

 ON THE RECORD

MEDIA KIT

Independent comment on Britain's broadband market.

Data, expert comment and live interview on
broadband pricing, switching and the UK
telecoms market.

Prepared for
News and editorial desks

Updated
June 2026

Press contact
press@broadbandswitch.uk

Who we are

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

BOILERPLATE · SHORT

~30 WORDS

BroadbandSwitch.uk is a free, independent broadband comparison and research publisher, operated by Upleashed Limited. It helps UK households compare deals, understand their rights and switch with confidence.

BOILERPLATE · MEDIUM

~80 WORDS

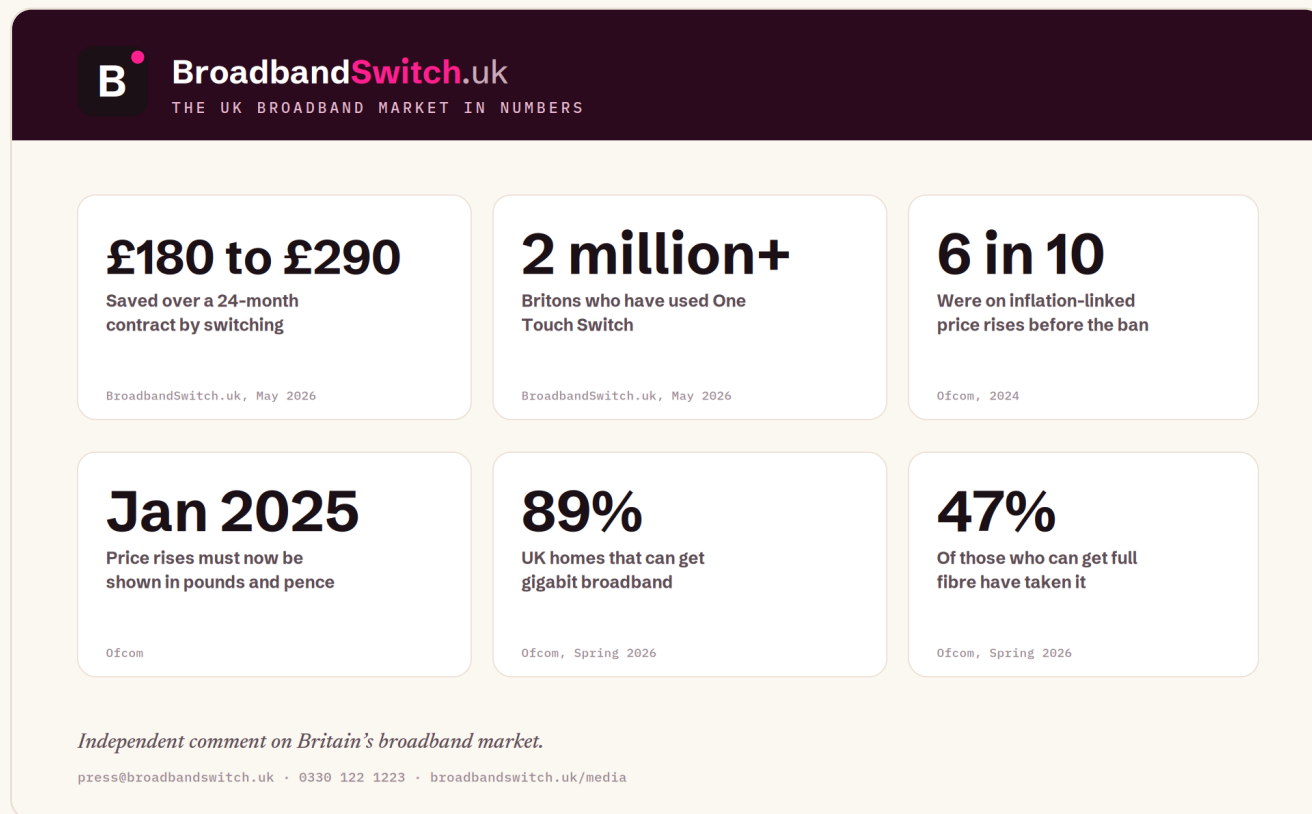
BroadbandSwitch.uk is a free, independent broadband comparison and research publisher, operated by Upleashed Limited. It helps households across the United Kingdom compare deals, understand their rights and switch with confidence, and it publishes in depth reports on the UK broadband and telecoms market. Every recommendation is made on editorial merit, never paid placement. The editorial team, led by a named editor, is available to journalists for data, expert comment and live interview.

BOILERPLATE · LONG

~180 WORDS

BroadbandSwitch.uk is a free, independent broadband comparison and research publisher, operated by Upleashed Limited. It was built on a simple idea: that households should not pay a loyalty penalty for staying put, and that switching should be clear, quick and worth it. The site helps people across the United Kingdom compare live broadband deals, understand their consumer rights and switch with confidence, ranking offers by their total cost over the contract rather than 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 on the issues shaping the market, from mid contract price rises and the loyalty tax to the full fibre rollout and the switch off of the old copper telephone network. BroadbandSwitch.uk is editorially independent. Recommendations are made on merit, commercial relationships never determine rankings, and any affiliate income simply keeps the service free to use. The editorial team is available to journalists for data, expert comment and live interview.

Key facts and figures



Households switching to a better deal save between £180 and £290 over a 24 month contract.

BroadbandSwitch.uk, May 2026 Market Update

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

BroadbandSwitch.uk, May 2026 Market Update

Before the rules changed, **around six in ten** broadband and mobile customers were on contracts with inflation linked price rises.

Ofcom, 2024

Since **17 January 2025**, providers must show any in contract price rise in pounds and pence at sign up, not as an unpredictable inflation linked percentage.

Ofcom

89% of UK homes can now get gigabit capable broadband.

Ofcom, Connected Nations update, Spring 2026

Only **47% of homes** that can get full fibre have taken it, so more than half are not yet on the fastest networks.

Ofcom, Connected Nations update, Spring 2026

A note on our data. Company figures come from BroadbandSwitch.uk research and are free to cite with attribution. Market figures are sourced to Ofcom and dated. We refresh these numbers regularly, so please use the most recent version or ask us for the latest.

Named experts you can quote



Dr Alex J. Martin-Smith

FOUNDER AND EDITORIAL DIRECTOR

DBA, MBA, LLM, CMgr

Alex founded BroadbandSwitch.uk to bring independent, evidence led analysis to a market that too often leaves households overpaying. He leads the site's research programme and is the author of its market reports, which combine pricing and switching data with a clear, consumer first reading of where the market is heading.

He speaks to the data on behalf of consumers, not providers, and is available for live and pre recorded interview, on camera or down the line, and for written comment and background briefing.

Pricing and price rises

The loyalty tax

One Touch Switch

Full fibre and altnets

PSTN switch off

Ofcom and consumer rights



Adrian James

SALES DIRECTOR AND BROADBAND EDITOR

Deals, switching and the consumer view

Adrian tracks the broadband market week to week and edits the site's deals coverage, which makes him a practical, plain speaking voice on what households are actually paying and where the best value sits right now.

He is well placed to comment on the live deals landscape, seasonal pricing, the One Touch Switch process in practice, social tariffs and affordability, and the everyday questions consumers ask when choosing or changing provider. Adrian is available for interview and written comment.

Best deals right now

Seasonal pricing

One Touch Switch

Social tariffs

Bills and affordability

Topics and standards

Topics we comment on

Mid contract price rises

The loyalty tax

One Touch Switch

The PSTN switch off

Full fibre and altnets

Social tariffs and affordability

Rural connectivity

Ofcom and consumer rights

If it touches a household's broadband bill or their connection, we can help you make sense of it, with a clear figure and a practical takeaway for readers.

Editorial standards

• Independence

Our recommendations are made on editorial merit. No provider can pay for a higher ranking, and commercial relationships never decide what we recommend.

• How we are funded

The site is free to use. We may earn a commission when a reader takes a deal through some of our links, at no extra cost to them, and that income keeps the service free. Sponsored placements are labelled and kept separate from editorial rankings.

• Methodology

We rank deals by their total cost over the contract, not the headline monthly price, alongside speed, contract terms and service. Our method is documented and applied consistently.

• Corrections

We aim to get things right, and to fix them quickly and openly when we do not. If you spot an error, tell us and we will correct it.

Recent releases and coverage

COVERAGE

New report examines the UK's public switched telephone network switch off

ISPreview.co.uk · June 2026

PRESS RELEASE

May broadband bills land across Britain. Switching households save up to £292

EIN Presswire · 4 May 2026 · carried by 100+ outlets

How to reach the newsroom

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RESPONSE

We reply to journalists within one hour during UK office hours, 9am to 6pm, Monday to Friday. Same day at other times.

INTERVIEWS

Available for live and pre recorded TV and radio, down the line or by remote video. Our spokespeople are set up for broadcast quality audio and video.

EMBARGO

We are glad to share new reports with named journalists under embargo ahead of publication. Just ask and we will set it up.

Brand assets

Logos, headshots and this kit are available to download from the newsroom. Logos are for editorial use only and should not be altered, recoloured or used to imply endorsement.



Typefaces. Schibsted Grotesk (display and text), Newsreader (editorial), IBM Plex Mono (labels).

Press contact

Newsroom press@broadbandswitch.uk
Phone 0330 122 1223 (UK office hours)
Online broadbandswitch.uk/media

Available for interview: Dr Alex J. Martin-Smith and Adrian James.

Notes to editors. BroadbandSwitch.uk is a free, independent broadband comparison and research publisher, operated by Upleashed Limited (registered in the Isle of Man, company number 021517V). It helps households across the United Kingdom compare deals, understand their rights and switch with confidence, and publishes in depth reports on the UK broadband and telecoms market. Recommendations are made on editorial merit, never paid placement.

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