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## Digital Single Market

Press releases 26/06/2013

# European consumers are not getting broadband download speeds they are paying for

On average, they receive only 74% of the advertised headline speed they have paid for, according to a new European Commission study on fixed broadband performance.



[1]

Commission Vice President Neelie Kroes says: "*This is the first time the difference between advertised and actual broadband speeds is confirmed by comparable and reliable data from all EU Member States.*" There are significant differences in the European national markets, most likely due to advertising practices. Kroes says "*Consumers need more of this sort of data to help make informed choices, so we will repeat the exercise. And we take these first results as further proof of the need for a real connected single market.*"

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