

UK Broadband Speedtest Results December 2010

This press release gives the aggregated speedtest results from tests carried out by site users at www.broadband.co.uk for December 2010.

| Average download & upload speeds – December 2010 | | |
|---|--------------------------------------|------------------------------------|
| ISP | Average Download speed (Mbps) | Average Upload Speed (Mbps) |
| AOL | 2.441 | 0.366 |
| Be and O2* | 5.258 | 0.767 |
| BT | 4.778 | 0.722 |
| Eclipse | 5.528 | 0.545 |
| Orange | 3.290 | 0.399 |
| Plusnet | 3.012 | 0.338 |
| Sky | 3.974 | 0.525 |
| Talk Talk | 4.176 | 0.508 |
| Tiscali | 3.579 | 0.490 |
| TalkTalk/Tiscali combined | 3.953 | 0.501 |
| Virgin Media | 10.913 | 0.994 |
| All providers | 5.685 | 0.673 |

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

Virgin Media yet again set new records for fastest recorded average download and upload speeds. Be/O2 lose their long held number 2 spot to Eclipse.

Overall the average of all suppliers jumps to a new all time high of 5.685Mbps compared to 4.478Mbps at the end of 2009.

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| Average download speeds split by time of day – December 2010 | | | |
|---|--|---|---|
| ISP | 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 | 3.800 | 2.340 | 2.426 |
| Be and O2* | 6.111 | 5.474 | 4.835 |
| BT | 5.208 | 4.762 | 4.727 |
| Eclipse | 6.438 | 5.263 | 5.696 |
| Orange | 3.539 | 3.469 | 3.027 |
| Plusnet | 3.752 | 3.162 | 2.641 |
| Sky | 4.666 | 4.044 | 3.734 |
| Talk Talk | 4.028 | 4.321 | 3.961 |
| Tiscali | 3.522 | 3.747 | 3.350 |
| TalkTalk/Tiscali combined | 3.865 | 4.122 | 3.708 |
| Virgin Media | 11.498 | 11.597 | 9.983 |
| All providers | 6.386 | 5.749 | 5.459 |

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 unusually the lowest of the three. This clearly shows the effects of network congestion on the average broadband connection at peak hours.

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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/>
- 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
 - Tiscali and Talk Talk combined (as TalkTalk purchased Tiscali and began merging the brands in January 2010).
 - Virgin

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

- Our broadband price comparison is accredited by Ofcom as open, honest and transparent.
- We are the only major comparison engine that provides FTTC availability data and speed estimates.
- 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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