



Press Release

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Consumers need to be fully informed about broadband packages to get the best deal

Responding to the publication of Ofcom's new research into broadband speeds, Communications Consumer Panel member Chris Holland said:

"It's good news that average broadband speeds are improving and that fewer internet service providers (ISPs) make speed claims in their advertising. The Panel has consistently argued that ISPs should stop using potentially misleading 'up to' speeds. We know that consumers on the same package can receive different speeds - depending, for example, on things like their distance from the exchange. That's why we are calling on ISPs to provide equally prominent additional qualifying information if they advertise a headline 'up to' speed.

"We also want to remind ISPs that the Code requires them to give potential new customers information about their likely broadband speeds early in the sales process, before they decide to buy a new service. Ofcom's recent *Voluntary Code of Practice on broadband speeds mystery shopping research* found that 7% of consumers would not get a speed estimate via telephone sales - but, even when the consumer was given that information, in just over a third of the cases (34%) it was because the caller had to request it.

"Consumers can only make an informed choice if they can easily compare different packages and providers. We will be watching developments in this area carefully to ensure that consumers are not disadvantaged."

Ends

CONTACT

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NOTES TO EDITORS

The Communications Consumer Panel encourages Ofcom, Government, industry and others to look at issues through the eyes of consumers and citizens and protects and promotes their interests. The Panel is independent and sets its own agenda.

Visit www.communicationsconsumerpanel.org.uk for more information.

Ofcom's *Voluntary Code of Practice on broadband speeds mystery shopping research*

<http://stakeholders.ofcom.org.uk/market-data-research/other/telecoms-research/broadband-speeds/bb-speeds-mystery-shop-12/>