

## Press Release

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For immediate release 28 September 2010

### Information about traffic management not enough, warns Consumer Panel chair

Speaking today at the Westminster eForum debate on net neutrality and traffic management, Communications Consumer Panel Chair Anna Bradley will warn that providing information about net neutrality and traffic management is not enough to protect consumers.

“Providing consumers with information is often presented as the solution, but it is not enough” says Anna. “Information about traffic management is very complicated, even for the most tech savvy consumers.”

“Reliance on information also presumes that consumers can influence the market by making a decision to switch broadband package or provider on the basis of traffic management policies. However, there are barriers to switching that need to be overcome, including the lack of a joined-up process for switching bundles of services.”

Anna will call for information to be presented in a way that is meaningful and comparable. She will also urge industry to say what their traffic management policies will deliver, rather than just saying what their traffic management policies are.

“Promises about the types of services or applications that consumers will be able to use are much more empowering than overly-technical information about traffic management.”

**Ends**

Read the full speech here:

<http://www.communicationsconsumerpanel.org.uk/smartweb/news-and-media/speeches-and-presentations>

#### CONTACTS

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#### NOTES TO EDITORS

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](http://www.communicationsconsumerpanel.org.uk) for more information.

The Panel's members appointed by Ofcom are:

- Anna Bradley (Chair)
- 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