

One-month mobile broadband deals to be “game-changing”

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One-month mobile broadband deals will account for 20% of all mobile broadband sales in six months time as cash-strapped consumers increasingly look for ways to cut costs and commitments, according to Top 10 Broadband (<http://www.top10-broadband.co.uk/>).

Top 10 Broadband has seen the popularity of short and no contract home broadband (<http://www.top10-broadband.co.uk/>) packages soar in recent months and it can see a similar pattern emerging in the mobile broadband (http://www.top10-broadband.co.uk/mobile_broadband/) market where sales have grown four-fold since the start of the year to account for 5% of total mobile broadband sales.

This change is being driven in part by Britons' wariness of committing to a contract that could be up to 24-months long, such caution is likely to play more and more of a part in consumers' financial decision making as the downturn worsens.

Currently O2 is the only major mobile broadband supplier offering such hybrid deals but Top 10 Broadband predicts that others will soon follow suit. With the current 30-day O2 mobile broadband deal on offer, customers can forego signing up to a 12, 18 or 24 month contract in place of a one-month contract by paying £29.35 upfront for their mobile broadband modem or dongle. Additionally consumers can still enjoy download rates of £5 per Gb of download - a fraction of the rate associated with PAYG deals.

“One-month mobile broadband deals are soaring in popularity during the current recession as wary users are shunning long-term broadband contracts in favour of ‘light’ commitments. Last year, mobile broadband changed the UK broadband industry forever; now with new one-month deals, mobile broadband is continuing to cause game-changing shockwaves. Many fixed-line only broadband providers must be quivering in their cabled boots.” Jessica McArdle, marketing manager at Top 10 Broadband.

Notes to Editors:

Top 10 Broadband is the UK's most popular dedicated broadband comparison site with over one million unique users a month. The site offers comparison tools allowing users to make efficient broadband buying decisions. Top 10 Broadband is run by Formula a web design and marketing company based in central London.

Contact us:

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