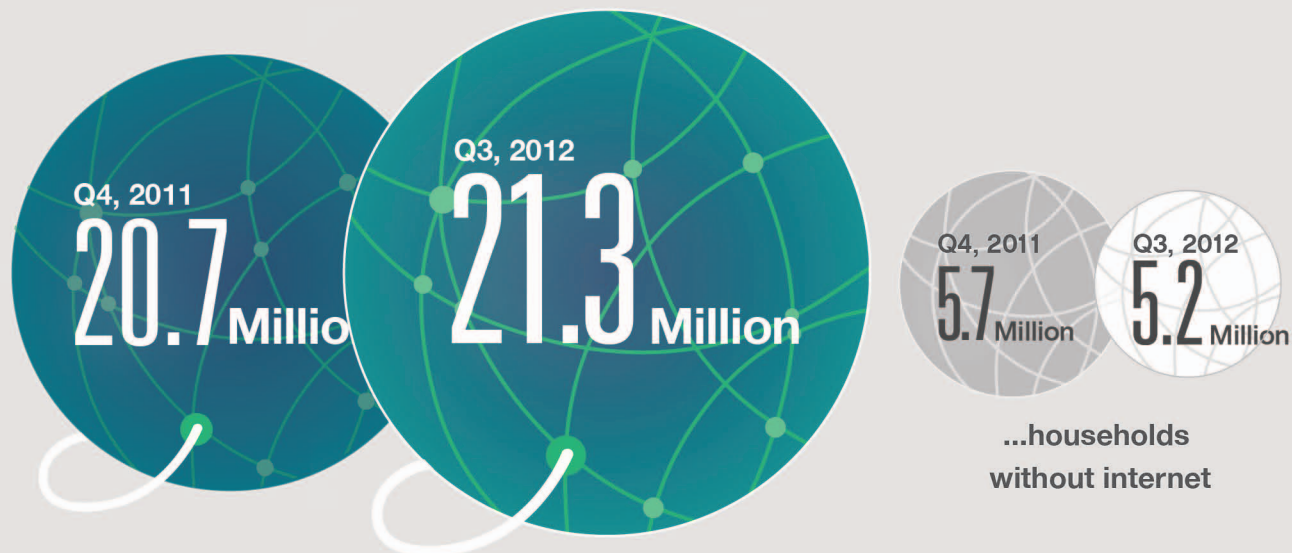


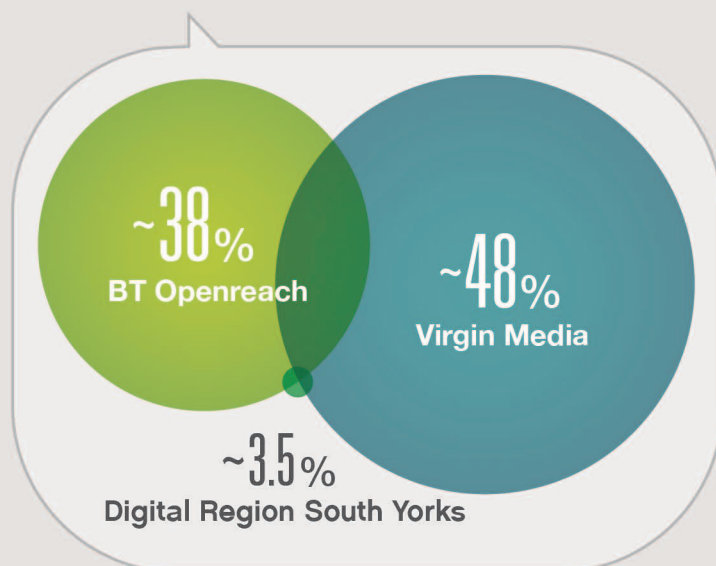
## Total fixed broadband connections

2010-2012, Source: Point Topic



63%

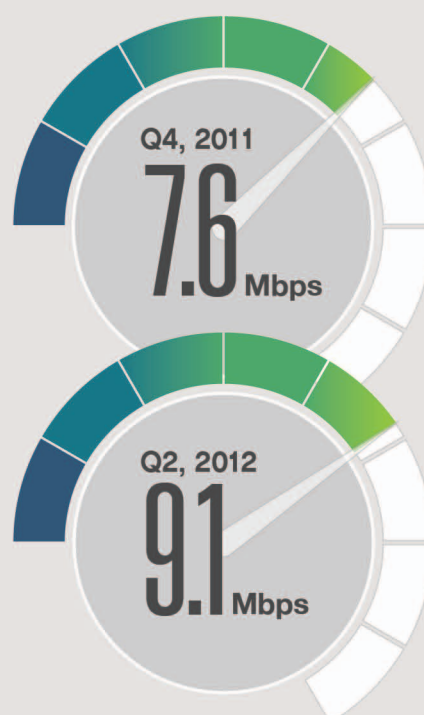
...Total UK households with access to superfast broadband



## Broadband speeds

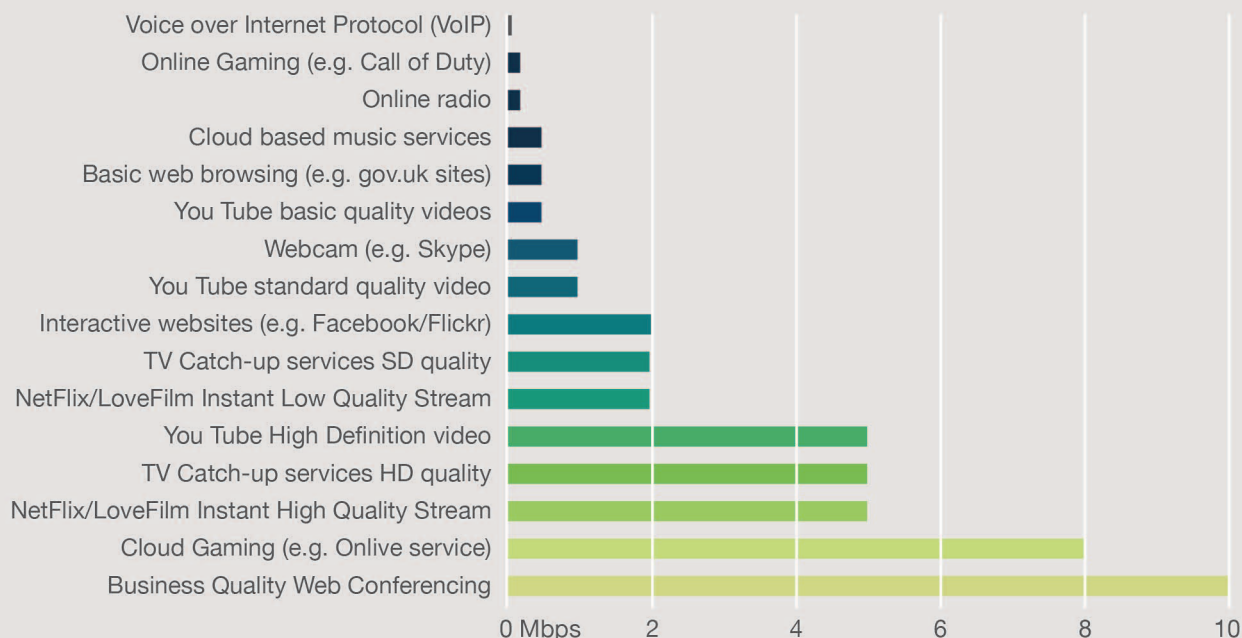
2012, Source: Ofcom / Providers

...Average UK measured broadband speed



# Broadband connections what are they good for?

Since January 2011



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

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

0.5 Mbps



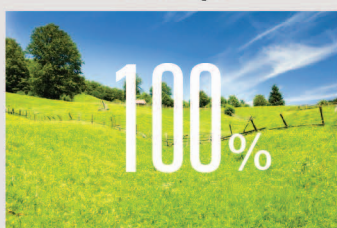
2 Mbps



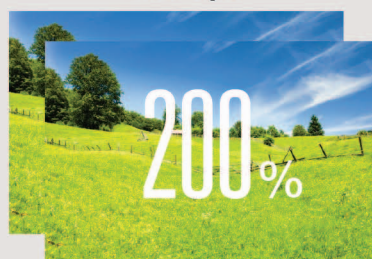
7 Mbps



10 Mbps



20 Mbps

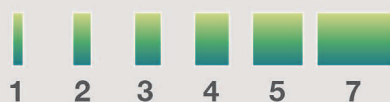
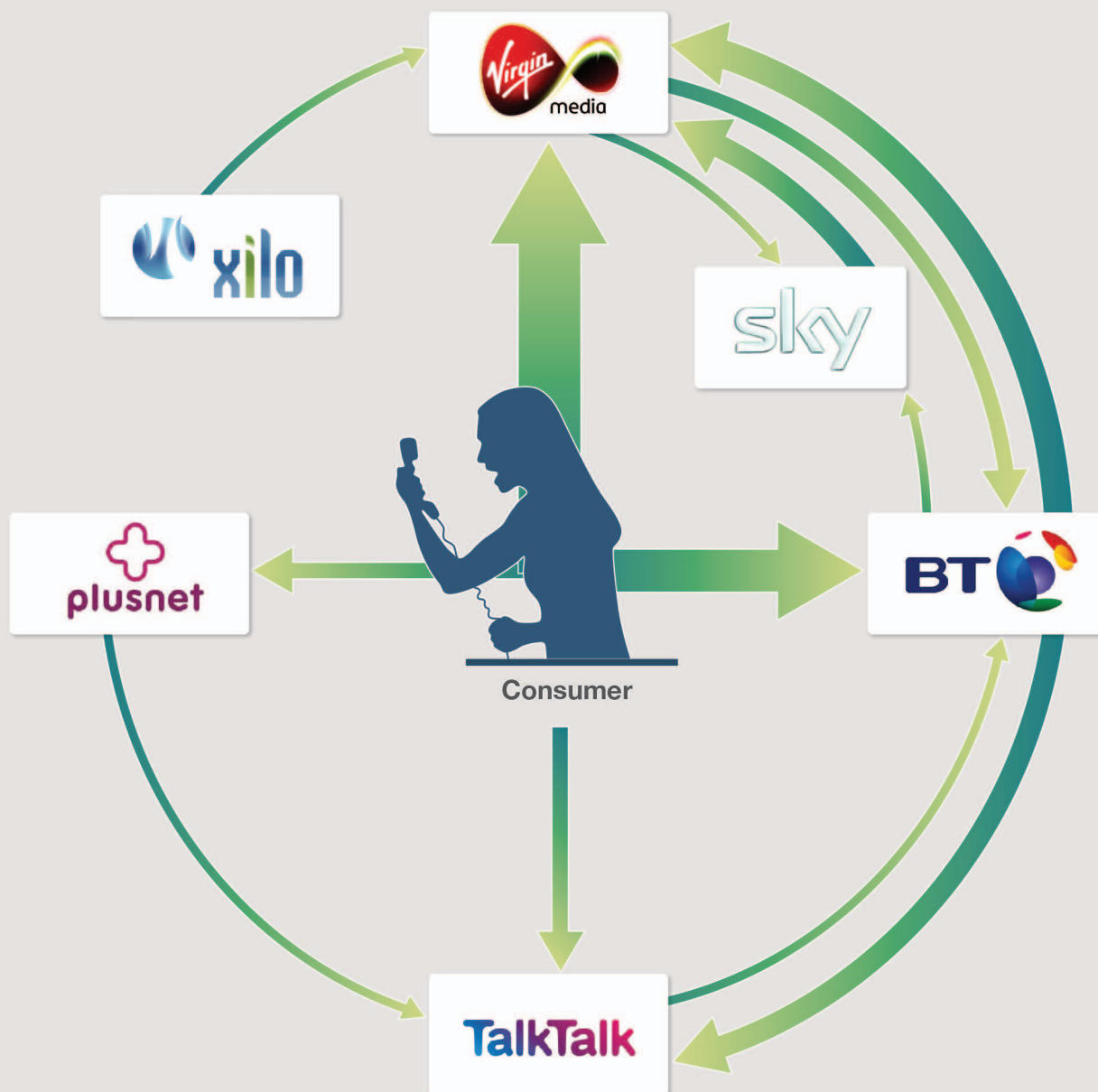


40 Mbps



# Broadband complaints - to advertising standards authority

Since January 2011



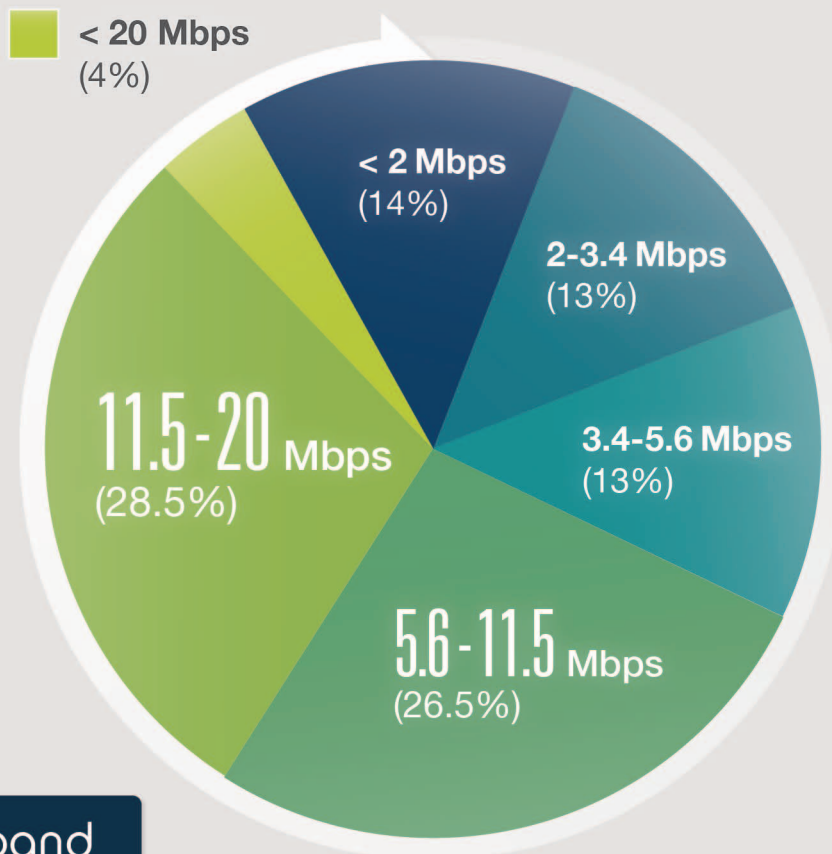
Width of arrow denotes  
number of complaints

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.



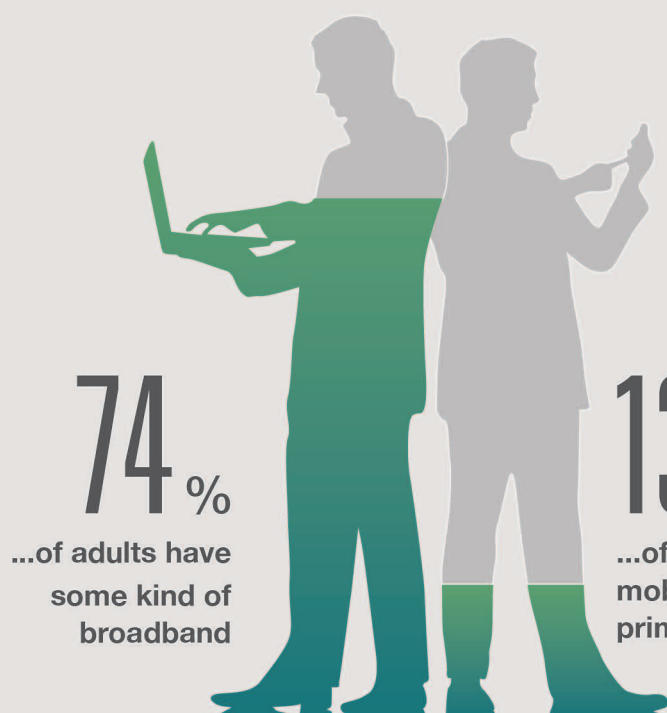
## ADSL/ADSL2+ speeds (%premises, speeds estimated)

Source: thinkbroadband / Ofcom



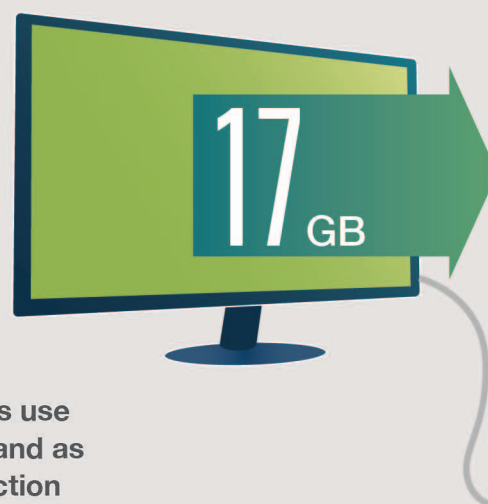
## Adults with broadband

Q2 2012, Source: ONS



## Monthly throughput (average)

Q4 2011, Source: Ofcom





Rural areas vs...



Suburbs vs...



Urban

### Population

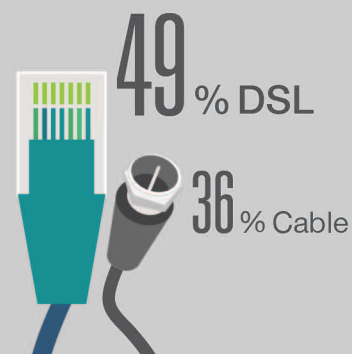
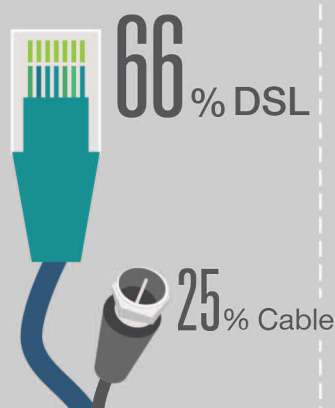
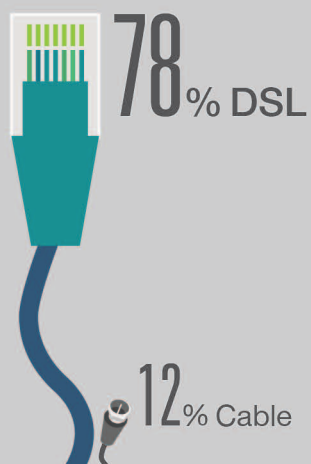
Source: EU 2012



### DSL V cable

August 2012

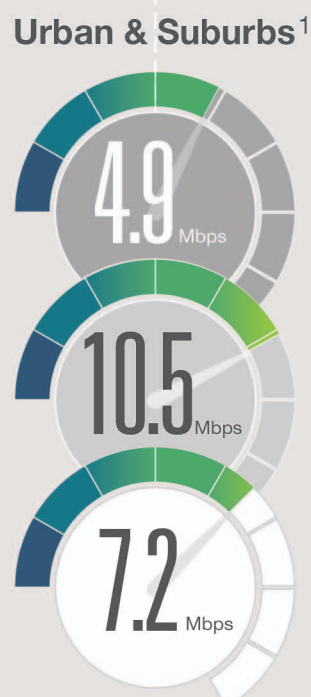
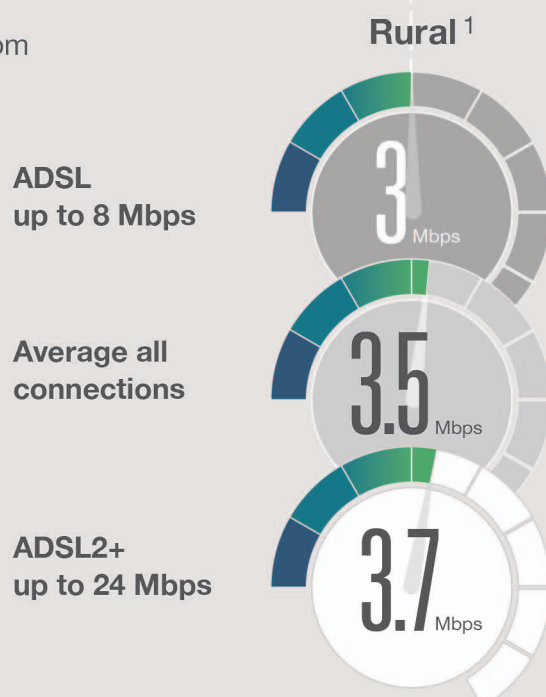
Source: ONS



### Average speed of connections...

May 2012

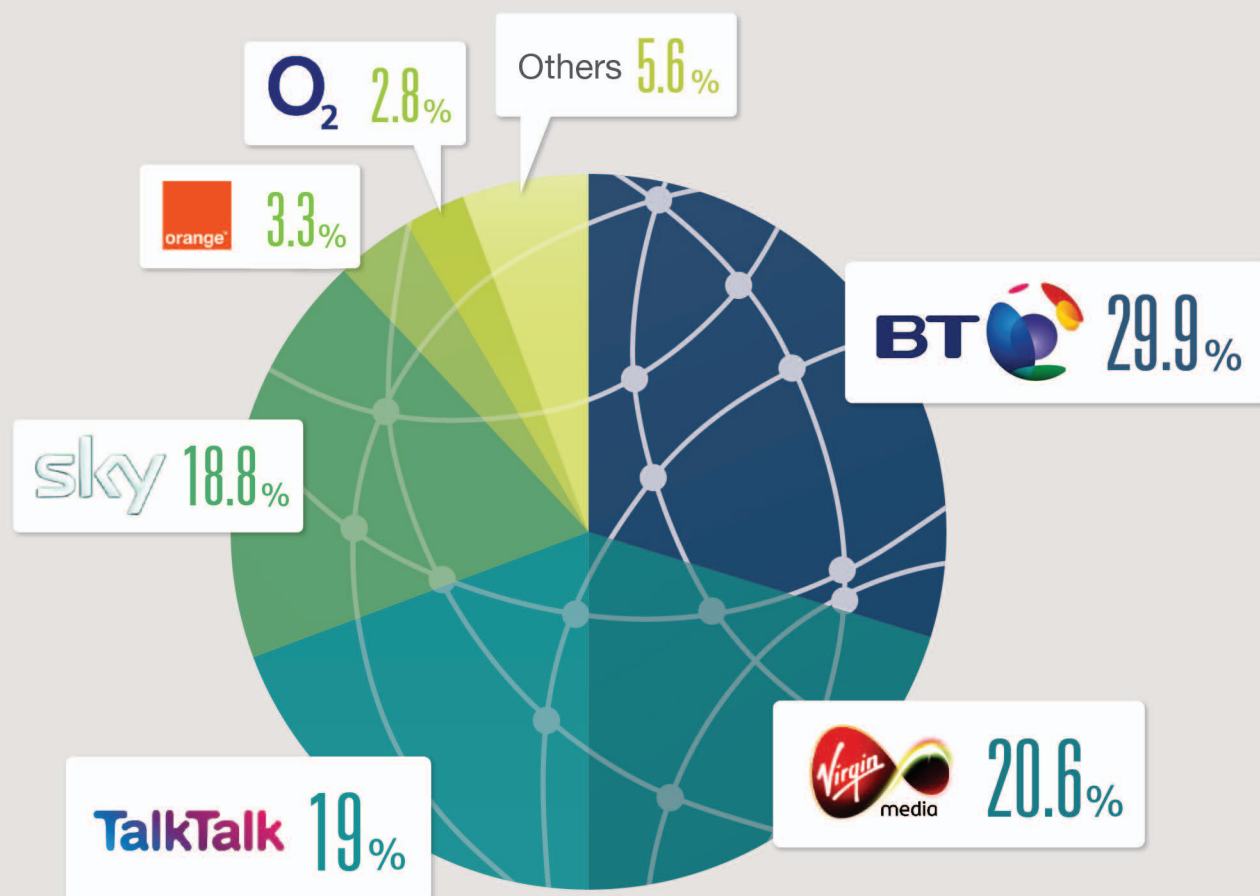
Source: Ofcom



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

## Broadband market share

June 2012, Source: Providers Quarterly Results



## Broadband subscriber numbers (millions)

Source: Financial results for included companies

	2010		2011				2012		
	SEP	DEC	MAR	JUL	SEP	DEC	MAR	JUL	
BT	5.34	5.52	5.69	5.83	6	6.1	6.28	6.36	
Virgin Media	4.24	4.29	4.33	4.31	4.33	4.36	4.38	4.38	
TalkTalk	4.25	4.22	4.2	4.17	4.13	4.08	4.07	4.05	
Sky	2.8	3.01	3.16	3.33	3.49	3.84	3.86	4	
Orange	0.8	0.77	0.73	0.71	0.71	0.71	0.71	0.71	
O2/BE	0.66	0.67	0.67	0.65	0.63	0.62	0.62	0.6	

## Broadband timeline: August 2000 ~ August 2012

### 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 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](#)

### SEPT 2012

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

[Read more](#)

### FEB 2002

Pipex launches first sub-£30 (incl. 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 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](#)

### AUG 2012

Jeremy Hunt announces vision for UK to have fastest broadband in Europe.

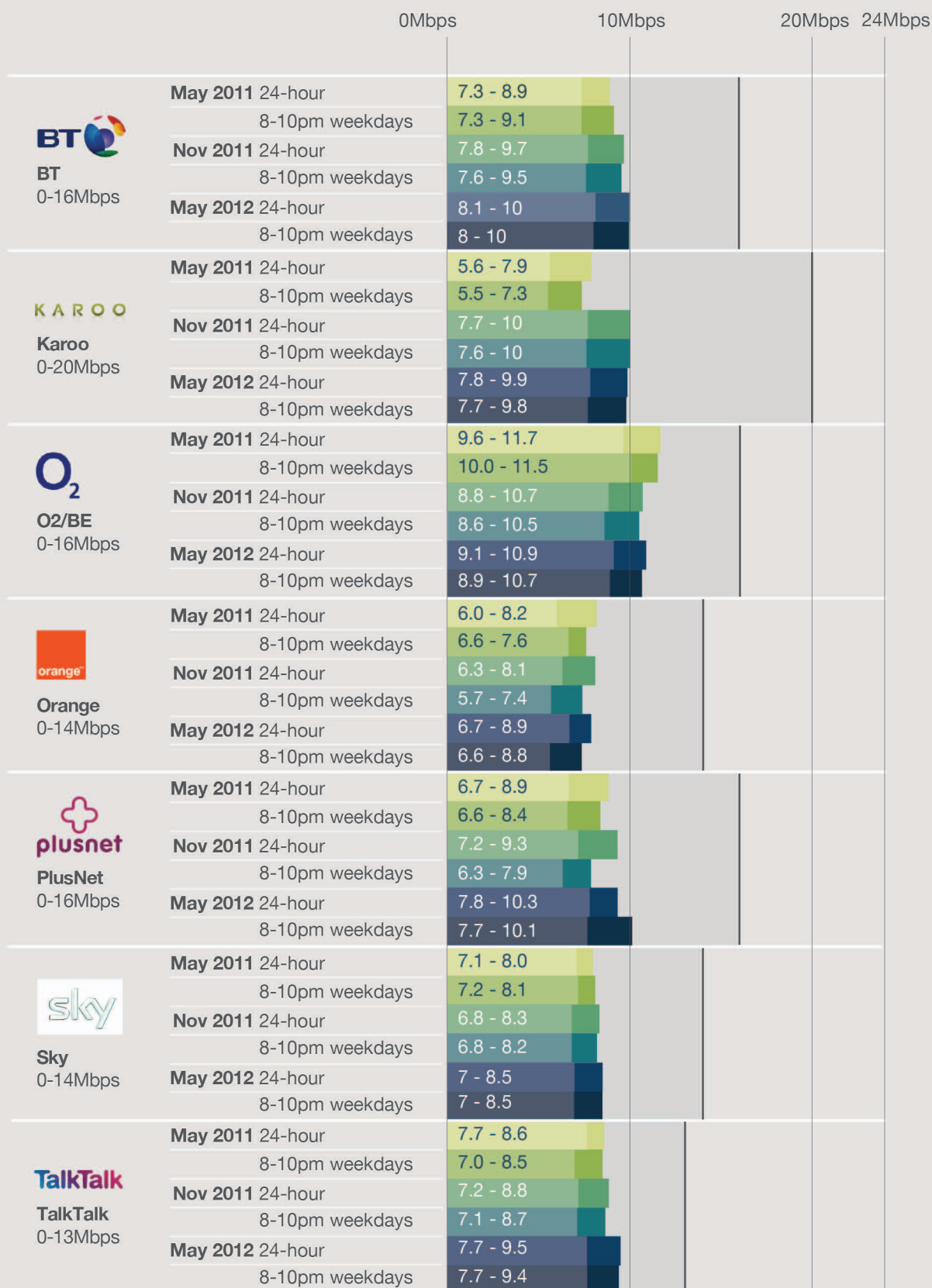
[Read more](#)

2012



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

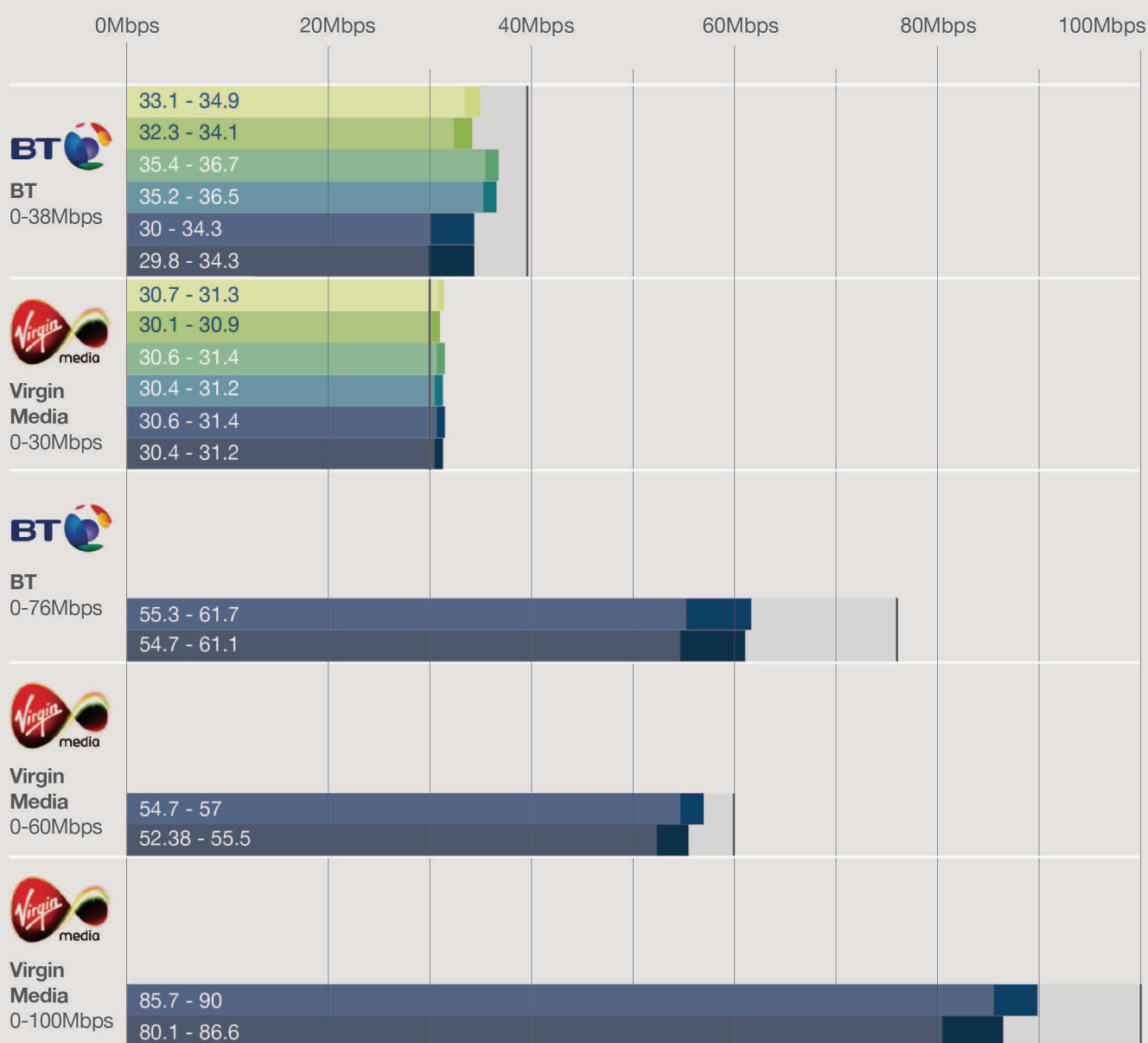
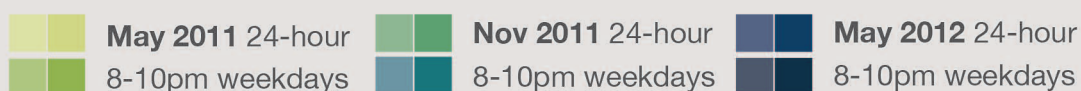
June 2012. Source: Ofcom



# 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.

### CONTACT DETAILS:

Web: **www.thinkbroadband.com**  
E-mail: **team@thinkbroadband.com**

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