



Advertising Standards Authority  
Mid City Place 71 High Holborn London WC1V 6QT  
Telephone 020 7492 2222 Fax 020 7242 3696  
Textphone 020 7242 8159 E-mail enquiries@asa.org.uk  
Online www.asa.org.uk

Anna Bradley  
Consumer Communications Panel  
Riverside House  
2a Southwark Bridge Road  
London  
SE1 9HA

Please Quote: BB/AT

e-mail only

24 February 2010

Dear Anna

**RE: Broadband Headline Speed in Advertising**

Thank you for writing to me on 22 December. I very much appreciated the opportunity to talk to the Panel about this and other areas of policy.

Your letter helpfully summarises the Panel's concerns. And it adds substantially to other calls that we should re-evaluate our established policy on broadband speed claims.

To that end, this month the Committee of Advertising Practice (CAP) and the Broadcast Committee of Advertising Practice (BCAP) agreed to review broadband headline speed claims in advertising. CAP and BCAP author the UK's Advertising Codes and produce guidance to assist interpretation of and compliance with the Codes. Their joint review will also consider 'unlimited' claims in telecoms ads, including 'unlimited' broadband claims. You can find out more about CAP and BCAP at [www.cap.org.uk](http://www.cap.org.uk).

Needless to say, I do not know at this stage what conclusions they will reach. But I think it likely that the output of the process will be guidance that the ASA Council will be able to take into account when adjudicating on future cases.

Although the project is at an early stage, I am sure CAP and BCAP would be very interested in considering the Panel's view as a contribution to the process. I have told those involved about your interest and you can expect to hear from them in due course.

**Chairman** Rt Hon Lord Smith of Finsbury • **Chief Executive** Guy Parker  
**ASA Council** James Best • Louisa Bolch • Sally Cartwright • Elizabeth Fagan • Alison Goodman • David Harker • Gareth Jones • John Mayhead • Andrew Motion • Colin Philpott • Ruth Sawtell • Nigel Walmsley • Neil Watts • Diana Whitworth • Anthony Wilkes

The Advertising Standards Authority Limited, registered in England No 733214, Mid City Place, 71 High Holborn, London WC1V 6QT.  
The Advertising Standards Authority (Broadcast) Limited, registered in England No 05130991, Mid City Place, 71 High Holborn, London WC1V 6QT.

I very much welcome our continuing dialogue and look forward to seeing you and the Panel again later this year.

Yours sincerely

A handwritten signature in black ink, appearing to read 'Guy Parker', with a long horizontal flourish extending to the right.

**Guy Parker**  
**Chief Executive**