also look quite a  
lot like my Dad, who, from 1990 through 2001, had glasses, a

moustache, and would tell anyone within several metres about Jesus at the first opportunity. We didn't watch The Simpsons when I was kid and Dad could never figure out why people kept calling him Flanders.



oh god why

I call this one the "Reverse Hitler." I worry for my future employment prospects putting this up, but I keep repeating to myself: "[Good cause. Good cause.](#)"



+4                      to  
Streamlining,  
-20 to Charisma

This is the final result. I hate it and so do you. Immediately after shaving I had a horrible urge to scrape my beard out of the gap between the fence and deck (avoiding the cat shit if possible) and superglue it back on my face, where it belongs. Fortunately my wife held me back with strong threats of divorce. I can't wait to get my poor beard back, so if you have enjoyed this mad ramble and would like to [donate to the men's health awareness cause, you can \(should!\) do so here.](#)

Also you should probably [sign up to Bigpipe, we have good broadband internets.](#)