



**For immediate release: Wednesday 15<sup>th</sup> August, 2012**

### **OFCOM AVERAGE SPEEDS DON'T TELL THE WHOLE STORY**

New figures from Ofcom show a boost to average broadband speeds, but they don't tell the whole story says uSwitch.com, the independent price comparison and switching service. Commenting on the whole picture, **Adam Kirby, telecoms expert at [uSwitch.com](#), says:** "Consumers are needing and demanding a faster broadband service and, on the face of it, these figures seem to suggest that many are getting it, with average UK broadband speeds getting faster. However, super-fast packages are pushing up the UK averages considerably, and this may not be a fair representation of the overall picture.

"In remote rural areas and some small towns and villages, broadband speeds can be sluggish and service patchy. A two tier broadband landscape is emerging, where ISP upgrades are taking some lucky consumers into the super-fast lane, whilst leaving others stuck and frustrated in the slow lane.

"Super-fast broadband is a fantastic product for those who can get it, but the proof is in the speed tests and our data shows that three in ten (29%) postcodes still have broadband download speeds below 3 Mbps and one in five (21%) UK postcodes still suffer from average broadband speeds of less than 2 Mbps. With a service this slow, it would take 100 minutes to download a high quality film.

"While it is great news that average speeds are up, until everyone is enjoying a level playing field there is still more to be done. However, consumers do have some power. Many may be able to get a faster service, but just aren't aware of it. It's important that they check their current speed and what is available to them – they may be able to upgrade and enjoy a faster service."

**For more information visit [www.uswitch.com](#) or call 0800 093 0607**

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#### **About us**

uSwitch.com is a free, impartial, online and telephone-based comparison and switching service, helping consumers compare prices on gas, electricity, water, heating cover, home telephone, broadband, digital television, mobile phones and personal finance products including mortgages, credit cards, current accounts and insurance. In 2010 uSwitch.com celebrated ten years of saving customers money.

uSwitch.com is the first comparison website to achieve the Plain English Campaign's Internet Crystal Mark, which is recognised as a standard that a website has clear language, is accessible and easy to use, and has been tested on a sample of its users.

uSwitch.com is dedicated to helping consumers save money whether they have internet access or not. It offers a dedicated call centre, manned by uSwitch customer service representatives, as well as a freepost 'Send us your bill' service, whereby customers can post their latest energy bills with their telephone number to FREEPOST USWITCH, to get a free call back from a dedicated customer services representative. The service is also available via fax, email and post. Consumers should fax 0203 214 8417, email [CustomerServices@uswitch.com](mailto:CustomerServices@uswitch.com) or write to Customer Services, uSwitch.com, Centro 3, 19 Mandela Street, London, NW1 0DU with their postcode and usage details.

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