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OFCOM REPORTS RISE IN UK BROADBAND SPEEDS

Following the release of Ofcom data that shows UK consumers are achieving 22% faster home broadband speeds than 12 months ago, **Ernest Doku, technology expert at uSwitch.com**, commented: "It will come as no surprise to many of us that there's often a discrepancy between the super-fast speeds advertised by broadband providers and the actual speeds that we get at home. But there's another elephant in the room that this data doesn't mention, the gaping divide between speeds in urban and rural areas.

"Although internet providers are investing millions of pounds in bringing the UK's broadband infrastructure into the 21st Century, the reality is that many parts of Britain, and especially rural areas, are still operating in the broadband dark ages and are digitally isolated due to sluggish speeds and patchy coverage.

"In 2011, almost 2.5 million speed tests were carried out by UK consumers on uSwitch.com, and the figures show that more than a quarter (27%) of home broadband users are still having to make do with broadband connection speeds of less than 2Mbit/s. At a speed of 1Mbit/s it would take around 12 hours to download a feature film and 45 minutes to download a music album.

"Continued investment in the broadband infrastructure is vital if the UK is to remain a major player on the world economic stage, and if – as the Government envisages – Britain is to have the best broadband network in Europe by 2015, but it is also crucial that this investment is spread fairly across the country."

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 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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