

# Ofcom Broadband Speed Analysis Corroborates Findings of WebMeter Users

Submitted by: Iona Innovations Ltd

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Ofcom released a new report

(<http://stakeholders.ofcom.org.uk/market-data-research/telecoms-research/broadband-speeds/speeds-nov-dec-2010/>) yesterday (02/03/2011) revealing that very few consumers are actually getting the broadband speed they were expecting when they signed up to a package. Ofcom chief executive Ed Richards states "There is a substantial gap between advertised speeds and the actual speeds people get in their homes".

Janet Hanley, CEO of Iona Innovations, which provides a free broadband consumer empowerment tool to the public, commented:

"It is satisfying to see Ofcom publish these results. However, our user community have been able to see this issue for some time now. With WebMeter's social media and cloud integration our users have been able to publish, share and compare (<http://www.web-meter.com/home/features>) average download speeds from providers. In addition, they can see a wide range of other important broadband quality of service parameters. In fact, some of the figures we see being shared and discussed (<http://web-meter-share.appspot.com/WebMeterShare.html?uuid=8c2aa7ba-af40-4449-93c4-e72dc39b213a&date=2011-02-2>) in the community are even more damning of providers than the Ofcom report."

"For some time we have been critical of the use of point-in-time speed tests as the basis for consumers understanding their ISP quality of service or making purchasing decisions. Hopefully, the Ofcom report will convince other users to take advantage of the insight and sharing capabilities of WebMeter (<http://www.web-meter.com>) so that they can make the right consumer choices".

About WebMeter

WebMeter (<http://www.web-meter.com>) is a free, simple but powerful tool to allow anybody to understand the quality of service provision they are experiencing over the Internet. It supersedes the simple and artificial "speed test" that the majority of broadband comparison websites host. It provides compelling visualisations of the actual performance experienced during browsing over the last hours, days, or months. Communities of consumers use WebMeter (<http://www.web-meter.com>) to publish (with a few clicks) actual performance results in Twitter, Facebook and other social networks to share, compare and make the right ISP choice. It's Web 2.0 crowd sourcing meets social media empowerment.

About Iona Innovations

Iona Innovations Ltd is dedicated to creating leading edge technology which enriches the Internet experience and empowers Internet consumers to make the right choices and achieve value for money in the face of overwhelming odds against the marketing machinery and hyperbole of Internet Service Providers.

Follow us on Twitter (<http://twitter.com/WebMeter>). For enquiries, see below.

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