



## UK Broadband Speedtest Results July 2008

This press release gives the aggregated speedtest results from tests carried out by site users at [www.broadband.co.uk](http://www.broadband.co.uk) for July 2008.

<b>Average download &amp; upload speeds - July 2008</b>		
<b>ISP</b>	<b>Average Download speed (Mbps)</b>	<b>Average Upload Speed (Mbps)</b>
AOL	2.081	0.279
Be and O2*	6.159	0.798
BT	2.610	0.370
Eclipse	1.768	0.418
Orange	3.189	0.404
Plusnet	2.975	0.364
Sky	3.766	0.432
Talk Talk	2.780	0.311
Tiscali	2.295	0.330
Virgin Media	5.526	0.444
<b>All providers</b>	<b>3.609</b>	<b>0.388</b>

*\* Note that although O2 and Be share a common infrastructure they are separate trading entities*

O2 and Be's lead over Virgin media has narrowed to only just over half a megabit per second from nearly 1.5 megabits per second in June.

Eclipse Broadband again trail in last place with an average download speed of only 1.768Mbps.

The average over all tests was a download speed of 3.609Mbps, which is a good increase of nearly 10% on June 2008's average of 3.330Mbps.



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<b>Average download speeds split by time of day – July 2008</b>			
<b>ISP</b>	Overnight (00:00 to 08:00) Average download speed (Mbps)	Daytime (08:00 to 18:00) Average download speed (Mbps)	Evening (18:00 to 00:00) Average download speed (Mbps)
AOL	2.161	2.152	1.989
Be and O2	5.839	6.349	6.035
BT	3.012	2.710	2.396
Eclipse	1.920	1.962	1.473
Orange	4.377	2.769	3.386
Plusnet	3.290	2.636	3.298
Sky	3.360	3.7902	3.822
Talk Talk	3.613	2.817	2.565
Tiscali	3.240	2.420	1.997
Virgin Media	6.433	5.800	5.058
<b>All providers</b>	4.335	3.677	3.388

Our average speed by time of day shows how the average broadband speed is heavily influenced by the time of day (and therefore likely level of network congestion).

The overnight levels show a significantly higher average speed than the evening peak period, with daytime use between the two. This clearly shows the effects of network congestion on the average broadband connection at peak hours.

The winner this month is again O2 and Be although their lead is being eaten into by Virgin Media who actually manage to beat O2 and Be in the overnight slot.

The average speeds throughout the day also shows an improvement on June 2008's figures.



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### About the [broadband.co.uk](http://www.broadband.co.uk) speedtest results

- Our results are taken from our website users performing speedtests using our speedchecker at <http://www.broadband.co.uk/broadband-speed-test.jsp>
- We record tens of thousands of speedtests every month.
- Unlike other speedtest services we record the Internet Service Provider (ISP) by IP address making our ISP recording very accurate rather than relying on self selection
- We pick out the following ISP's for reporting every month
  - AOL
  - Be Broadband and O2 (O2 and Be are separate trading entities; however they share a common infrastructure)
  - BT
  - Eclipse
  - Orange
  - Plusnet
  - Sky
  - TalkTalk
  - Tiscali
  - Virgin

### About [broadband.co.uk](http://www.broadband.co.uk)

- We are one of the original broadband information and comparison sites having been launched in 2004
- With well over 1 million visitors per year we are the UK's leading source of broadband information and advice
- We provide beginners guides to all areas of broadband along with discussion forums, speedtester and broadband postcode lookup functionality
- We provide a unique free "Ask the expert" service where our broadband expert answers any query related to broadband, technical, comparison and related

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