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BROADBAND GETS FASTER BUT ADVERTISING CONTINUES TO MISLEAD

- **New uSwitch.com data shows Belfast as the fastest city and Virgin Media as the fastest provider.**

Ofcom has reported that average UK broadband speeds have increased by 10% in the last six months and now stand at 6.8Mb. However, the gap between the actual speed experienced by consumers and the advertised speed has also increased.

Ernest Doku, technology expert at uSwitch.com, says: “While it’s great to see British broadband get steadily faster, the key issue is still that customers are signing up to one service and receiving another. At 15Mb, the average advertised speed is more than double the average speeds that people are receiving. It’s like signing up to a Porsche and ending up with a Robin Reliant.

“We support Ofcom’s recommendation that adverts should show the range of speeds delivered to at least half of customers and hope that this will be finally approved by the ASA in the autumn – this issue has been going on for too long.

“In the meantime, the actual speed that customers will experience depends on factors such as the quality of their line, and the distance they live away from the exchange. We advise any customers who are concerned to run a speed test and discuss the results with their provider.”

uSwitch.com speed stats – based on 72,000 speed tests over last 30 days

Number of tests: 72,310

Average speed: 8.57Mb

Fastest provider: Virgin Media

Fastest UK cities

City	Average speed
Belfast	12.25Mb
Bournemouth	11.41Mb
Poole	11.22Mb
West Bromwich	11.13Mb
Stockport	11.11Mb
Walsall	10.44Mb
London	10.44Mb
Dudley	10.35Mb
Slough	10.14Mb
Wolverhampton	10.07Mb

Fastest UK Broadband by Provider

Provider	National average speed
Virgin Media	14.68Mb
Be	8.15Mb
BT	7.06Mb
O2	6.21Mb
TalkTalk	5.97Mb
Plusnet	5.59Mb
Tesco	4.58Mb
Sky	4.42Mb
Orange	4.12Mb
Eclipse	4.10Mb

Test your speed, view how your provider compares or see what speed your neighbours are getting at: <http://www.uswitch.com/broadband/speedtest/>

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About us:

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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 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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