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OFCOM PUBLISHES OFFICAL REPORT SHOWING UK COMMUNICATIONS INFRASTRUCTURE

Following the publication of Ofcom's first report on the UK's communications infrastructure, revealing areas of the country which have poor superfast broadband coverage and 3G mobile access, **Ernest Doku, technology expert at uSwitch.com**, commented: "Though this is the first report of its kind, it gives an extraordinary insight into Britain's voracious appetite for online services.

"There are now more than 18 million home broadband connections - and on average each one is being used to download a breath-taking 17GB of data a month. Ofcom calculates that this is the equivalent of downloading 11 films or streaming more than 12 days of audio content.

"While the Ofcom research does not break down what all that data was - such large volumes are likely to be down to people consuming media, either by downloading or streaming content via their broadband connection. On-demand media platforms like the BBC's iPlayer have changed the way many of us watch TV and listen to the radio, whilst services such as iTunes and Spotify make millions of hours of music instantly available at our fingertips.

"These figures suggest that our broadband lines are fast replacing the airwaves as the primary way we receive TV and radio. They are proof that broadband is about much more than just the internet - it's our link to enjoying entertainment, too. It is amazing how quickly these data-heavy services have become such an integral part of how the average user – rather than the technology geek – uses the web.

"It is far more than just sending an e-mail or browsing the net - consumers require a broadband service that is up to the task of using massive amounts of data each month, and one good enough to handle it quickly.

"If ever proof were needed of the triumph of the mobile, this is it - there are officially more handsets than people in the UK. There were 76.4 million active mobile connections in March - dwarfing the number of people who live here, which last year was a mere 62.3 million.

"You don't need to be a statistician to work out that this discrepancy is down to the fact that some people have several mobile phones - or that mobile phone usage is approaching saturation point. 93% of adults have a mobile, and between them they made more than 10 billion calls in March.

"But the apparently relentless rise in the number of mobiles and calls made doesn't necessarily mean we're becoming wafflers - not least because the rise of the smartphone enables us to use our mobiles for much more than just talking or texting. It's also interesting to note that the average call lasted barely a minute - hinting that we might just be too busy to talk for very long."

For more information visit www.uswitch.com or call 0800 093 0607

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