

8 January 2009

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

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

“We are encouraged to see that the deal encompasses Virgin’s online – as well as digital TV – customers since this provides additional utility for their broadband subscribers.

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

“On demand content of this kind can really test a consumer’s broadband package in terms of speed and download limits due to the size of the programme files.

“We would encourage both ITV and Virgin to clearly inform online users of the potential impact to their service if they exceed their monthly download limits through heavy use of the on demand services.

“It’s important that customers know what their monthly download limit is so we would recommend using our free [Broadband Download Monitor](#) to track downloads and alert them as they reach their limit.”

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Notes to editors

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

BroadbandChoices.co.uk is the second biggest dedicated broadband comparison 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 (*speed tester & download monitor*)