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## **OFCOM DEMANDS MORE TRANSPARENCY OVER INTERNET TRAFFIC MANAGEMENT**

Following the announcement of the steps Ofcom now expects Internet Service Providers (ISPs) to take to ensure customers are aware of how internet traffic is being managed on their networks, **Ernest Doku, technology expert at [uSwitch.com](http://uSwitch.com)**, commented: "Nobody questions the need for suppliers to manage broadband traffic. It's becoming ever more congested as people increasingly use the internet for bandwidth-heavy services such as downloading movies and music, as well as watching TV online.

"However, what has been missing is transparency and clarity over how internet traffic is managed by providers. As a result, many broadband customers have not been able to enjoy the speed of service advertised at the point of sale.

"Following today's move, we can now expect consumers to know upfront about average speeds and the effects of traffic management on those speeds before they sign up to a broadband package. This is a huge step forward for broadband customers."

**For more information visit [www.uswitch.com](http://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](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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