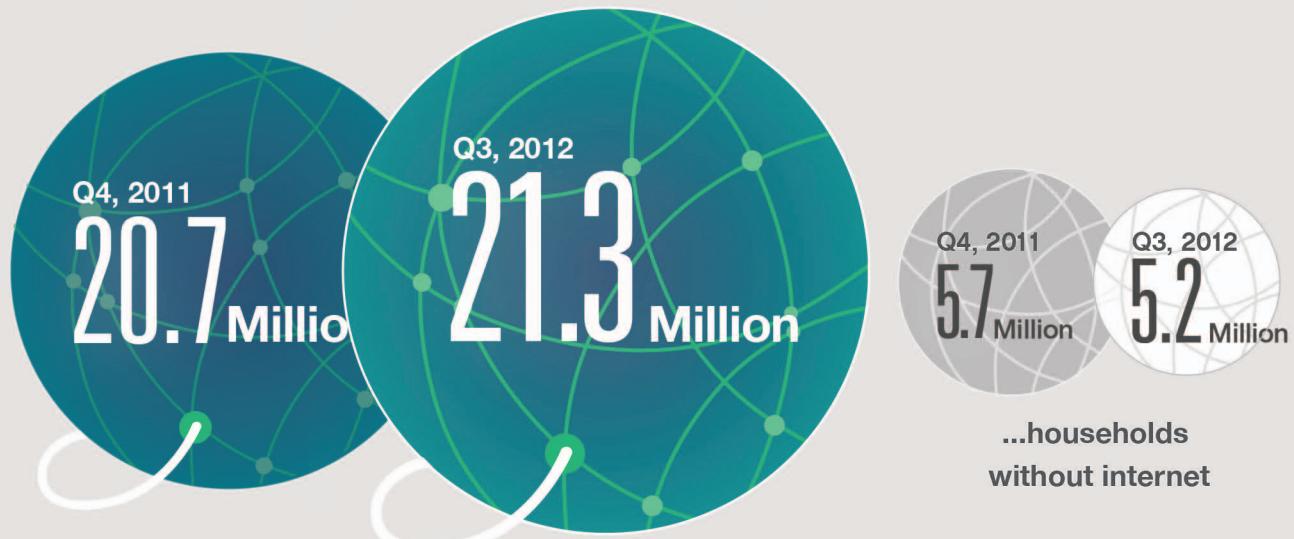


Total fixed broadband connections

2010-2012, Source: Point Topic



Broadband speeds

2012, Source: Ofcom / Providers

63
%

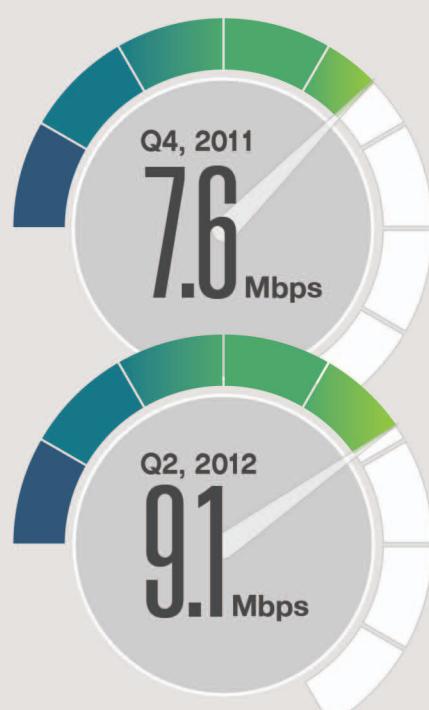
...Total UK households with access to superfast broadband

...Average UK measured broadband speed

~38%
BT Openreach

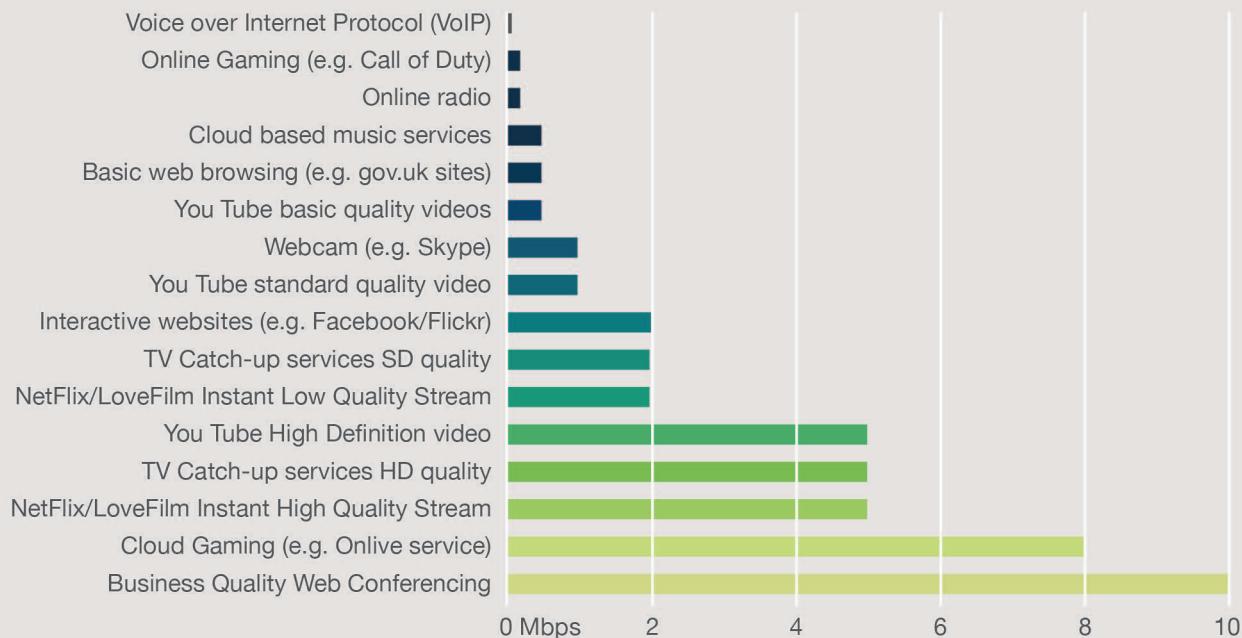
~48%
Virgin Media

~3.5%
Digital Region South Yorks



Broadband connections what are they good for?

Since January 2011



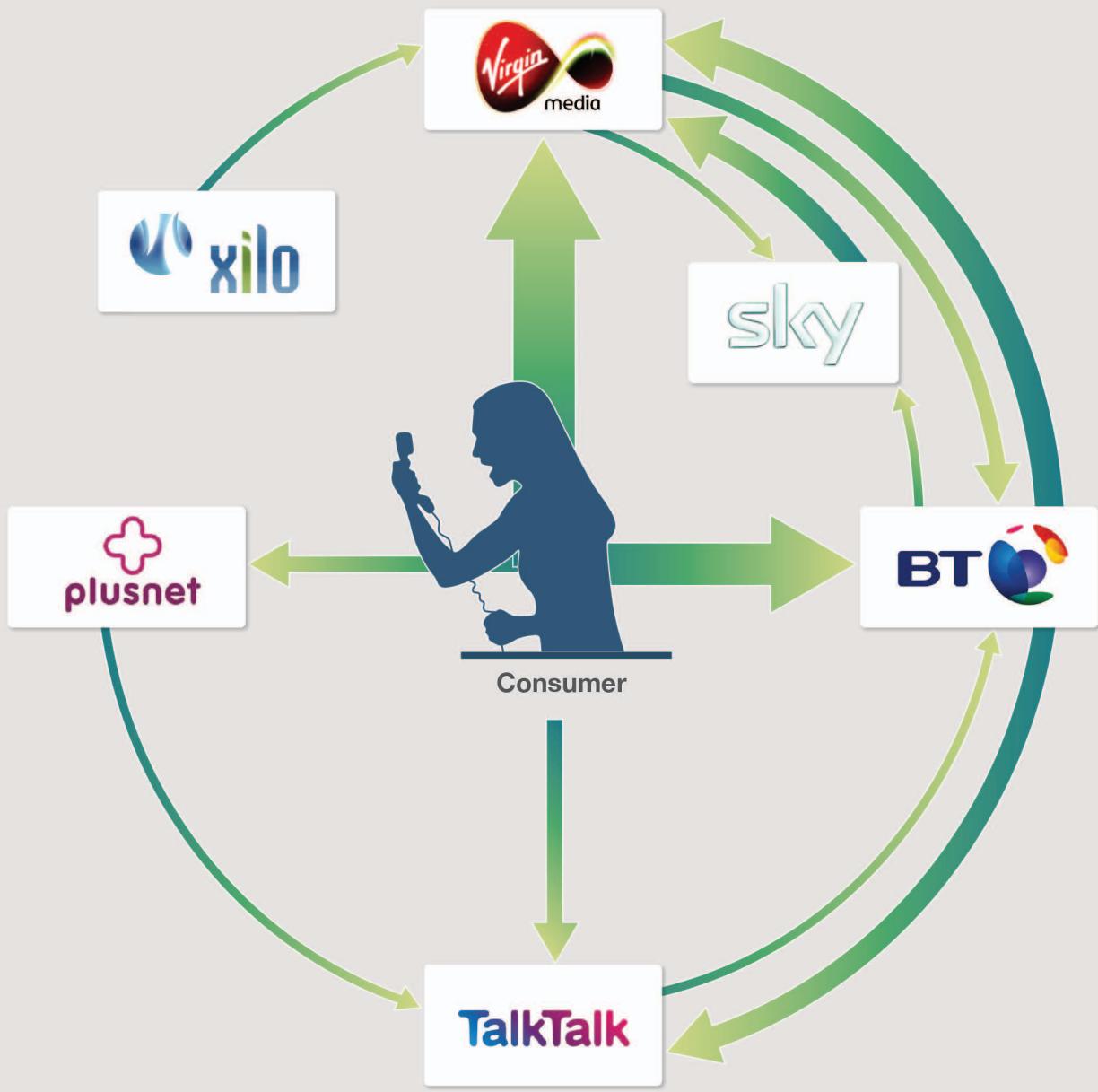
In 90 minutes how much of a film will have downloaded...

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



Broadband complaints - to advertising standards authority

Since January 2011

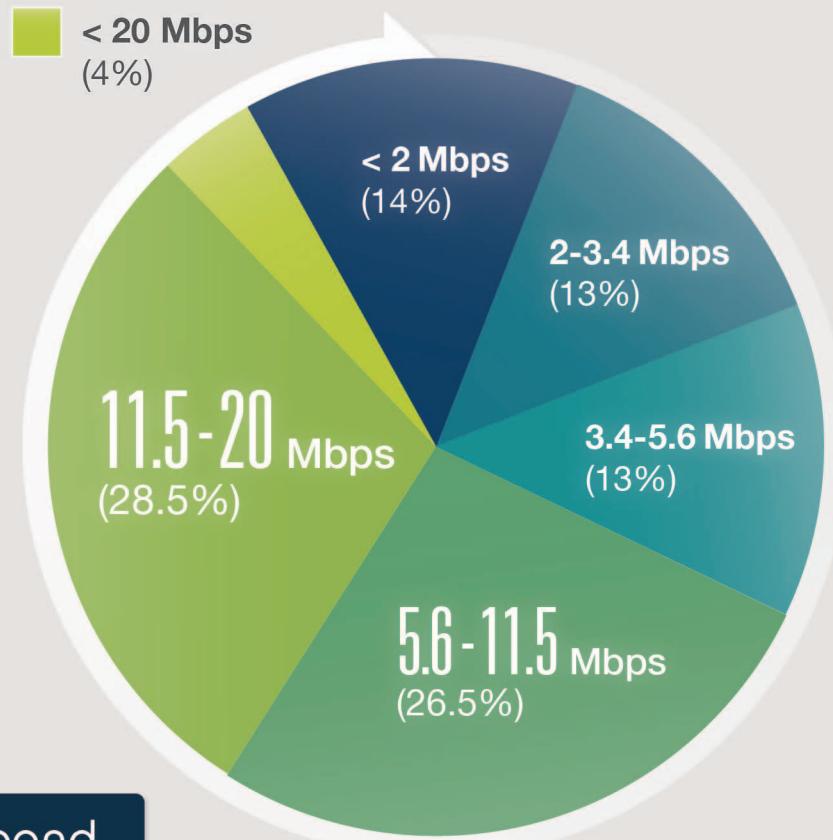


1 2 3 4 5 7
Width of arrow denotes number of complaints

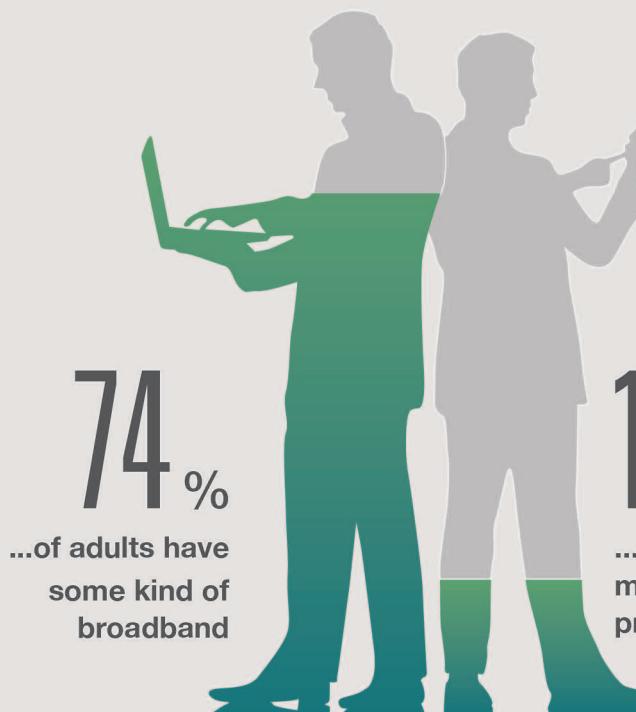
Chart shows the source and target of complaints made to the Advertising Standards Authority for marketing claims where broadband is a significant element. The consumer is one of the main sources of complaints, but the industry appears to closely monitor its rivals too.

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

Source: thinkbroadband / Ofcom

**Adults with broadband**

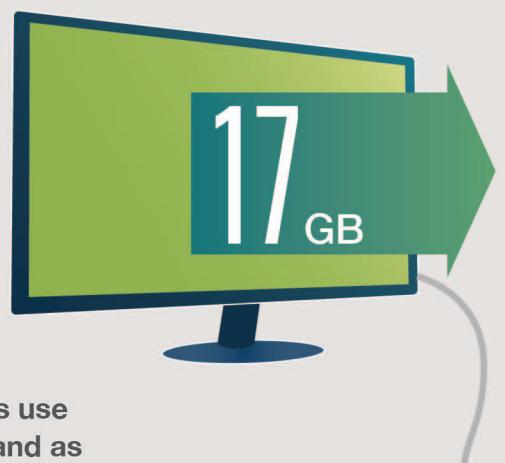
Q2 2012, Source: ONS

**Monthly throughput (average)**

Q4 2011, Source: Ofcom

13%

...of households use mobile broadband as primary connection





Rural areas vs...



Suburbs vs...



Urban

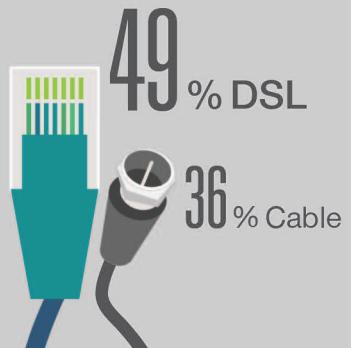
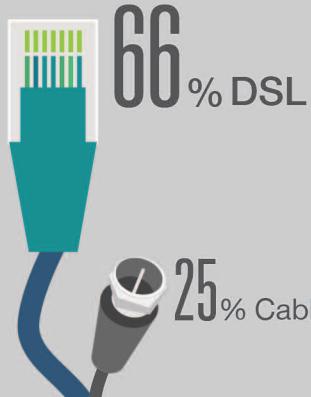
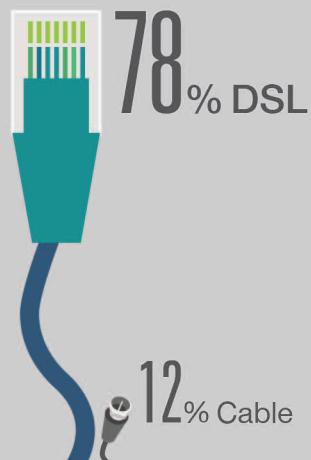
Population

Source: EU 2012

**DSL v cable**

August 2012

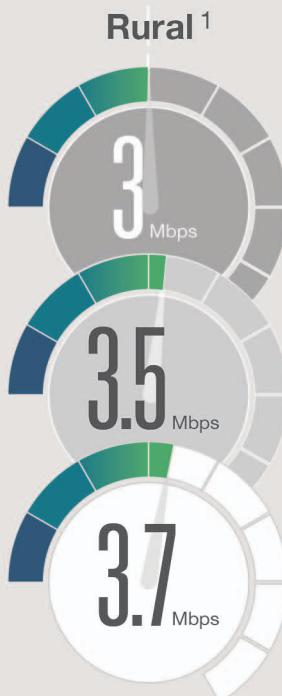
Source: ONS

**Average speed of connections...**

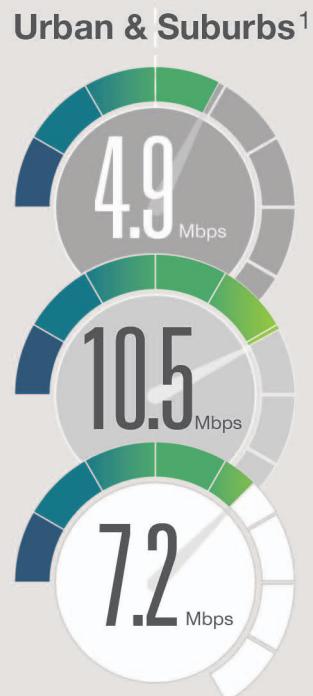
May 2012

Source: Ofcom

ADSL
up to 8 Mbps



Average all
connections

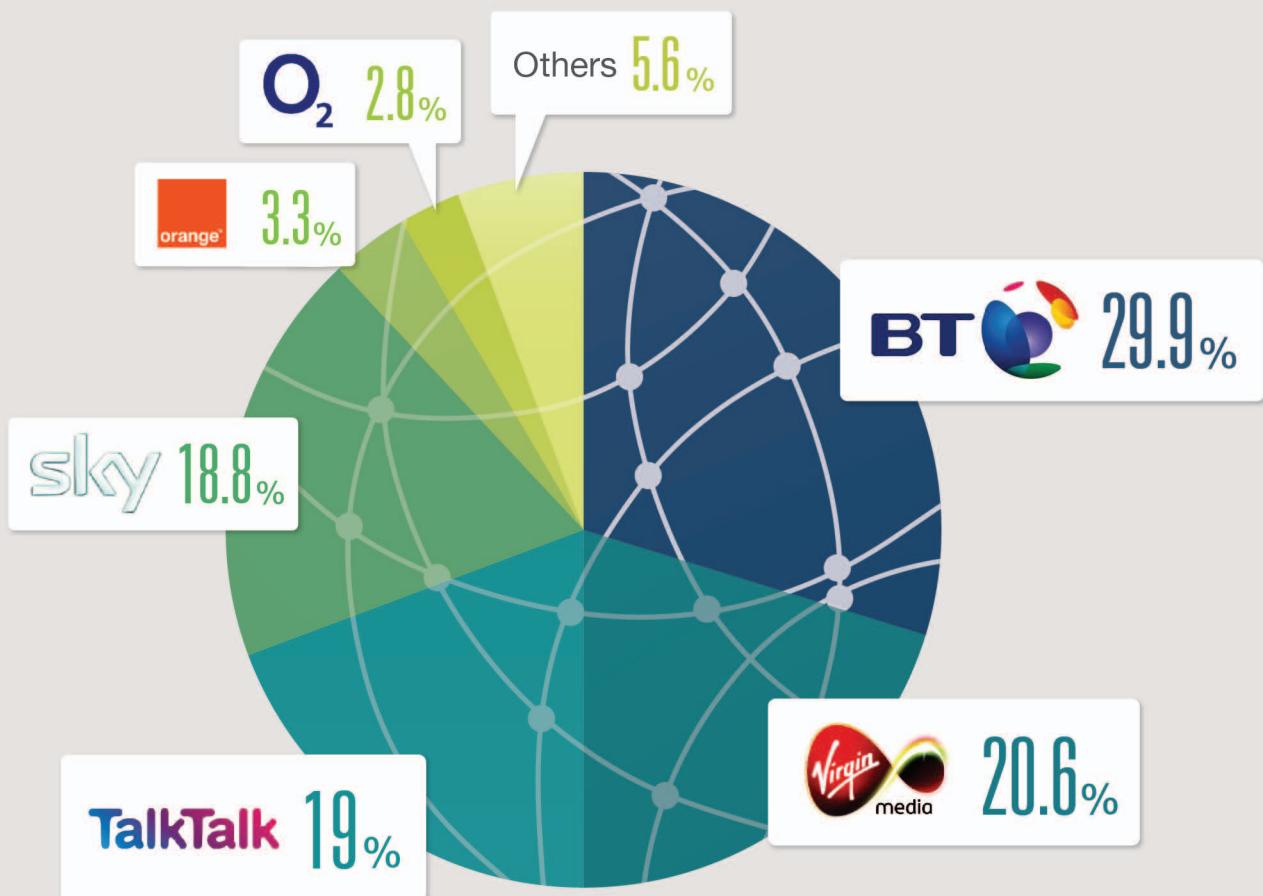


ADSL2+
up to 24 Mbps

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

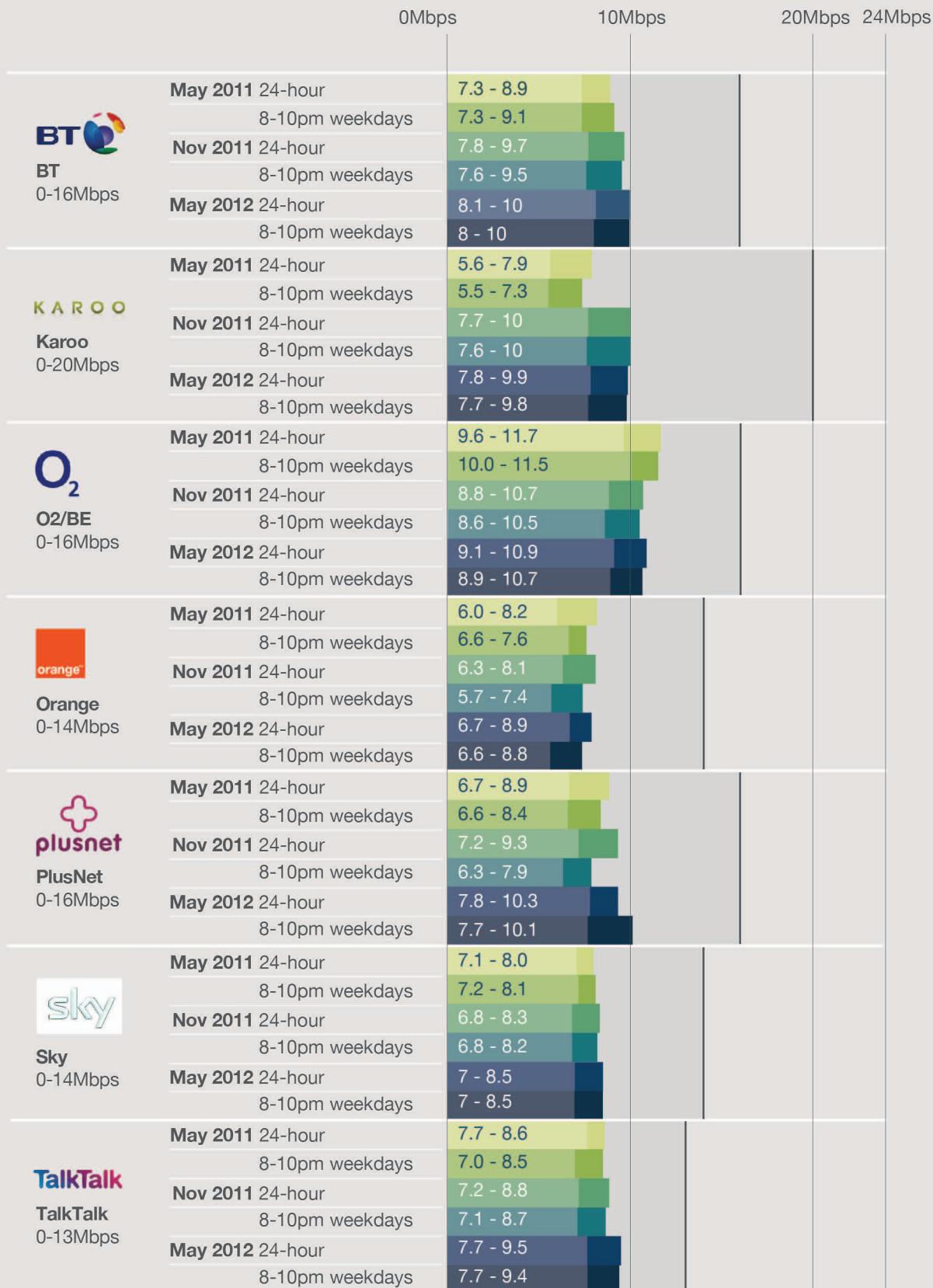
Jeremy Hunt announces vision for UK to have fastest broadband in Europe.

[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



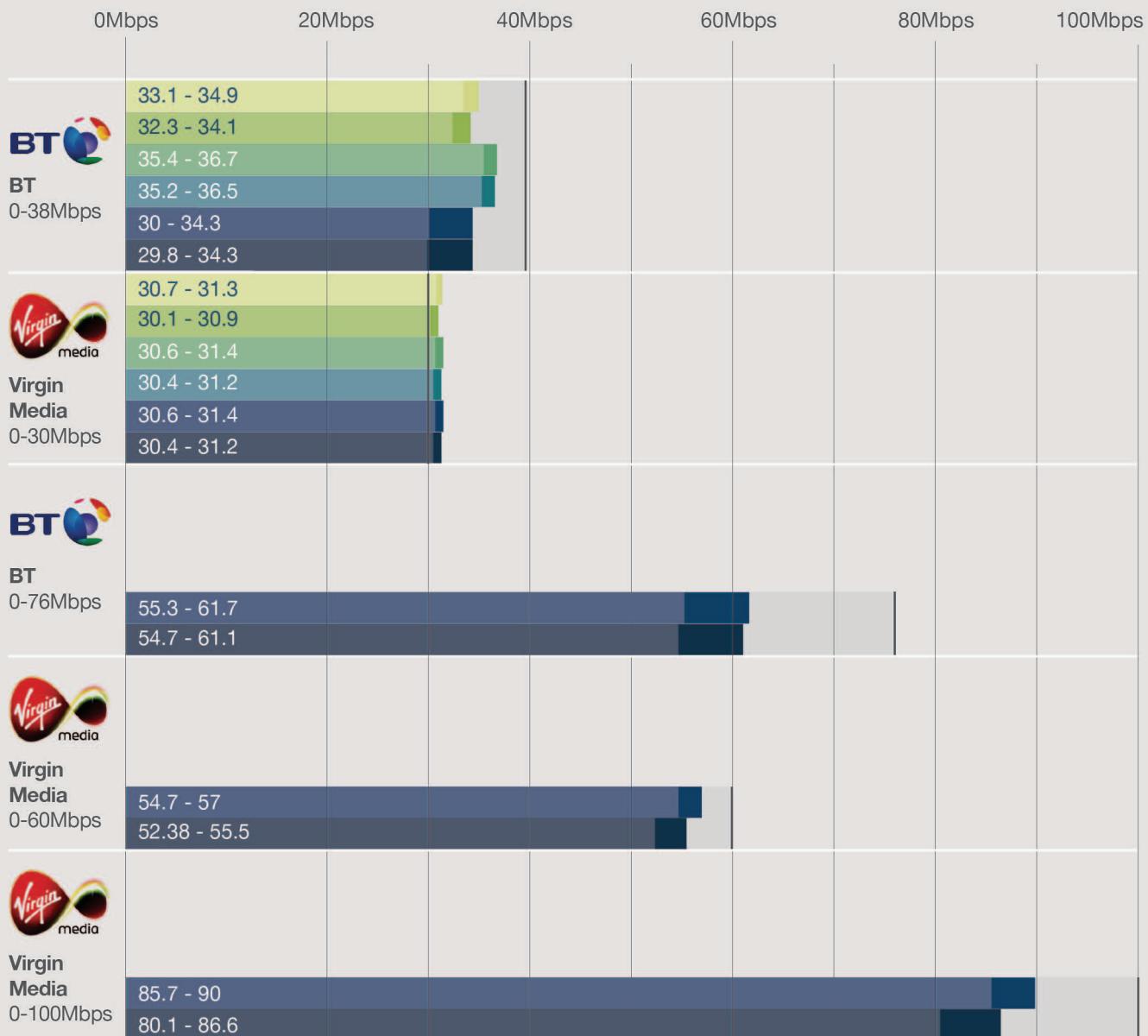
May 2011 24-hour
8-10pm weekdays



Nov 2011 24-hour
8-10pm weekdays



May 2012 24-hour
8-10pm weekdays



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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