



The need for speed – find the fastest broadband with Broadband Genie

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Broadband Genie, the online service for finding the fastest broadband, is advising consumers not to get carried away with recent headlines about 'super-fast' broadband speeds. Price, usage caps, performance and availability are all at least as important, says Broadband Genie.

PR9.NET November 30, 2005 - The past few months have seen a series of major jumps in available broadband speeds: Wanadoo announced that speeds of up to 8Mb are now standard across its network, UK Online launched a 22Mb service, and Be topped that with a 24Mb broadband service.

Philip Wilkinson, Broadband Genie CEO, commented:

"While the headlines sound good, the reality is that these speeds are only available to a very small percentage of the population. The key is to not get carried away by the need for speed. 1Mb or 2Mb broadband is going to be more than quick enough for the vast majority of home broadband users.

"Before buying broadband, we recommend that you invest a little time in researching broadband to make sure that you identify what is most important to you – speed, price, usage, and the rest. Then, find out what's available where you live (use the Broadband Genie postcode search for this) and compare carefully."

Genie tips for comparing broadband

The main things to consider when comparing broadband services include:

1. Price. Generally, broadband will set you back between £10 and £50 a month, but most services now slot into the £15-20/month bracket.
2. Speed. This is becoming less important as broadband connections get exponentially faster, but you can currently choose on Broadband Genie between speeds of 512k (slowest) to 2Mb (fastest). The majority of connections are now 1Mb or 2Mb, which will be absolutely fine for more 'normal' users.
3. Usage caps. Monthly usage caps are an increasingly important feature of broadband packages, and could be important if you download lots of large files (such as MP3s and videos). If you don't do much downloading, just web surfing, then don't worry too much about usage caps.
4. Availability. Importantly, not all packages will be available to you (depending on your postcode, whether you have a BT line, etc.), so the first step should be to find out which broadband packages you can physically get.
5. Extras. Price is affected by what 'extras' are included in the package, such a free firewalls, email addresses, and so on. Most packages come standard with an email address or two, but not much else.
6. Brand. Price is also affected, of course, by the brand name, so you might find that comparable services cost more from a household brand name because they have a track record and have built up a certain level of trust with the buying public.

Web: <http://www.broadbandgenie.co.uk>

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About Bigmouthmedia

Bigmouthmedia are world-wide specialists in search engine optimisation, brand protection online and internet marketing.

Phone: +44 (0) 131 555 4848
Website: <http://www.bigmouthmedia.com>
E-Mail: robin.richmond@bigmouthmedia.com