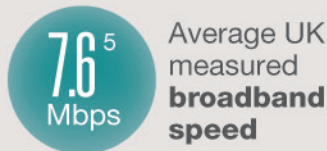
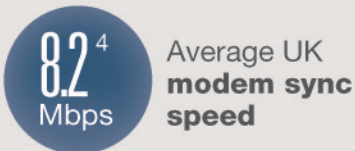
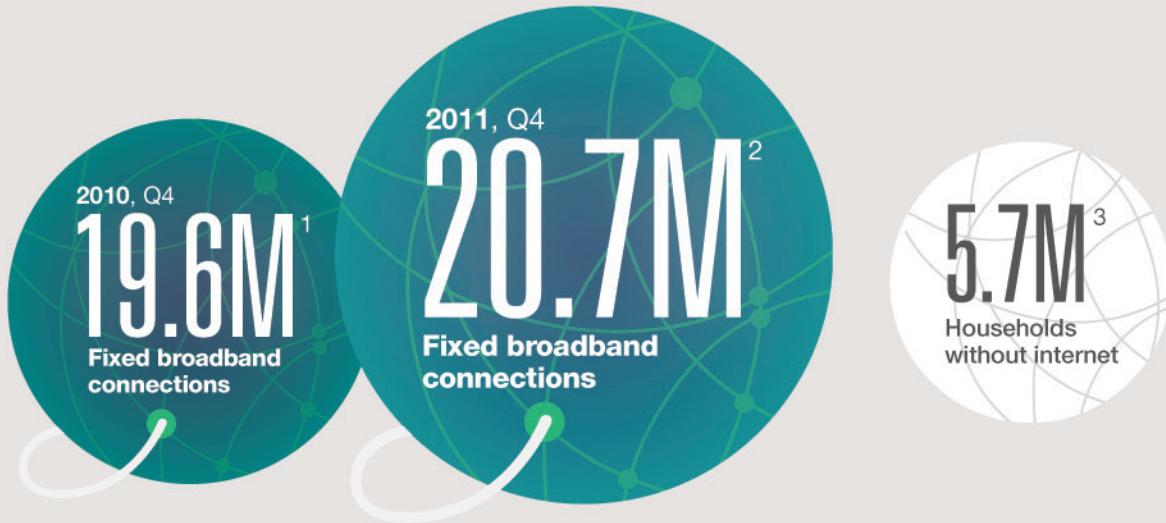
The background of the slide is a dark blue rectangle with a network diagram consisting of several circular nodes connected by thin lines. On the left side of this rectangle, there is a light-colored map of the United Kingdom.

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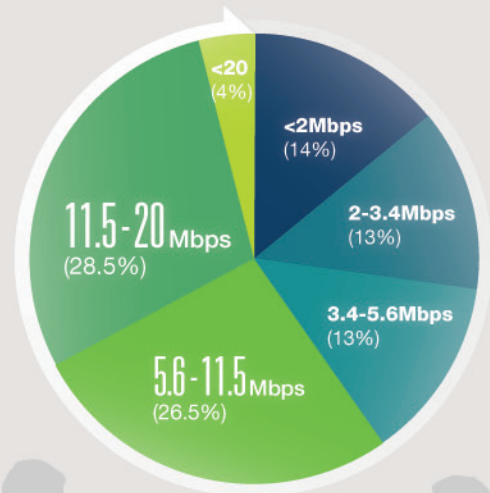
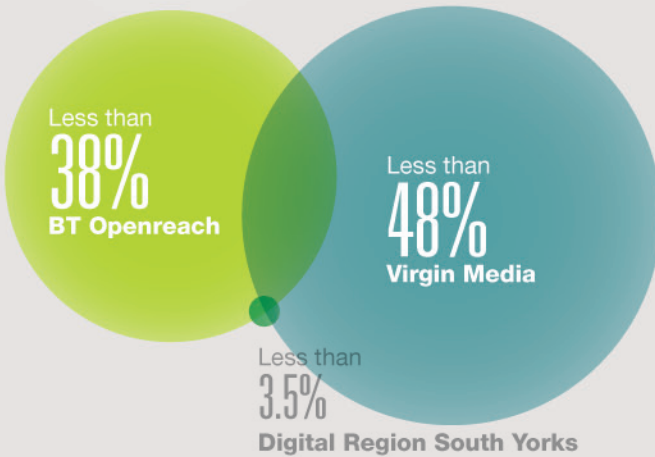
UK Broadband Factsheet  
Q2 2012

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**63%**<sup>7</sup> Total UK households with **superfast broadband** UK coverage

**ADSL/ADSL2 estimated speeds**<sup>8</sup>

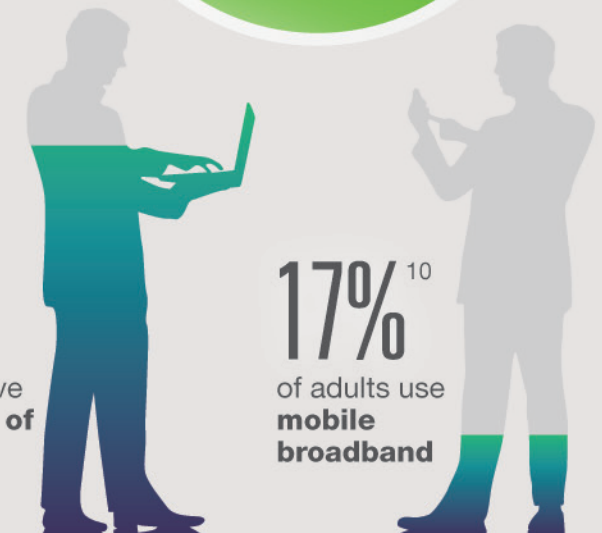


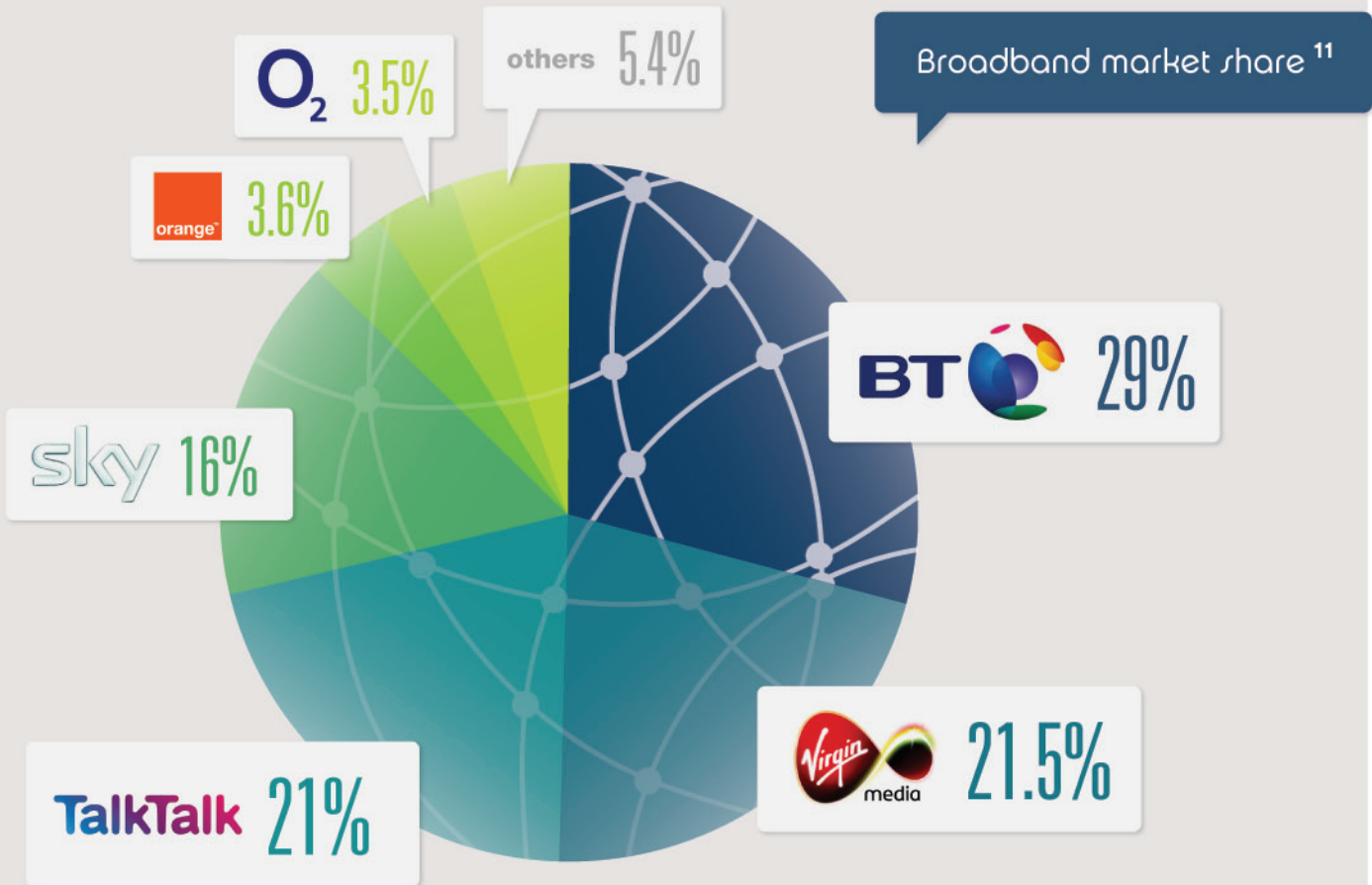
**Sources**

- 1 Q4 2010, Point Topic
- 2 Q4 2011, Point Topic
- 3 2011, ONS
- 4-6 Nov 2011, Ofcom
- 7 Ofcom/Providers
- 8 thinkbroadband/Ofcom
- 9 Q1 2011, Ofcom
- 10 Q1 2011, Ofcom

**74%**<sup>9</sup>  
of adults have **broadband of any kind**

**17%**<sup>10</sup>  
of adults use **mobile broadband**





Broadband subscriber numbers (millions)  
(Source: Financial results for relevant companies)

	2010		2011				2012	
	SEP	DEC	MAR	JUL	SEP	DEC	MAR	
BT	5.34	5.52	5.69	5.83	6	6.1	6.28	
Virgin Media	4.24	4.29	4.33	4.31	4.33	4.36	4.38	
TalkTalk	4.25	4.22	4.2	4.17	4.13	4.08	4.07	
Sky	2.8	3.01	3.16	3.33	3.49	3.84	3.86	
Orange	0.8	0.77	0.73	0.71	0.71	0.71	0.71	
O2/BE	0.66	0.67	0.67	0.65	0.63	0.62	0.62	

11: July 2011, source: Guardian

80%:ADSL2+

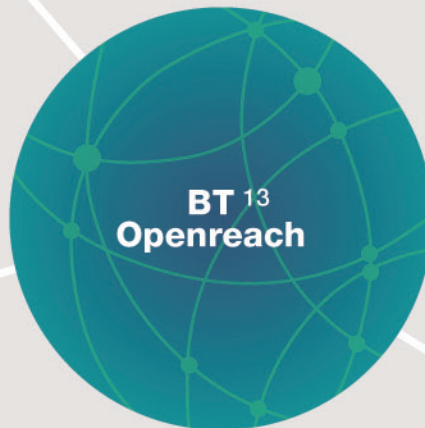


Over **700,000**<sup>12</sup>  
BT vision customers



**550,000**<sup>12</sup>  
BT infinity customers

**BT**  
Sep 11 figures  
(unless otherwise specified)



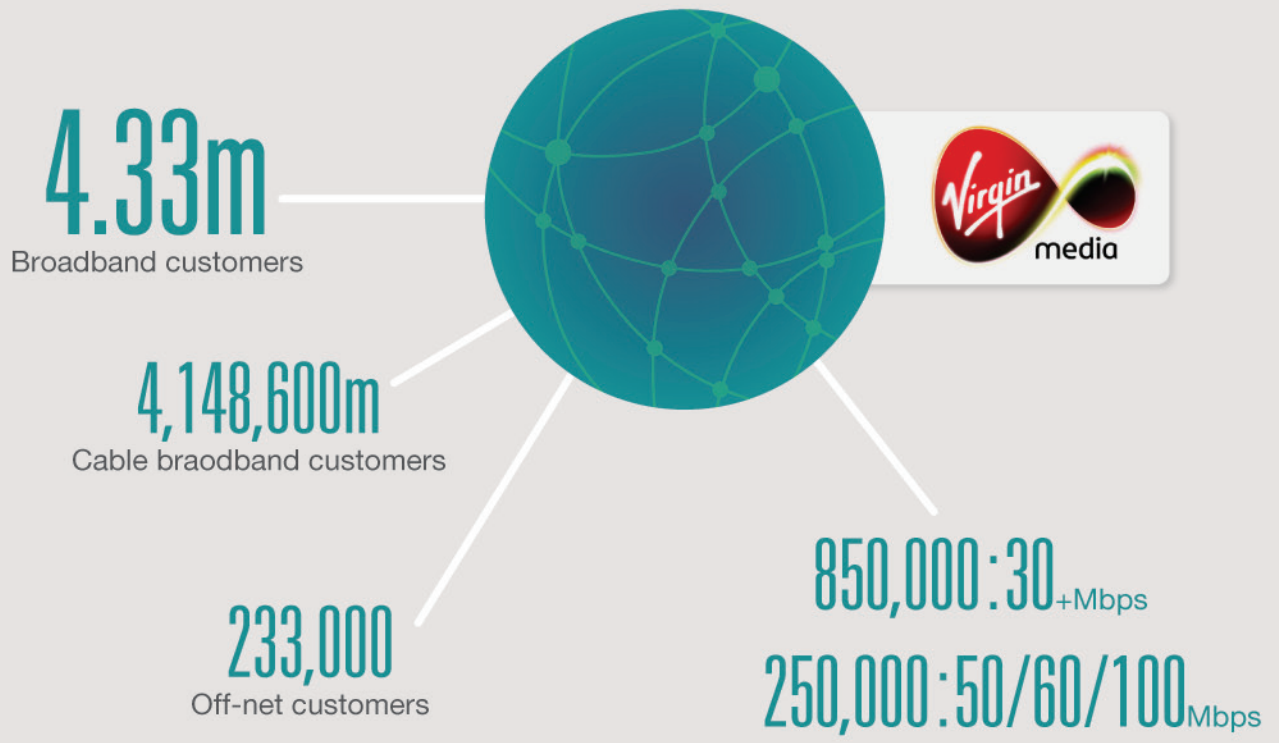
**24.75m**  
Copper lines

**4.01m**  
Fully unbundled  
(mpf)

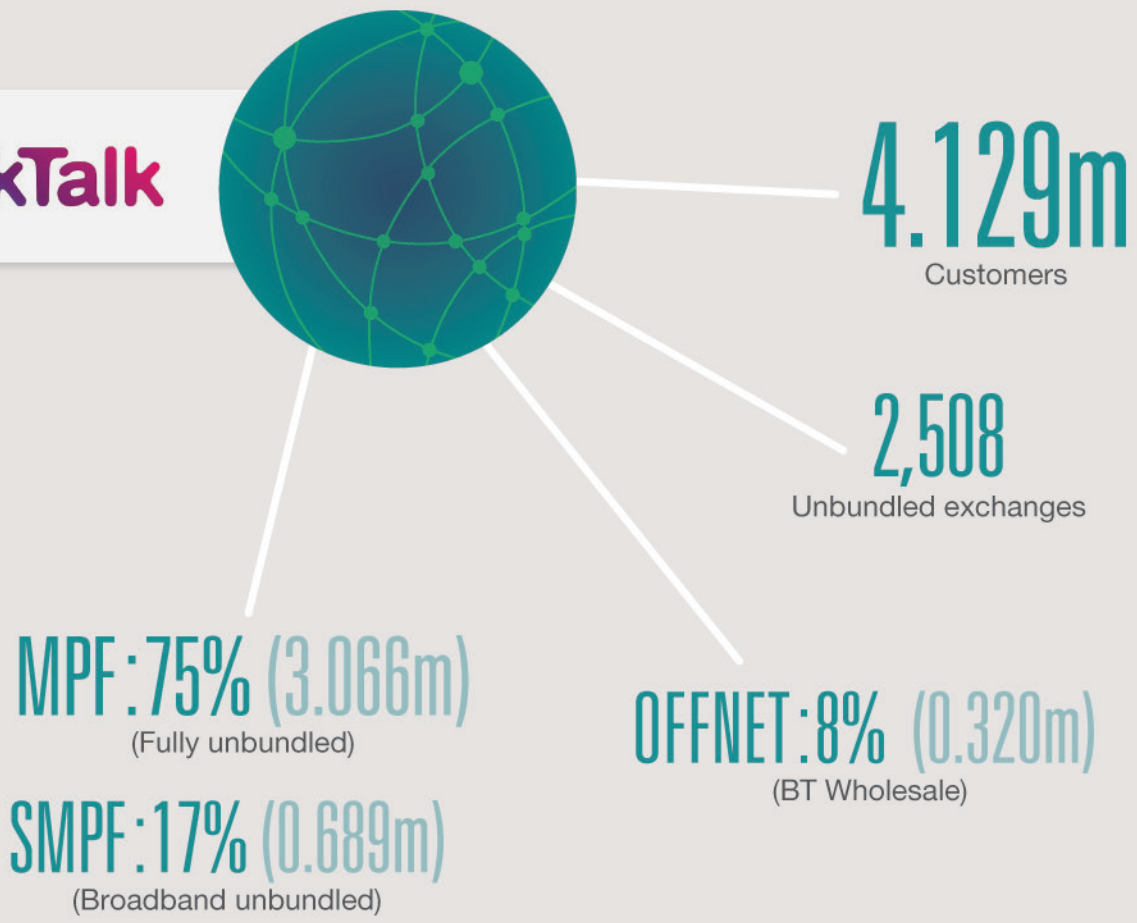
**3.48m**  
Shared unbundled  
copper lines  
(smpf)

Less than  
**10m (38%)**  
UK households within  
FTTC footprint

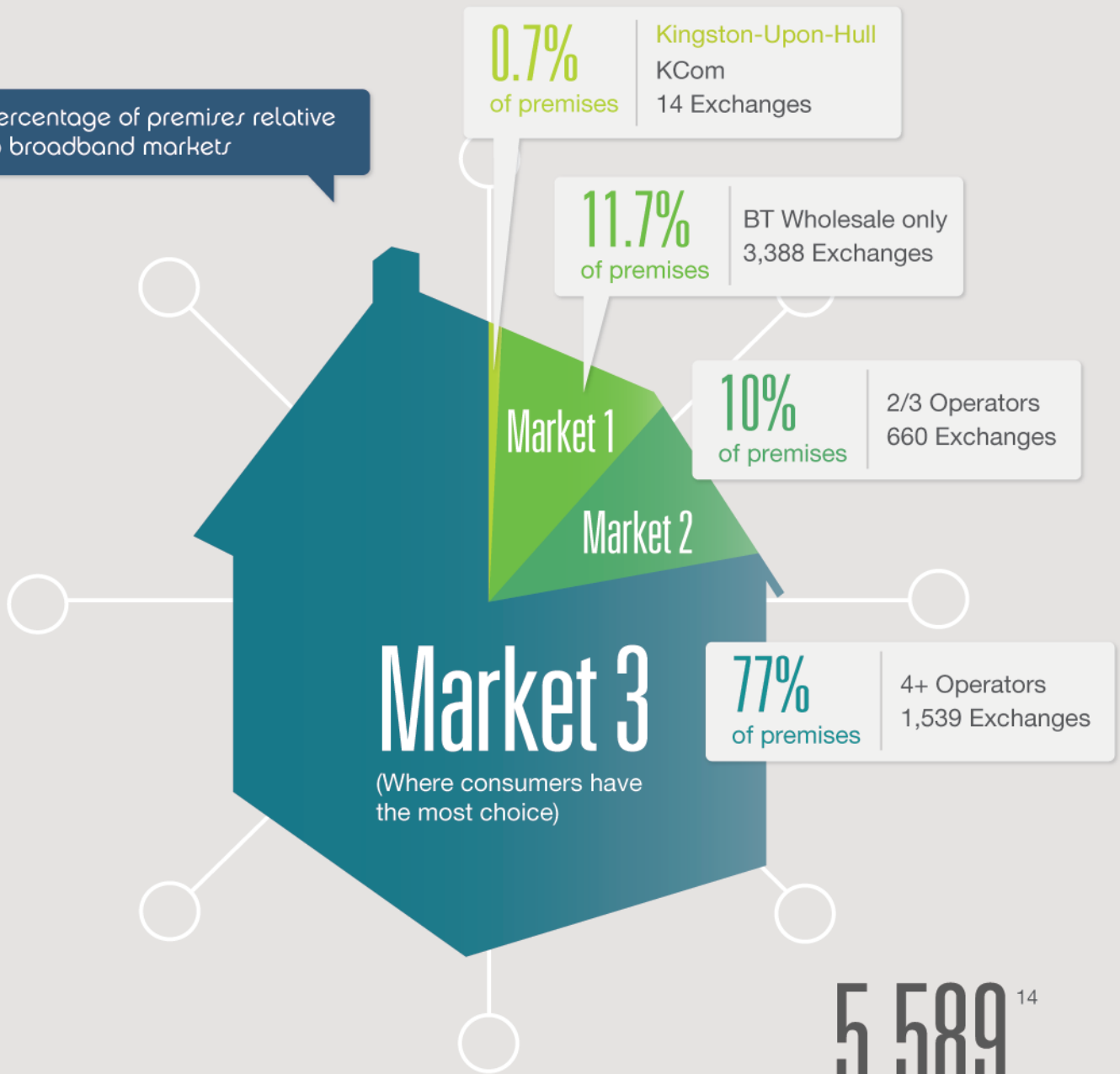
12: March 2012, source: BT PLC  
13: September 2011, source: BT PLC



TalkTalk



Percentage of premises relative to broadband markets



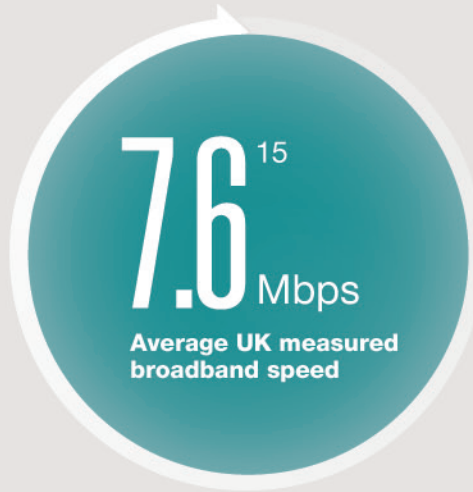
**Market 3**

(Where consumers have the most choice)

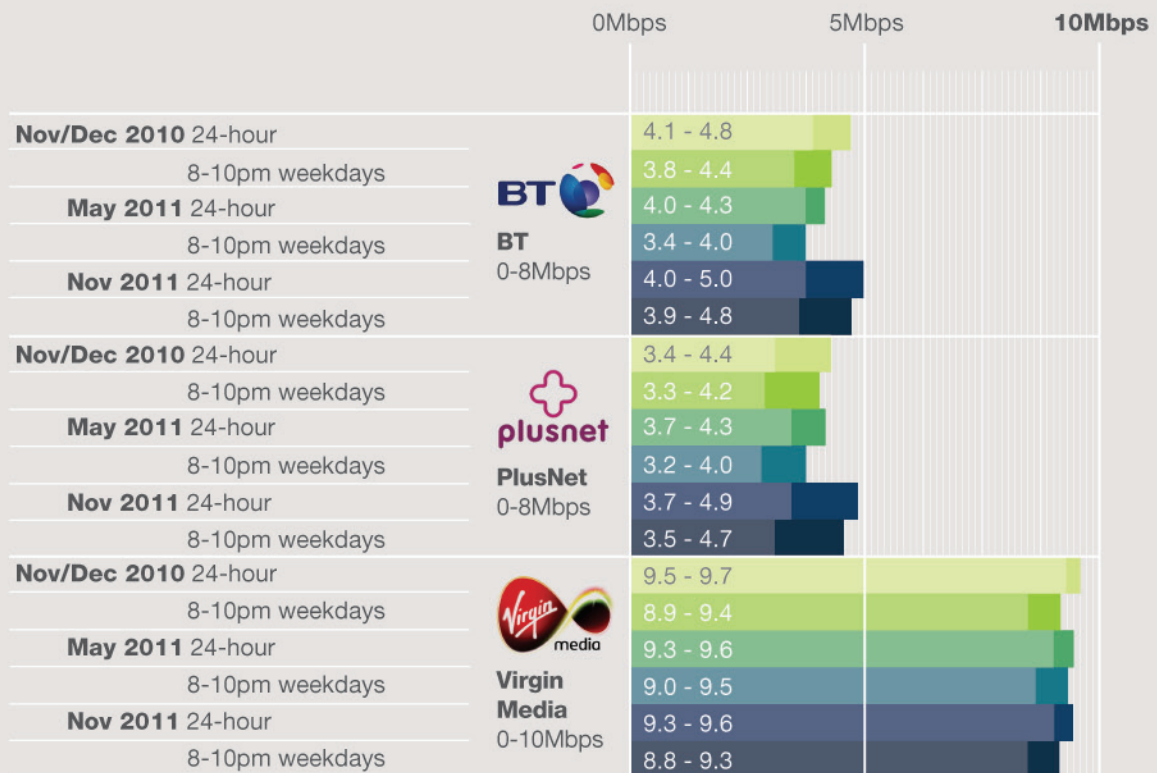
**5,589**<sup>14</sup>  
Total exchanges

Ofcom has separated UK broadband into different markets for regulation purposes, which affects the wholesale price that can be charged by BT. These are based on the number of operators who have unbundled an exchange. Consumers can buy broadband services from a number of retail providers, even where BT Wholesale is the only wholesale operator in an exchange.

14: Mar 11, source: Ofcom



Packages upto 10Mbps



15: May 2011, source: Ofcom

Packages upto 24Mbps

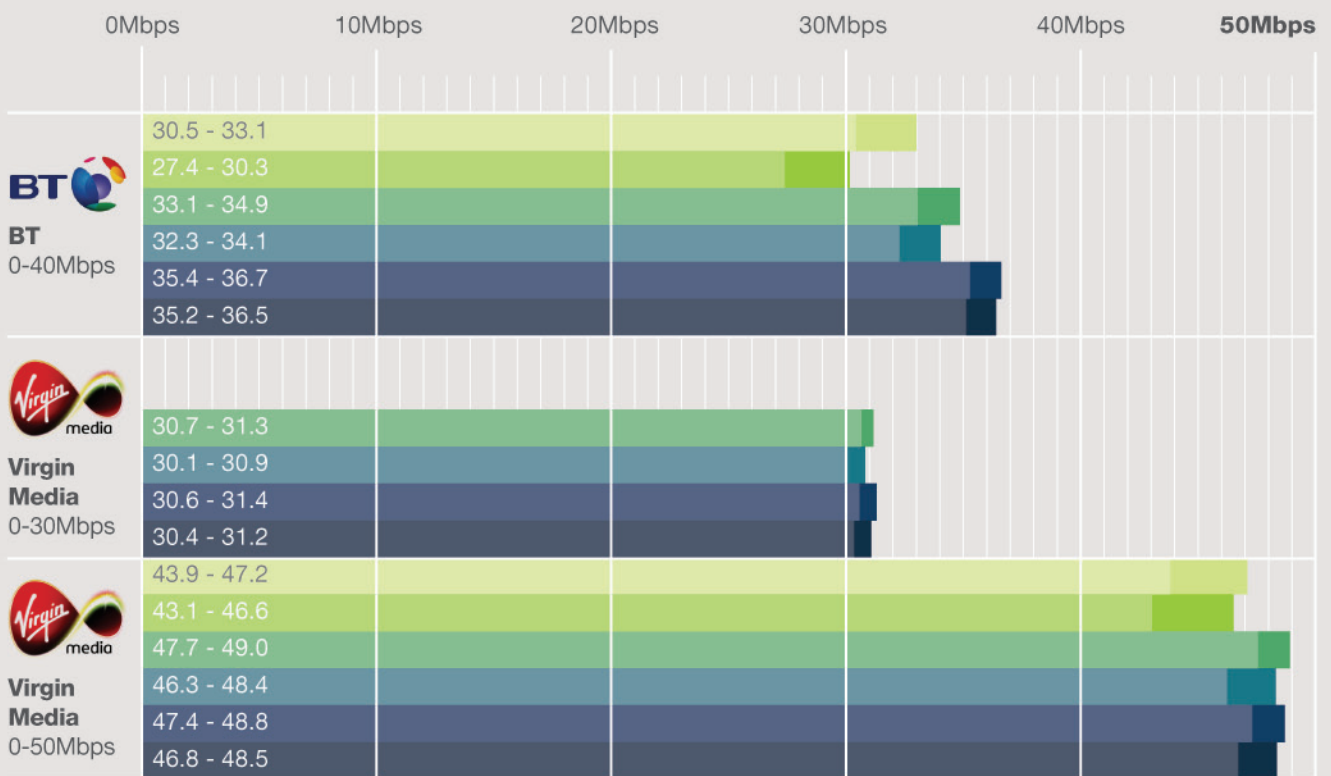




Packages upto 50Mbps

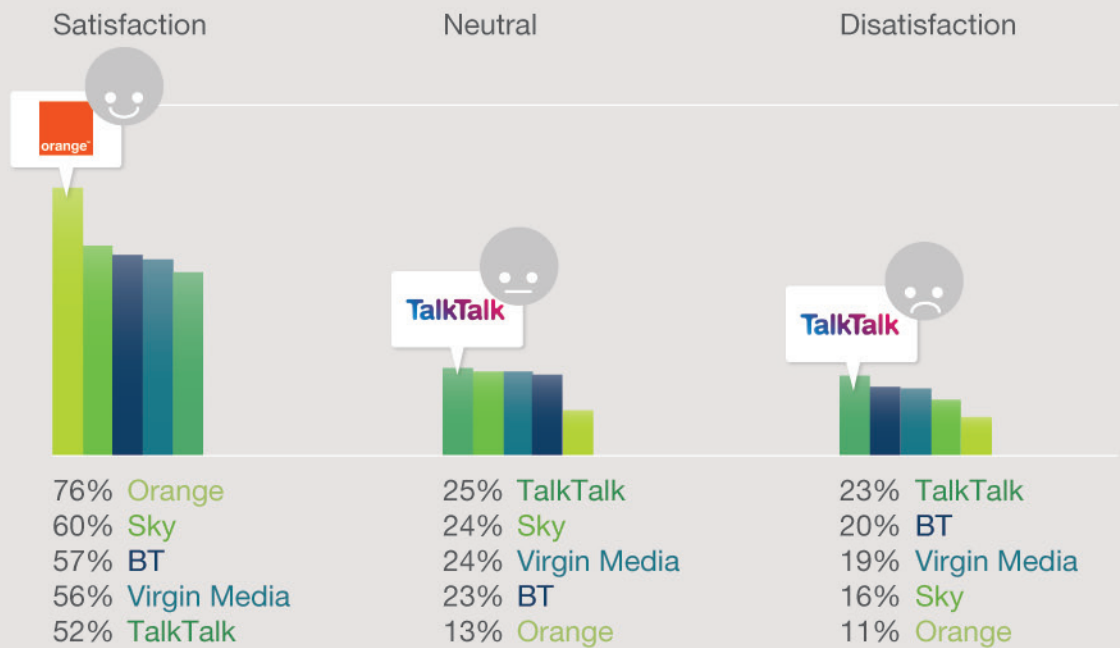
Min - Max speeds

- Nov/Dec 2010** 24-hour
- 8-10pm weekdays
- May 2011** 24-hour
- 8-10pm weekdays
- Nov 2011** 24-hour
- 8-10pm weekdays

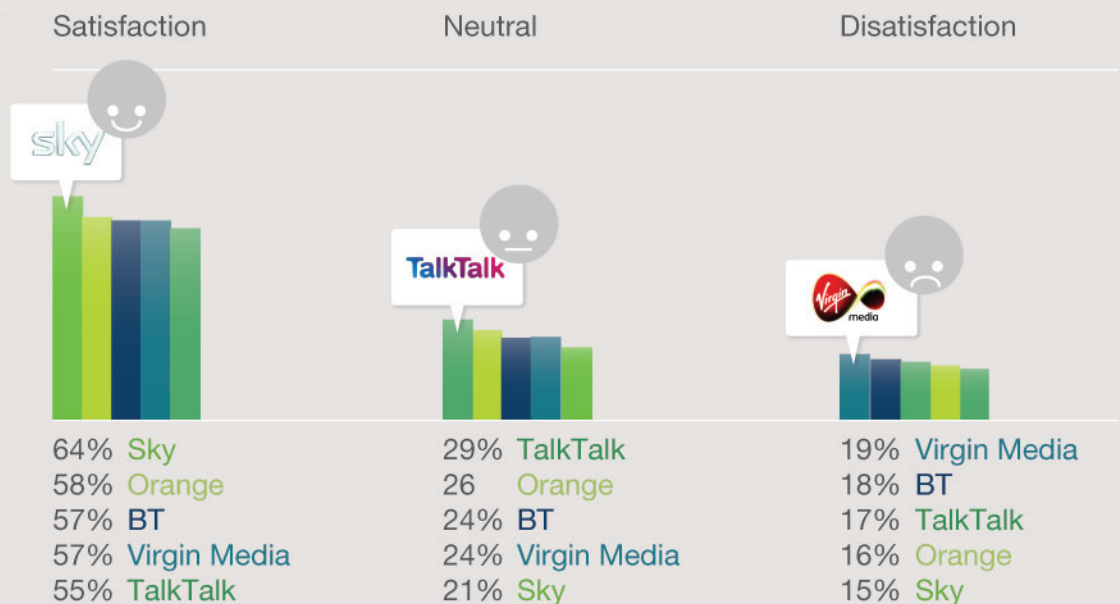


Ofcom publish regular customer satisfaction ratings for customer service levels of broadband providers. This shows how users rated their provider in terms of how satisfied they were with the broadband provider in question:

**2011  
February**



**September**



## AUG 2000

Consumer 0.5 Mbps ADSL services launched. Freeserve launches at £150 /setup + £39.99/month

[Read more](#)

## SEPT 2002

Broadband users in the UK exceeds 1 million

[Read more](#)

## APRIL 2005

BT Group announces five million ADSL users

[Read more](#)

## APR 2006

TalkTalk launches telephone and 'free' broadband for a combined total of £21.99/month

[Read more](#)

## JAN 2008

First few weeks of BBC iPlayer see 3.5 million programmes watched

[Read more](#)

## JUN 2009

Final Digital Britain Report published by Lord Carter calling for 2Mbps Universal Service commitment by 2012

[Read more](#)

## OCT 2010

Virgin Media announces 100Mbps service

[Read more](#)

## APRIL 2011

Broadband users in the UK reaches 19.5 million

[Read more](#)

## FEB 2012

Openreach announces FTTP on Demand for areas with FTTC to rollout in 2013

[Read more](#)

## FEB 2002

Pipex launches first sub-£30 (inc vat) ADSL service. Industry follows later in month with wholesale price reductions

[Read more](#)

## NOV 2004

BT Wholesale starts consumer IPStream Home 2000 (self-install 2Mbps) trial

[Read more](#)

## MAR 2006

BT Wholesale launches its up to 8Mbps Max and Max Premium (rate-adaptive ADSL) products

[Read more](#)

## SEP 2007

3 million unbundled lines in the UK

[Read more](#)

## DEC 2008

Virgin Media launches 50Mbps broadband service

[Read more](#)

## MAY 2010

BT announces 'two thirds' of UK will get FTTC/FTTP fibre by 2015

[Read more](#)

## OCT 2010

UK government announces its aim to have the "best superfast broadband in Europe by 2015" along "with functional level of broadband access for everybody"

[Read more](#)

## JULY 2011

Virgin Media demonstrates 1.5 Gbps-capable cable broadband service and confirms 25% of UK homes can get their 100Mbps service

[Read more](#)

2012

## About thinkbroadband.com

thinkbroadband.com is an independent broadband information website (originally known as ADSLguide.org.uk) started by a group of keen early adopters seeking to share their experience on how to make the most of their broadband services.

The website pioneered **broadband speed testing** and continues to provide a number of innovative tools to help users including a **broadband quality monitor** and a **broadband usage meter** to help users track how much they use their broadband connection. It provides easy-to-understand guides on all aspects of broadband in the home.

The site also provides daily news and commentary on all aspects of broadband in the UK and has a flourishing community of users willing to help each other on a range of technical issues.

### *SUBSCRIBING TO UPDATES*

This factsheet will be updated quarterly and published on the thinkbroadband website. Advance copies can be provided to press on request - please contact [team@thinkbroadband.com](mailto:team@thinkbroadband.com) to request.

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E-mail: [team@thinkbroadband.com](mailto:team@thinkbroadband.com)

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