Superfast Broadband: the Facts

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The term â€˜broadbandâ€™ is synonymous with fast internet access. Long gone are the days of dial-up connections when you could put the kettle on and have a cup of tea in the time it took your for computer to whir and bleep itself online. Nowadays there is an exciting new term floating around: â€˜superfast broadbandâ€™. But what exactly is superfast broad and what benefits will it bring to homes and businesses in the fast moving modern world?

In technical terms superfast broadband means broadband products that provide a maximum download speed that is greater than 24Mbit per second. One of the essential differences between standard broadband and its superfast counterpart is that while the former is supplied over a standard phone line using copper wires, the latter is carried over high quality fibre wires- hence the term â€˜fibre opticâ€™ broadband.

Fixed line broadband that uses the extensive copper wire network in the UK will always be affected by the distance of the exchange. This is why standard broadband in rural areas is often seen as notoriously slow. Countries like Sweden and South Korea are way ahead of the UK in terms of a national fibre optic cable infrastructure. There are many phone and broadband deals that can offer quick broadband and low prices, but at a national level the UK is still some way behind.

In terms of Wi-fi connections, just as the quality of wires affects fixed line broadband speed, the better the quality of your modem or router, the faster your broadband connection. The best routers will transfer data quickly, maintain wireless connection over long ranges, and have excellent security settings. Of course, the number of people sharing a broadband network can also slow down its speed.

Were everybody in the UK to have access to superfast broadband, the benefits would be huge. Consumers and businesses would be able to access high definition video and other bandwidth guzzling services very quickly and easily. Everything would literally become â€˜superfastâ€™.

This would make for a revolution in the way people communicate and do business over the internet. With a faster broadband network, Information sharing and web based services (and by proxy economic growth) could receive a huge boost.

UK companies - especially smaller organisations -would benefit from widely available superfast broadband in a number of ways - giving them a new edge. Worldwide communication would be possible in an instant and complicated financial transactions would take seconds. Where once small businesses might have had to invest in the right premises to implement this type of technology, they could now just as easily start from their own living rooms.

Understandably, superfast broadband is in high demand at the moment and will only continue to become more popular.

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Jesse Wallace writes for a digital marketing agency. This article on a phone and broadband deals has been commissioned by a client of said agency. This article is not designed to promote, but should be considered professional content.

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