



UK Broadband Speedtest Results July 2009

This press release gives the aggregated speedtest results from tests carried out by site users at www.broadband.co.uk for July 2009.

Average download & upload speeds - July 2009		
ISP	Average Download speed (Mbps)	Average Upload Speed (Mbps)
AOL	2.207	0.315
Be and O2*	5.308	0.748
BT	2.941	0.347
Eclipse	2.576	0.394
Orange	3.411	0.430
Plusnet	2.812	0.342
Sky	3.338	0.399
Talk Talk	3.354	0.474
Tiscali	2.808	0.335
Virgin Media	6.732	0.479
All providers	4.262	0.429

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

During July 2009 Virgin Media have extended their lead as the UK's fastest broadband supplier with the gap to second place O2 widening to around 1.5Mbps.

Despite a small fall in average speed, Orange broadband hold their position as the fastest of those providers whose best deals are in the "Up to 8Mbps" category and even more impressively outperform Sky broadband who offer deals in excess of "up to 8Mbps".



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Average download speeds split by time of day – July 2009			
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	2.360	2.320	2.014
Be and O2*	5.235	5.246	5.414
BT	3.232	3.024	2.712
Eclipse	2.901	2.520	2.571
Orange	3.332	3.491	3.304
Plusnet	3.143	2.782	2.731
Sky	4.014	3.480	2.974
Talk Talk	3.430	3.390	3.291
Tiscali	2.691	2.713	2.992
Virgin Media	7.367	6.904	6.291
All providers	4.685	4.311	4.060

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.

Virgin again hold the top slots in all 3 time periods, with the average overnight speed breaking the 7Mbps barrier for the first time. AOL are again limp in to last place in all three categories.



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Average throughput achieved by Suppliers

When a user has carried out a speedtest and provided us with their postcode we can work out the throughput as a percentage of the maximum speed we would expect them to achieve. So a user we expect to have a maximum speed of 4Mbps and who tests as 4Mbps gets a 100% throughput result.

ISP	Average throughput (as % of expected maximum speed)
AOL	55%
Be	131%
BT	60%
Eclipse	54%
O2	114%
Orange	53%
Plusnet	54%
Sky	69%
TalkTalk	69%
Tiscali	55%
Virgin Media – ADSL	97%
Virgin Media – fibre optic	138%
All suppliers	79%

As this test relies on users to select their own suppliers we can differentiate between O2 and Be, and also Virgin Media users using ADSL or fibre optic connections.

As some suppliers use ADSL2+ or fibre optic technology then they can achieve speed ratios of over 100% and this is to be expected.



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About the 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
 - 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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