



News Release

8 January 2009

RESPONDING TO THE PUBLICATION BY OFCOM OF ITS RESEARCH ON BROADBAND SPEEDS, COMMUNICATIONS CONSUMER PANEL CHAIR ANNA BRADLEY SAID:

“We warmly welcome the publication of Ofcom’s research into consumer broadband speeds and look forward to the full results later in the year. For the first time we can see a true picture of the broadband speeds consumers receive – not what is painted by advertising. We expect industry to react to these findings positively, and change their information provision accordingly.

“The research reveals a headline speed out-of-touch with the real world speed experienced by consumers with the average speed of 3.6m/bits less than half the average headline speed.

“Better information provision by service providers, and the requirement in Ofcom’s new voluntary code to provide potential consumers with an accurate assessment of the speed they will actually get, should improve on the current level of consumer dissatisfaction.

“Ofcom’s research follows a year long campaign by the Communications Consumer Panel to highlight the mismatch between the broadband speeds that consumers think they are buying and what they actually receive.”

Ends

NOTES FOR EDITORS AND CSEs

The Communications Consumer Panel was established to advise Ofcom on the consumer interest in the markets it regulates. The Panel is independent and sets its own agenda. Visit www.communicationsconsumerpanel.org.uk for more information. The Panel's members appointed by Ofcom are:

- Anna Bradley (Chairman)
- Ruth Evans (Deputy Chairman)
- Fiona Ballantyne (member for Scotland)
- Louisa Bolch
- Kim Brook (member for Wales)
- Colin Browne
- Roger Darlington (member for England)
- Maureen Edmondson (member for Northern Ireland)
- Leen Petre
- Damian Tambini
- Bob Warner

For further information about Communications Consumer Panel members go to <http://www.communicationsconsumerpanel.org.uk/about/>

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