



UK Broadband Speedtest Results January 2010

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

Average download & upload speeds – January 2010		
ISP	Average Download speed (Mbps)	Average Upload Speed (Mbps)
AOL	2.131	0.326
Be and O2*	5.113	0.716
BT	2.982	0.367
Eclipse	3.106	0.386
Orange	3.055	0.392
Plusnet	2.732	0.344
Sky	3.336	0.455
Talk Talk	3.628	0.487
Tiscali	2.788	0.334
Virgin Media	7.651	0.588
All providers	4.275	0.465

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

Virgin media have started the year with an increase in their lead and now have an average speed almost 50% faster than their main rivals O2/Be.

The average for all providers shows a small drop of 0.2Mbps.

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Average download speeds split by time of day – January 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	2.087	2.251	1.932
Be and O2*	5.406	5.146	4.928
BT	2.752	3.238	2.692
Eclipse	3.434	3.148	2.942
Orange	3.348	3.089	2.644
Plusnet	2.796	2.859	2.456
Sky	3.306	3.461	3.262
Talk Talk	3.691	3.811	3.229
Tiscali	2.741	2.836	2.724
Virgin Media	7.961	8.013	6.997
All providers	4.354	4.419	4.016

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. AOL again limp in to last place in all three categories with the evening result being especially poor at under 2Mbps.



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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	116%
BT	62%
Eclipse	73%
O2	111%
Orange	64%
Plusnet	61%
Sky	73%
TalkTalk	79%
Tiscali	59%
Virgin Media – ADSL	104%
Virgin Media – fibre optic	162%
All suppliers	83%

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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