

Press Release

For immediate release 2 September 2010

Consumers back watchdog's call for better information on broadband speeds

Responding to the publication today of new ICM research on broadband speeds, Communications Consumer Panel Chair Anna Bradley said:

“Industry is finally moving in the right direction. This new consumer research backs our calls for internet service providers (ISPs) to give consumers information on average or typical broadband speeds rather than focusing on ‘up to’ speeds. Other ISPs must now follow Virgin Media’s decision to move away from ‘up to’ speeds towards a more realistic measure of the speeds consumers are likely to receive.

“We are also asking the Advertising Standards Authority (ASA) to provide clear guidelines requiring ISPs to provide consumers with accurate information, rather than allowing ads with ‘up to’ speeds that most consumers will never be able to receive. We hope that the ASA guidelines will standardise speed measures for all broadband providers to use, so that consumers can compare broadband packages more easily.”

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.

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