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## **RURAL HOMES SET TO BENEFIT FROM GREATER BROADBAND COMPETITION**

- **BT Wholesale set to reduce charges to ISPs in areas of the country where Ofcom has decided that there is a lack of competition**
- **Rural areas set to benefit from lower broadband costs or faster speeds.**

Ofcom today announced that BT Wholesale will have to reduce the amount it charges other internet service providers (ISPs) to use its networks, potentially leading to lower costs for consumers.

**Ernest Doku, technology expert at [uSwitch.com](http://uSwitch.com), says:** “This move could wipe out the postcode lottery that has seen rural householders treated as second class broadband citizens. It has the potential to ultimately cut the costs of the bills of those living in rural areas. By increasing competition Ofcom is making sure that consumers will end up the real winners as they will now have a greater choice of providers. This means the ISPs can look to offer the best deals possible to win new customers over and, now that they can access BT’s infrastructure at a lower cost, it could only be a matter of time until they pass these savings on.

“This is a great opportunity for broadband providers to step up and make things better for their customers. Even if they don’t pass these savings on, customers could still benefit as the ISPs may decide to invest in bringing a faster broadband service to rural areas, which have traditionally been stuck in the slow lane. However, this remains to be seen – for now the ball is firmly in the court of other providers.”

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

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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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