



**The Mobile Broadband Group**

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# PRESS RELEASE

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## **Better Transparency for Mobile Broadband Customers**

*Mobile Operators publish Principles of Good Practice for marketing mobile broadband services.*

The UK's mobile operators O2, Orange, T-Mobile, Vodafone and 3, together with Virgin Mobile, the UK's largest virtual mobile network operator, have today published Principles of Good Practice for marketing mobile broadband services.

Mobile broadband (i.e a mobile data service providing Internet access via a 3G modem) has grown very rapidly in the last year.

Even so, this is still a new market, set to grow much further. It is important that customers have the information they need to make an informed purchase and that staff are able to help customers with any queries they may have. The mobile operators, under the auspices of the Mobile Broadband Group (MBG), have agreed these principles in order to promote customer understanding and underpin further solid growth of mobile broadband. The guidelines include the provision of information on coverage, the factors that impact download speeds, and pricing.

Hamish MacLeod, chair of the MBG, commented: “Mobile broadband is proving very popular, as customers begin to appreciate the benefits of having ready access to so much information while on the move. It is in everyone’s interest that market growth is based on customers being well informed about the choices they make. These guidelines will help considerably in developing customer understanding of this compelling proposition.”

Ofcom has been fully consulted throughout the process.

Claudio Pollack, Ofcom’s Director of Consumer Policy, said “Ofcom welcomes the mobile operators’ commitment to give their customers better information about mobile broadband services. We will be undertaking further research and monitoring of mobile broadband to check that consumers’ needs are being met.”

The Principles of Good Practice are available at [www.mobilebroadbandgroup.com](http://www.mobilebroadbandgroup.com)

Ofcom has also published a guide to help consumers get the most out of mobile broadband <http://www.ofcom.org.uk/advice/guides/mobilebb.pdf>.

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The MBG was formed in 2002. It works across a range of self-regulatory initiatives and public policy issues in the mobile sector. Its members are the UK businesses of O2, Orange, T-Mobile, Virgin Mobile, Vodafone and 3.