

05 June 2008

Responding to today's announcement from Ofcom of a voluntary Code of Practice for internet service providers (ISPs) to address consumer concerns about broadband speeds, Ofcom Consumer Panel Chair Anna Bradley said:

"The introduction of a voluntary Code of Practice that gives consumers better information about broadband speeds is a welcome move, and should enable consumers to make more informed choices. It addresses the concerns that we raised with Ofcom last year about the mismatch between the speeds that people think they are buying and what they actually get.

"Ofcom's strict monitoring of the Code will be key to ensuring its success across industry and improving the situation for consumers. We are delighted to see that Ofcom will be carrying out mystery shopping exercises and we will be looking carefully at the results. If they show that ISPs are not in compliance, it will clearly be time to call for a mandatory Code of Practice."

Ends

NOTES FOR EDITORS AND CSEs

1. The Consumer Panel was established to advise Ofcom on the consumer interest in the markets it regulates. The Panel is independent and sets its own agenda. Visit www.ofcomconsumerpanel.org.uk for more information.

2. The Panel's members appointed by Ofcom are:

- Anna Bradley, Chair
- Ruth Evans, Deputy Chair
- Fiona Ballantyne
- Roger Darlington
- Simon Gibson
- Graham Mather
- Kevin McLaughlin
- Jeremy Mitchell
- Kate O'Rourke
- Bob Twitchin
- Allan Williams

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