



# Telcoms Regulator under pressure

Ofcom are under increasing pressure to take action after broadband speed disputes are flooding in from small businesses.

**M**isleading claims from broadband providers have lead to firms paying for advertised speeds they cannot receive.

Demands for an accurate line rate has been called for by small businesses demanding ISPs advertise a typical rate for broadband subscriptions, not just a theoretical one.

Many companies and consumers alike are finding that whilst paying for an 8mbps package they are actually receiving as little as 512kbps with some ISPs at best providing only 12.5% of its advertised speed.

It's been recommended by Ofcom's Consumer Panel that a code of practice for ISPs is introduced.

It would be in everyone's best interest for a more defined line when advertising, as at present there is no clear definition between broadband packages or prices which is making it difficult for consumers to make an informed choice.

It is hoped that any code introduced by Ofcom would demand that ISPs make investments in their broadband networks as the number of consumers increase. It should also insist that ISPs make clear the issues which could curb speeds and allow subscribers to terminate their contract without penalty if deemed necessary.

Check out the speed of your ISP on the following link: [www.broadbandchoices.co.uk/?partner=169](http://www.broadbandchoices.co.uk/?partner=169)

[www.businessinberkshire.co.uk](http://www.businessinberkshire.co.uk)

