

BroadbandSwitch.uk is a free, independent broadband comparison and research publisher. We help UK households compare deals, understand their rights and switch with confidence, and we publish in depth reports on the market.

WHAT WE DO

We compare live broadband deals from across the market and rank them by their total cost over the contract, not the headline monthly price. Alongside the comparison tools sit a market directory, a library of plain English guides and a programme of in depth research reports. We are editorially independent: recommendations are made on merit, and commercial relationships never determine rankings.

KEY FACTS AND FIGURES

Switching to a better deal saves £180 to £290 over a 24 month contract.

BroadbandSwitch.uk, May 2026

2 million+ Britons have used One Touch Switch to find a cheaper deal.

BroadbandSwitch.uk, May 2026

Around **six in ten** customers were on inflation linked price rises before the ban.

Ofcom, 2024

Since **17 January 2025**, in contract price rises must be shown in pounds and pence.

Ofcom

89% of UK homes can now get gigabit broadband.

Ofcom, Spring 2026

Only **47%** of homes that can get full fibre have taken it.

Ofcom, Spring 2026

SPOKESPEOPLE

Dr Alex J. Martin-Smith

FOUNDER AND EDITORIAL DIRECTOR · DBA, MBA, LL.M., CMGR

Independent, evidence led comment on broadband pricing, the loyalty tax, switching, the full fibre rollout, the PSTN switch off and Ofcom regulation. Available for interview and written comment.

Adrian James

SALES DIRECTOR AND BROADBAND EDITOR

A practical voice on the live deals market, seasonal pricing, One Touch Switch, social tariffs and affordability. Available for interview and written comment.

COMPANY

NAME

BroadbandSwitch.uk

OPERATED BY

Upleashed Limited

REGISTRATION

Isle of Man, company 021517V

SECTOR

Broadband comparison and market research

BUSINESS MODEL

Free to use, funded by affiliate commission, editorially independent

WEBSITE

broadbandswitch.uk

TOPICS WE COMMENT ON

Price rises

Loyalty tax

One Touch Switch

PSTN switch off

Full fibre

Social tariffs

Rural

Ofcom

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We reply within the hour, UK office hours.