

2007 set to crank up the pressure on UK networks

28, December 2006 - The United Kingdom is set for a 'bandwidth explosion' in 2007, placing significant demands on the UK's networks as broadband internet technology becomes a pivotal part of the way we live our lives - in business, at home and with public services.

That is the key finding based on a series of studies carried out by communications provider ntl:Telewest Business during the course of 2006. The studies looked at how broadband internet has changed the way Britain's workforce work and how they manage their lives outside the office. This included areas such as the use of internet in education, and the use and application of digital services within the NHS.

Whilst use of broadband is already widespread, new services in 2007 will make it an increasingly indispensable part of everyday life. As businesses strive to stand out from the crowd, services are increasingly becoming more citizen centric. Engaging with consumers and holding their attention through the use of new interactive technologies, such as blogging and interactive advertising, is a top priority.

John Cunningham, Director of Business Markets, ntl:Telewest Business said: "During 2006 businesses and the public sector have been developing interactive services that are based on broadband technology, which will make it easier for end users to interact with them. In some instances, usage of these services has been limited, however that will all change in 2007 as organisations seek to leverage their investment and make online services a key part of every day life. As we become ever more reliant on the internet, the strain on the networks that underpin digital Britain will increase."

Demands on the UK's networks will increase during 2007 as consumer devices get more sophisticated; businesses use ever more bandwidth-hungry applications - such as integrated communications services; and the public sector continues the move into the digital world.

Cunningham continued: "Our studies revealed a digitally-savvy nation and that is evidenced through the success of services such as YouTube and MySpace and the implementation of technologies such as Voice over IP in the workplace. Network resilience and capacity will become even more crucial in 2007. Organisations need to be planning ahead in order to ensure that their network will continue to deliver a reliable and robust service in the face of increased usage."

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About ntl:Telewest Business

ntl:Telewest Business, part of the UK's second largest fixed-line telecommunications company, is a leading communications provider to businesses, public sector organisations and service providers in the UK. It delivers a complete portfolio of voice, data and internet solutions nation-wide.

ntl:Telewest Business sales and support teams are located across the UK, in close proximity to our customers, as part of a commitment to deliver superior customer service.

ntl:Telewest Business delivers services over the Group's £13bn investment in its state-of-the-art infrastructure giving business customers access to the largest alternative network in the UK.

ntl:Telewest Business is trusted to provide critical communications to high profile customers including: Heathrow's Terminal 5, Birmingham City Council and Cambridgeshire County Council.

For further information go to <http://www.ntltelewestbusiness.co.uk>

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