

# 20mb Broadband from BT Broadband - BT Broadband delivers Broadband Speed Boost

Submitted by: BroadbandChoices.co.uk

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Michael Phillips, product director at BroadbandChoices.co.uk commented:

“This is great news for consumers – research we have conducted in the past has shown that broadband customers do not want to pay extra for a faster connection so BT has definitely upped the ante by giving a free broadband boost. Offering increased speeds at an existing price structure will put pressure on O2, Sky and Virgin Media who all charge a premium.”

“Although this won’t be the cheapest package in its speed bracket after the introductory offer has expired, BT’s strong brand and large customer base will certainly bring more competition to the superfast broadband market.”

“Any broadband user prompted by this news to switch to BT should be aware they will need to check that the exchange serving their home is capable of providing this new service. It would be disappointing to switch only to find they could not enjoy the 20Mb product. Existing BT customers will need to sign a new contract to qualify for the upgrade, so they should be comfortable with being tied to BT for another year at least.”

“Any broadband user who is unprepared to pay extra for a faster service should be aware that there are a number of actions they can take to improve the speed of their existing broadband service for free, regardless of ISP or package – visit [www.BroadbandChoices.co.uk](http://www.BroadbandChoices.co.uk) for more details.”

[20Mb broadband comparison table attached]

For further comment, please contact Polhill Communications on 020 7655 0540

About BroadbandChoices.co.uk:

BroadbandChoices.co.uk was launched in 2005 and is the UK’s leading Ofcom accredited broadband comparison calculator.

We offer comprehensive and impartial advice on broadband, mobile broadband and bundled packages (broadband with home phone and digital TV) saving our users over £220 when they switch.

The BroadbandChoices.co.uk calculator compares thousands of different combinations of packages and provides results in a clear, intuitive table where users can rank and compare services according to their individual needs.

BroadbandChoices.co.uk powers over 20 leading comparison services including Confused.com, Comparethemarket.com and GoCompare.com.

BroadbandChoices.co.uk – working hard to save you money