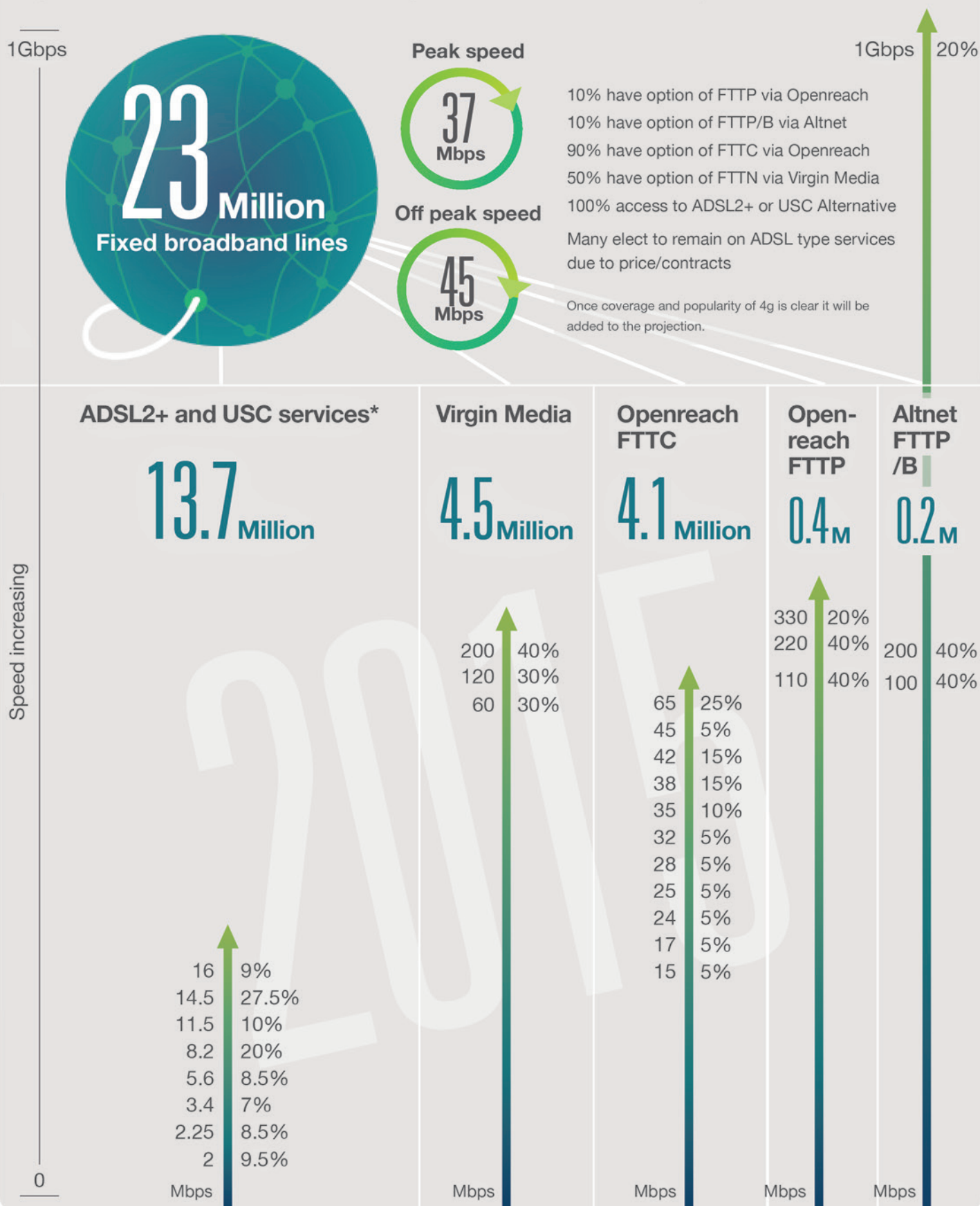


- P2** Projection of UK broadband speeds in Summer 2015 [Updated](#)
- P3** Broadband timeline [Updated](#)
- P4** Broadband market share [Updated](#)
- P5** Broadband complaints [Updated](#)
- P6** Total fixed broadband connections
- P7** Broadband connections what are they good for?
- P8** Rural areas versus urban
- P9** Broadband speeds
- P11** About thinkbroadband.com

Projection of UK broadband speeds in Summer 2015

Source: thinkbroadband analysis of technological capabilities and local loop lengths

Figure of 23 million fixed broadband lines allows for growth of 2.7 million lines in next three years



Broadband timeline: August 2000~January 2013

AUG 2000

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

[Read more](#)

NOV 2004

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

[Read more](#)

MAR 2006

BT Wholesale launches its up to 8 Mbps 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 50 Mbps 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 broadband in Europe by 2015".

[Read more](#)

JULY 2011

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

[Read more](#)

SEPT 2012

Cumbria signs BDUK contract with BT, 93% to have super fast broadband by end of 2015.

[Read more](#)

JAN 2013

B4RN FTTH network goes live in Arkholme Lancashire, the projects second village.

[Read more](#)

FEB 2002

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

[Read more](#)

APRIL 2005

BT Group announces five million ADSL users.

[Read more](#)

APRIL 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 2 Mbps Universal Service commitment by 2012.

[Read more](#)

OCT 2010

Virgin Media announces 100 Mbps 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](#)

DEC 2012

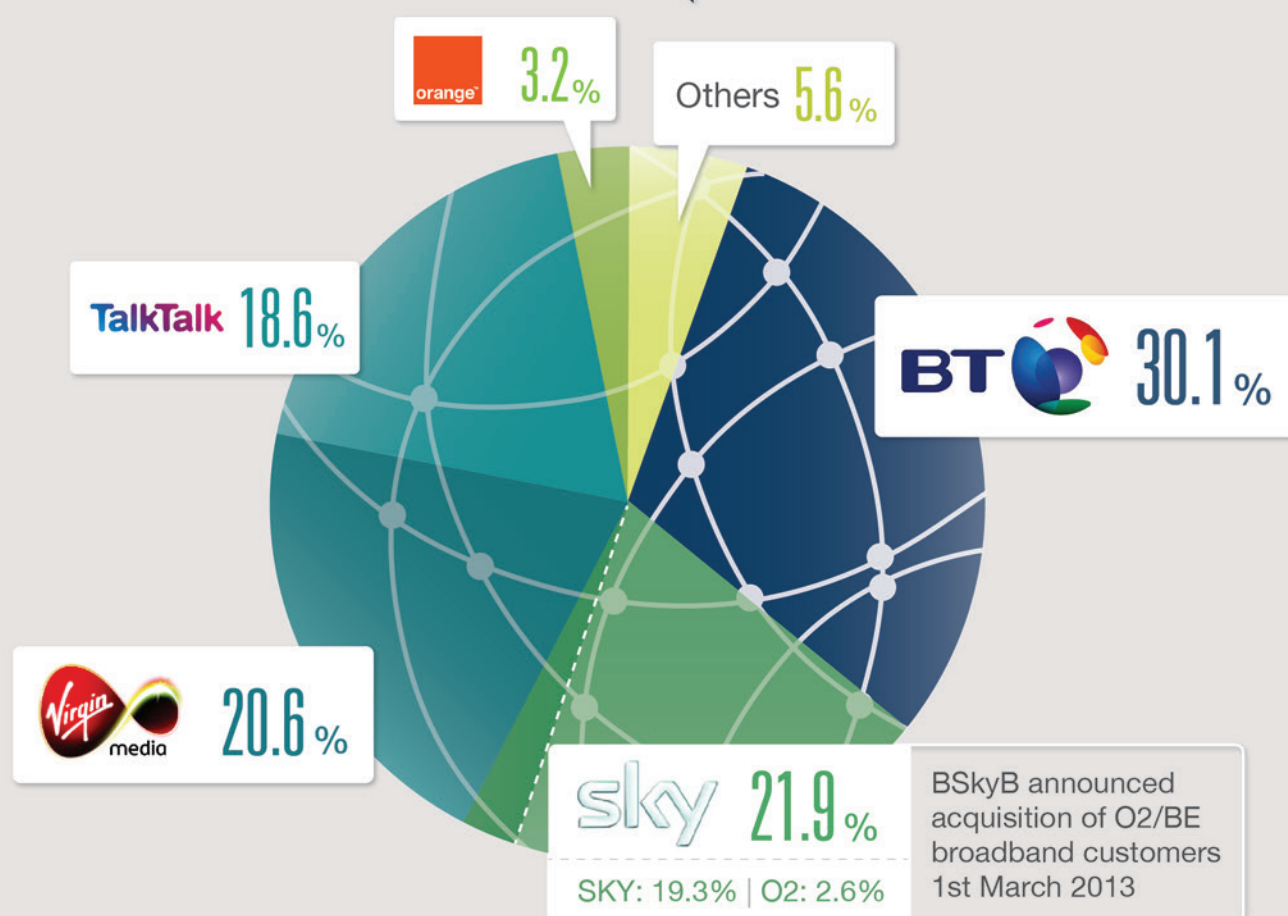
First BDUK funded cabinet installed in North Yorkshire.

[Read more](#)

2013

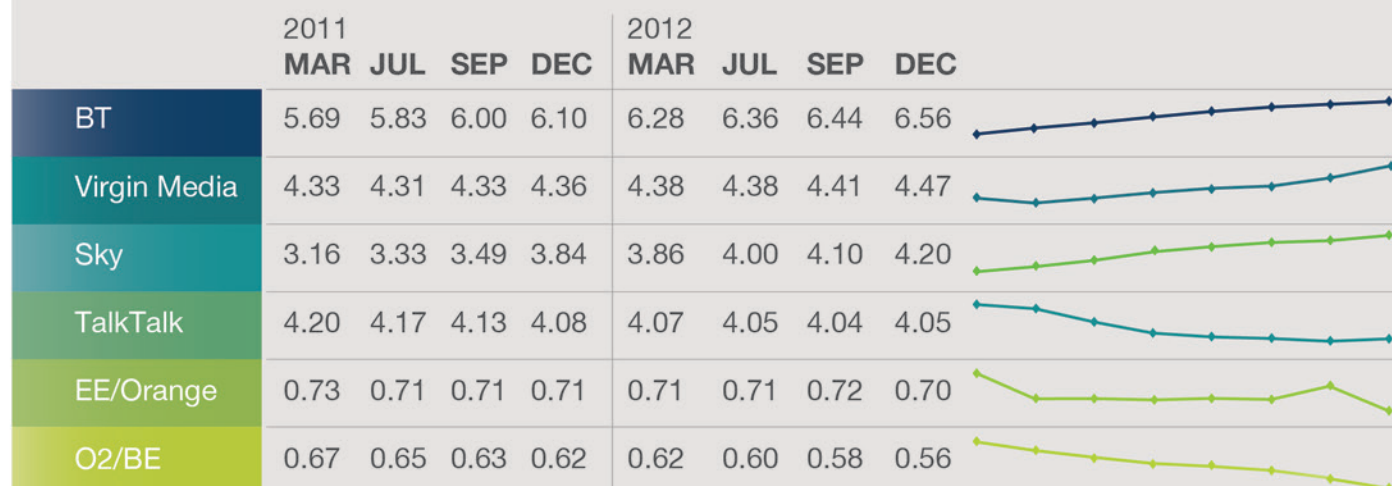
Broadband market share

Source: Providers' Quarterly Results to December 2012



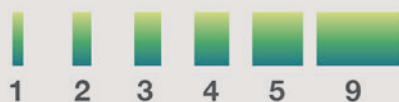
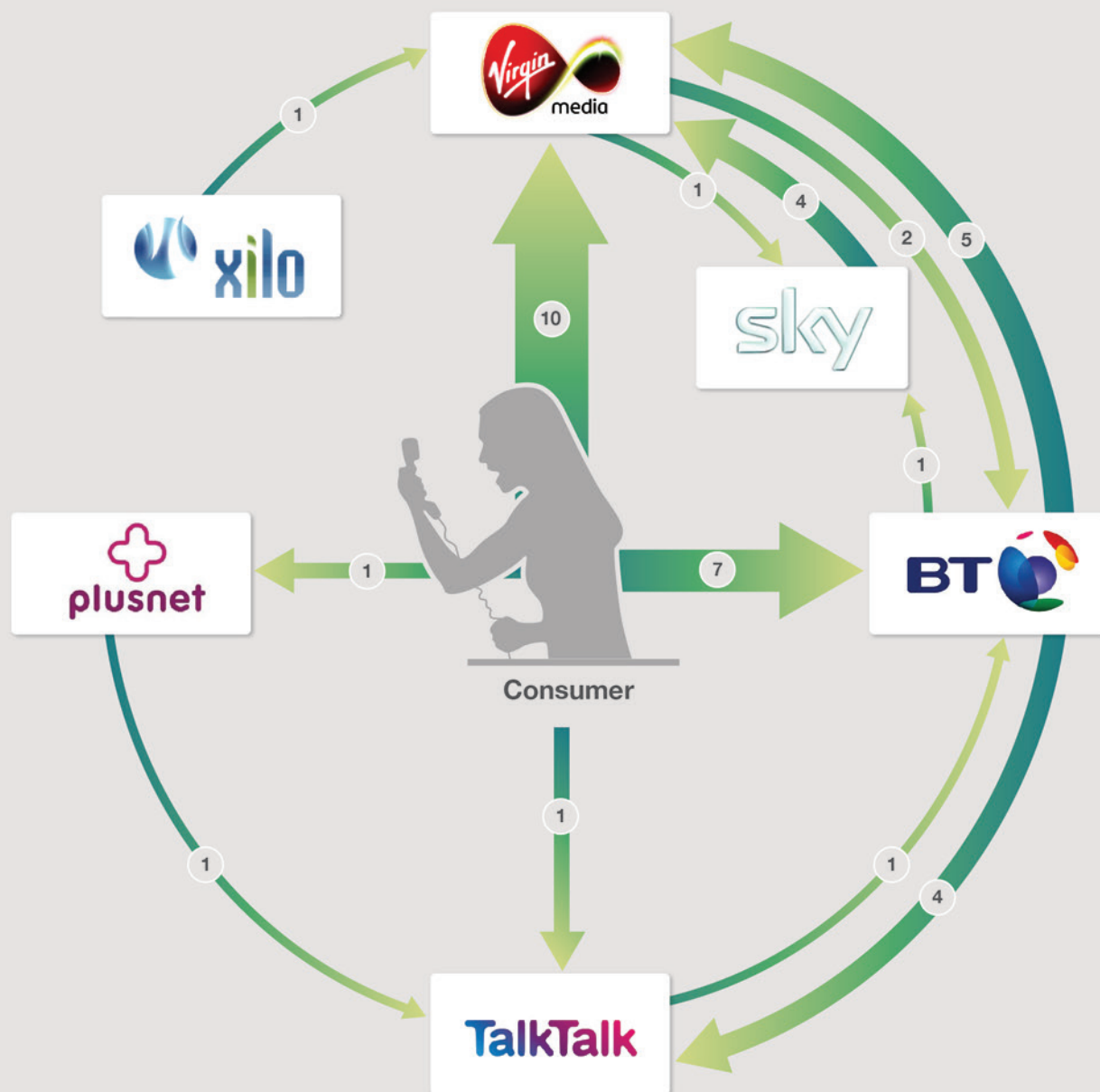
Broadband subscriber numbers (millions)

Source: Financial results for included companies



Broadband complaints - to advertising standards authority

2011 to Present

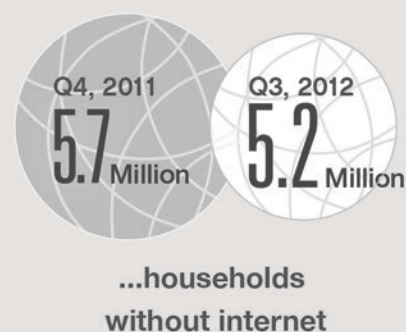
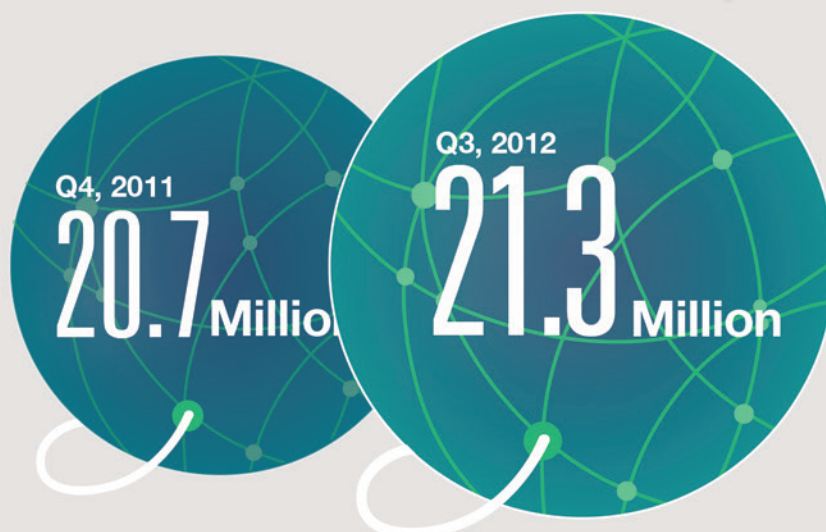


Width of arrow denotes
number of complaints

Chart shows the source and target of complaints made to the Advertising Standards Authority for marketing claims where broadband is a significant element. The consumer is one of the main sources of complaints, but the industry appears to closely monitor its rivals too.

Total fixed broadband connections

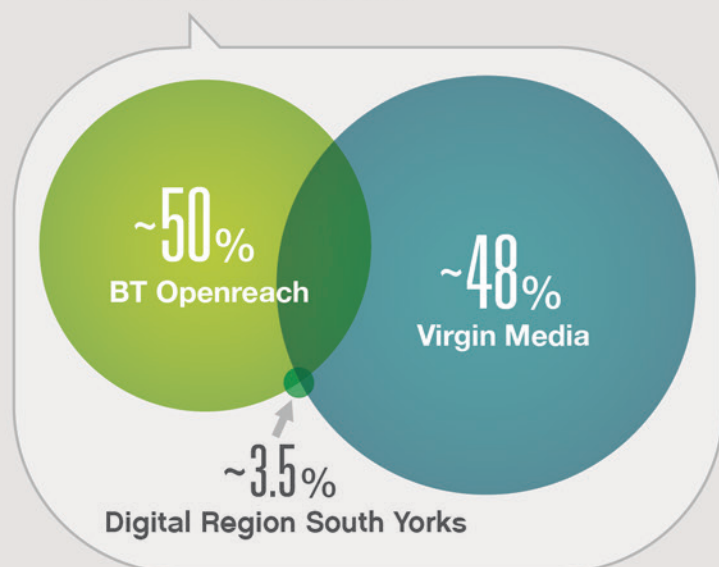
2010-2012, Source: Point Topic



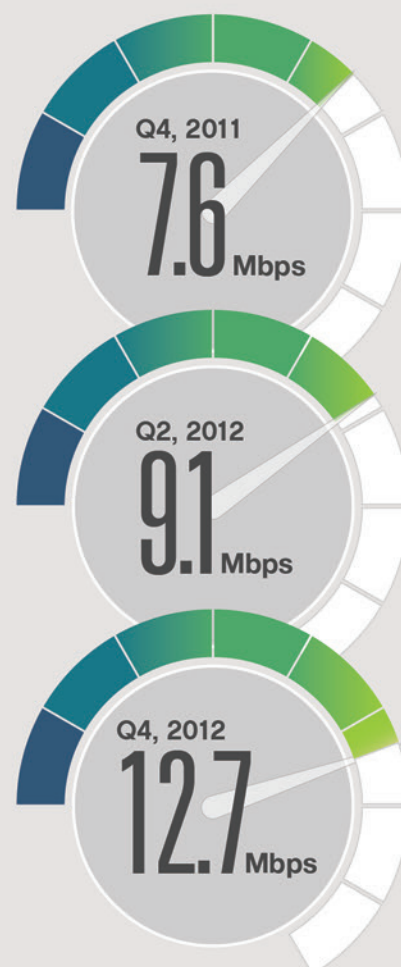
Broadband speeds

2012, Source: Ofcom / Providers

68% ...Total UK households with access to superfast broadband

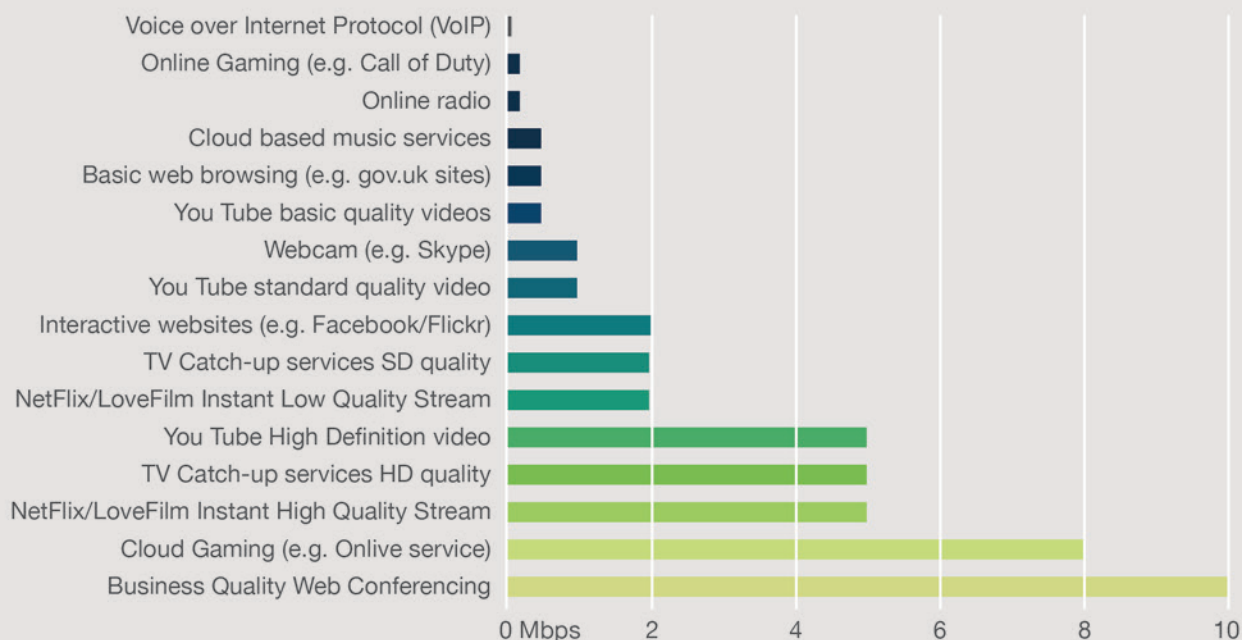


...Average UK measured broadband speed



Broadband connections what are they good for?

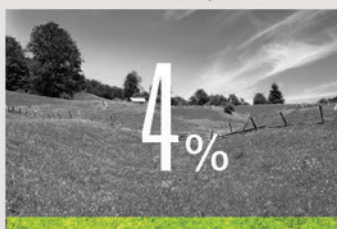
Source: thinkbroadband.com



In 90 minutes how much of a film will have downloaded...

(HD movie purchase using iTunes, Xbox 360 or PS3 stores)

0.5 Mbps



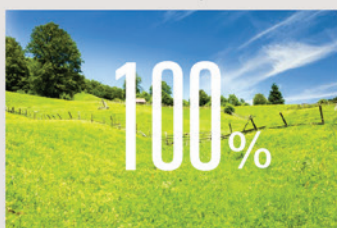
2 Mbps



7 Mbps



10 Mbps



20 Mbps



40 Mbps





Rural areas vs...



Suburbs vs...



Urban

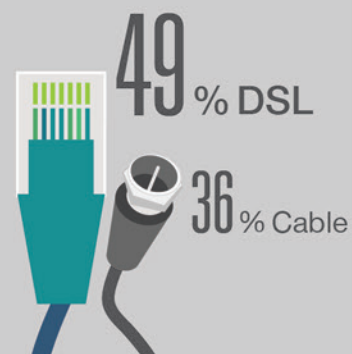
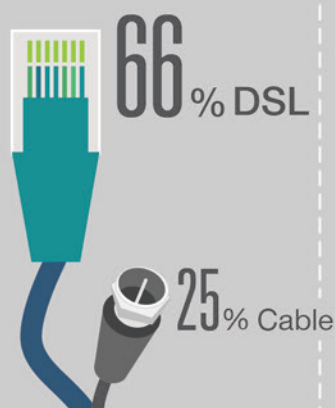
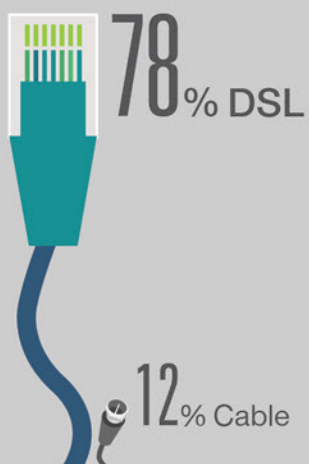
UK Population

Source: EU 2012

**DSL vs cable¹**

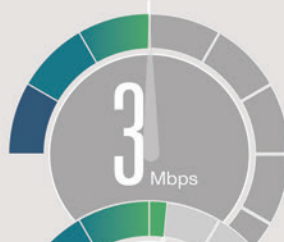
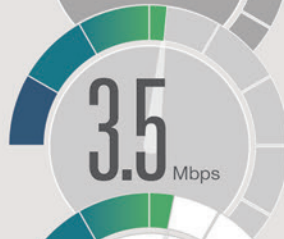
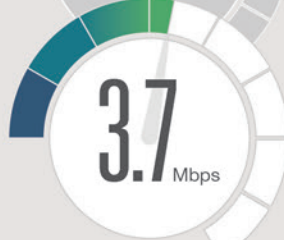
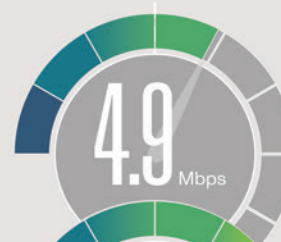
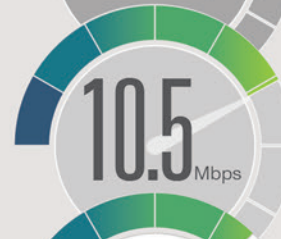
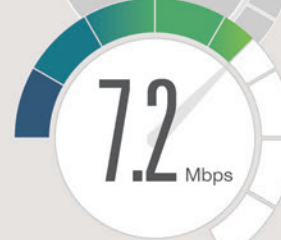
August 2012

Source: ONS

**Average speed of connections...**

May 2012

Source: Ofcom

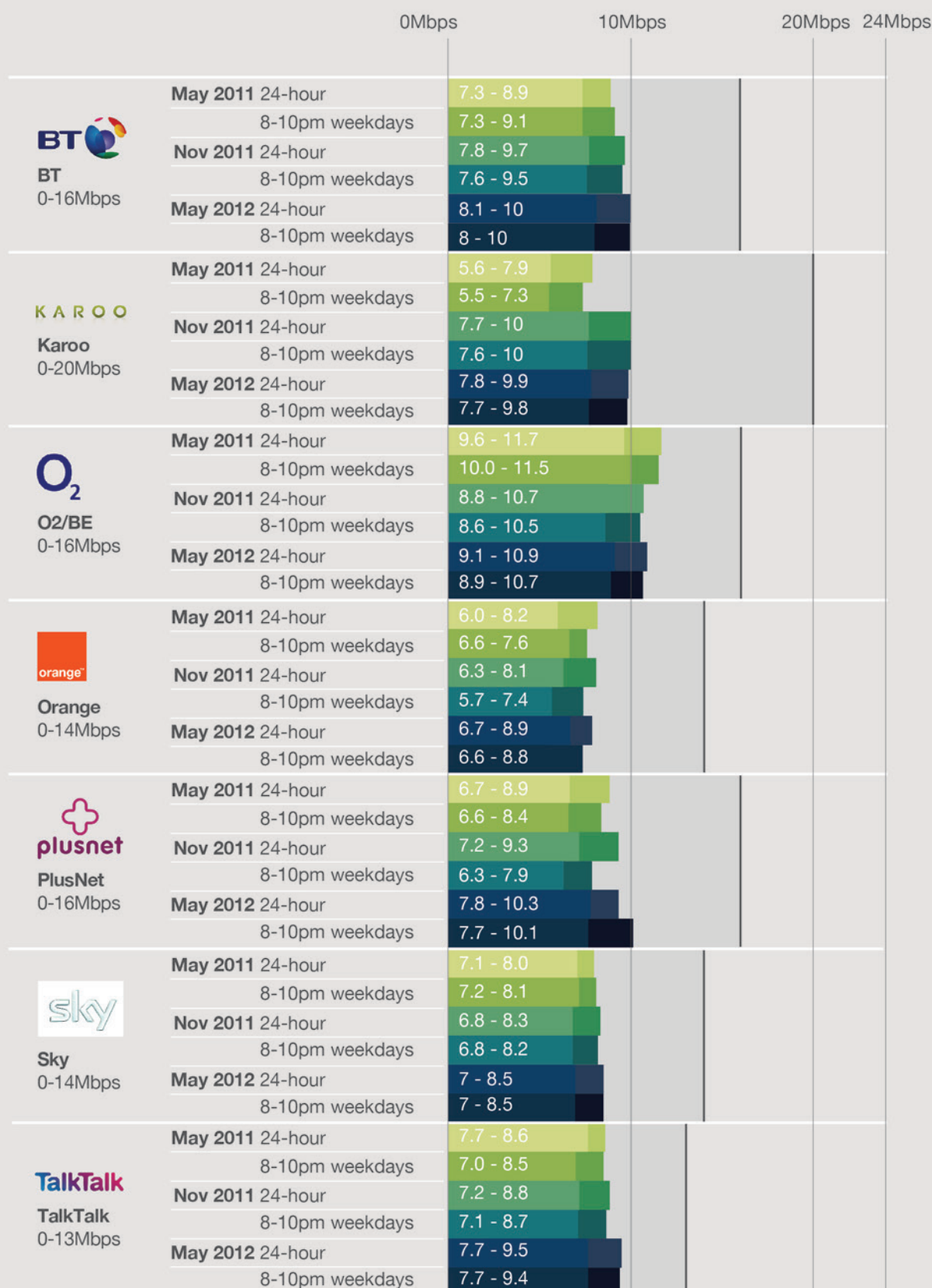
Rural²**ADSL
up to 8 Mbps****Average all
connections****ADSL2+
up to 24 Mbps****Urban & Suburbs²****4.9
Mbps****10.5
Mbps****7.2
Mbps**

1. Mobile satellite, WiFi, ISDN and Dial-up account for remainder

2. Ofcom uses different definition of rural and urban than EU and ONS

Broadband speeds ADSL/ADSL2+ (up to 24 Mbps)

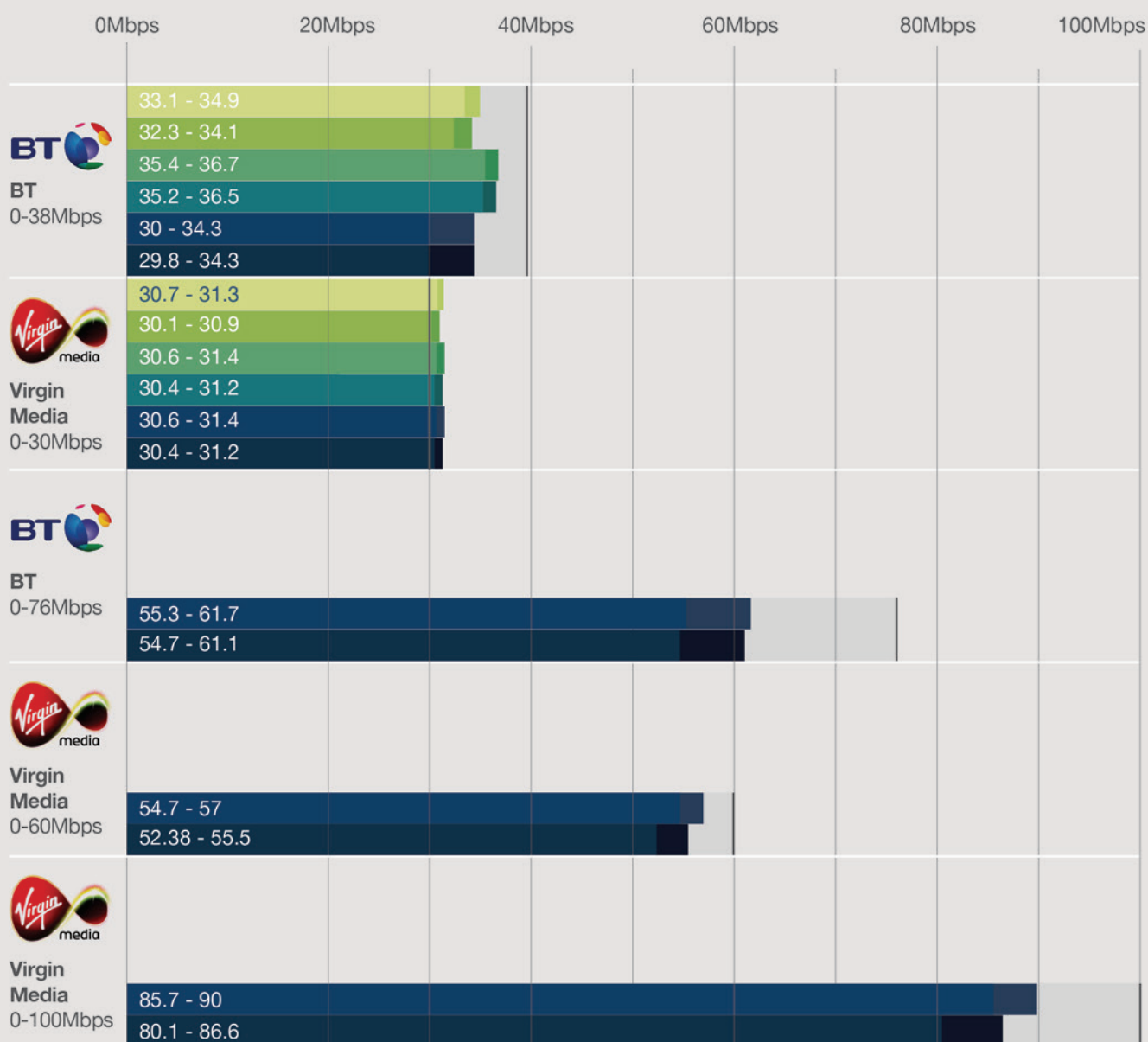
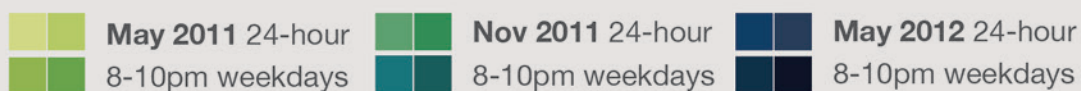
June 2012. Source: Ofcom



Broadband speeds - Superfast packages

June 2012. Source: Ofcom

Min - Max speeds



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** to request.

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