

Press Release

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Consumer Panel says CAP guidance on broadband adverts is extremely unsatisfactory

The Communications Consumer Panel says that new guidance for internet service providers (ISPs) advertising broadband speeds is extremely unsatisfactory. The Panel, which had already told ISPs that they must stop using misleading 'up to' speeds in their adverts, says that the new guidance does not go far enough: "Consumers are still unable to an informed choice of which ISP gives them the best internet speeds if only 10% of a provider's customers get the maximum advertised speed."

Ends

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 for more information.

Communications Consumer Panel response *CAP and BCAP consultation on proposals for guidance on the use of 'up to' speeds in broadband advertising* can be found on our website www.communicationsconsumerpanel.org.uk