



Broadband Pricing To Fall By 50% Over The Next 5 Years

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The price of broadband packages is to fall by some 50% over the course of the next five years, according to a report published by industry advisors BroadbandInternetProviders.net into the habits of broadband service providers.

PR9.NET March 29, 2008 - Edinburgh, UK - The price of domestic broadband contracts is set to fall by 50% over the next five years, according to a study into pricing habits released by industry advice centre BroadbandInternetProviders.net.

The study, released today, reflected a trend of decreasing prices as competition has been introduced into the market. On that basis, the report concluded that over the next five years the average domestic broadband package could fall by as much as 50% on the current headline price, whilst shorter contract periods are also likely to become the norm.

Stephen Chapman of BroadbandInternetProviders.net (<http://www.broadbandinternetproviders.net>) said that the findings of the study could be attributed to basic free market principles. "The broadband market is likely to become even more competitive over the next five years which will be good news for consumers. As more and more suppliers enter the market, the monthly price of broadband packages looks set to fall by as much as 50%, providing better value for money for consumer and business buyers. It's simple economics".

With increasing competition in the marketplace and maturing minor players set to gain more market share, the next five year market cycle looks likely to present increased opportunities for cost savings to consumer and business buyers.

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About broadbandinternetproviders.net

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Phone: 08456520235
FAX: 08456520235
Website: <http://www.broadbandinternetproviders.net>
E-Mail: ebathr@gmail.com
Address: Cooper Murphy House
81/3 Buccleuch St