

## **BroadbandChoices.co.uk comments on the ITV/Virgin Media deal to make some of ITV's shows available on demand to Virgin Media's Digital TV and Online subscribers**

Submitted by: BroadbandChoices.co.uk

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Michael Phillips, product director, BroadbandChoices.co.uk said:

"We are encouraged to see that the deal encompasses Virgin Media's online – as well as digital TV – customers since this provides additional utility for their broadband (<http://www.broadbandchoices.co.uk/>) subscribers.

"Virgin Media's high speed cable network certainly has the potential to allow broadband users to get the most out of this kind of online service.

"It's important that all UK broadband customers know they could have a download limit, fair usage policy or traffic management system with their package. Therefore we would recommend using our free Broadband Download Monitor (<http://www.broadbandchoices.co.uk/broadband-download-monitor.html>) to track downloads and alert them about their traffic usage."

-Ends-

Notes to editors:

\* Virgin Media offers unlimited download limits, a traffic management policy may be enforced during peak times of day – for more information click here - <http://allyours.virginmedia.com/html/internet/traffic.html>

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About BroadbandChoices.co.uk: <http://www.BroadbandChoices.co.uk>

BroadbandChoices.co.uk is the second biggest dedicated broadband comparison (<http://www.broadbandchoices.co.uk/>) service in the UK and is one of only two sites to have had its calculator accredited by Ofcom. Unlike other comparison sites, BroadbandChoices.co.uk doesn't just focus on price but total package value, offering consumers impartial advice and access the latest broadband deals to help them make the right choice.

What makes BroadbandChoices.co.uk different?

- Broadband comparison calculator accredited by Ofcom (one of only two accredited UK services)
- Most comprehensive range of broadband consumer guides and advice
- Variety of ways to rank and compare broadband packages according to individual needs
- Detailed package information on over 100 UK broadband packages
- A community of like-minded people where you can read reviews and share your thoughts
- Up-to-date information regarding key industry developments
- Access to practical free, downloadable software tools (broadband speed test (<http://www.broadbandchoices.co.uk/speed-test.asp>) & download monitor)