

UK Broadband Speedtest Results July 2010

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

Average download & upload speeds – July 2010		
ISP	Average Download speed (Mbps)	Average Upload Speed (Mbps)
AOL	2.6828	0.371
Be and O2*	5.748	0.761
BT	3.707	0.487
Eclipse	3.448	0.411
Orange	3.070	0.429
Plusnet	2.937	0.338
Sky	3.989	0.493
Talk Talk	4.376	0.502
Tiscali	2.914	0.461
TalkTalk/Tiscali combined	3.919	0.461
Virgin Media	10.041	0.656
All providers	5.106	0.521

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

Unsurprisingly Virgin media retain their number 1 position with an average speed way in advance of any other supplier. O2/Be and TalkTalk remain in positions 2 and 3 respectively.

Overall the average of all suppliers breaks the 5 Mbps barrier comfortably reaching an all time high of 5.106 Mbps.

UK Broadband Speedtest Results July 2010

Average download speeds split by time of day – July 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	3.431	2.992	2.411
Be and O2*	5.222	5.882	5.750
BT	3.970	3.652	3.731
Eclipse	2.805	3.697	3.110
Orange	3.512	3.327	2.723
Plusnet	3.789	3.042	2.682
Sky	4.119	4.251	3.665
Talk Talk	4.868	4.448	4.161
Tiscali	3.223	3.181	2.563
TalkTalk/Tiscali combined	4.353	4.073	3.617
Virgin Media	12.172	10.469	9.129
All providers	5.758	5.176	4.872

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.

UK Broadband Speedtest Results July 2010

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
 - 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 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

For more information contact Fiona Conner on 0115 959 6460 or email press@broadband.co.uk