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OFCOM ISSUES GLOBAL COMMUNICATIONS MARKET REPORT

Following the publication of Ofcom's sixth International Communications Market report, which looks at the take-up, availability and use of broadband, landlines, mobiles, TV and radio in 17 countries, **Ernest Doku, technology expert at uSwitch.com**, commented: "Pit Britain against the rest of Europe and Ofcom's survey results cast UK communications in a decidedly positive light, in terms of both access to and our use of the technology available to us.

"Our take up of smartphones compared to the likes of France and Germany would suggest we're a nation of early adopters, and the survey also shows we're streets ahead in terms of superfast broadband connections – though it's telling that take up is extremely low. For many, superfast broadband is simply an unnecessary expense.

"But for those people struggling to deal with debt, pay their bills and cope with the soaring cost of living in austerity Britain, this report barely sugar-coats the pill. Cash-strapped Brits should compare deals across mobile and broadband providers and consider switching. Look for the multi-service bundles mentioned in Ofcom's report which include fixed-line phone, broadband and pay TV – these can be much better value alternatives to paying for individual services."

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

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