

## UK Broadband Speedtest Results January 2011

This press release gives the aggregated speedtest results from tests carried out by site users at [www.broadband.co.uk](http://www.broadband.co.uk) for January 2011.

<b>Average download &amp; upload speeds – January 2011</b>		
<b>ISP</b>	<b>Average Download speed (Mbps)</b>	<b>Average Upload Speed (Mbps)</b>
AOL	2.640	0.384
Be and O2*	5.578	0.755
BT	4.381	0.697
Eclipse	5.967	0.712
Orange	3.392	0.415
Plusnet	3.473	0.488
Sky	3.884	0.506
Talk Talk	4.111	0.502
Tiscali	3.743	0.512
TalkTalk/Tiscali combined	3.959	0.506
Virgin Media	11.193	1.241
<b>All providers</b>	<b>5.691</b>	<b>0.728</b>

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

Virgin Media have yet again set records, this month they become the first supplier to average over 11Mbps download speed and the first ever to break 1Mbps average upload speeds. Eclipse manage to hold onto their second place for the second month despite O2/Be improving from the previous month.

Overall the average of all suppliers jumps fractionally to a new all time high of 5.691Mbps .

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<b>Average download speeds split by time of day – January 2011</b>			
<b>ISP</b>	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	3.290	2.910	2.194
Be and O2*	6.261	5.400	5.665
BT	5.156	4.498	4.097
Eclipse	6.734	5.601	6.289
Orange	3.971	3.523	3.188
Plusnet	4.161	3.271	3.642
Sky	4.660	3.963	3.683
Talk Talk	4.432	4.182	3.967
Tiscali	3.813	3.900	3.548
TalkTalk/Tiscali combined	4.184	4.068	3.787
Virgin Media	12.151	12.244	9.953
<b>All providers</b>	6.552	5.850	5.365

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 unusually the lowest of the three. This clearly shows the effects of network congestion on the average broadband connection at peak hours.

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### About the [broadband.co.uk](http://www.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 the only major comparison engine that provides FTTC availability data and speed estimates.
- 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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