

ACCAN media release

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'ACCAN calls for action not words on Wireless Internet Speed Claims'

ACCAN, the new communications consumer watchdog, calls for enforcement action by the ACCC not polite requests on wireless internet speed claims.

ACCAN Chief Executive Officer, Mr Allan Asher said, "Despite past warnings by the ACCC, mobile wireless services suppliers are still making misleading claims based on headline or theoretical connection speeds.

With consumers signing up to at the rate of more than 100,000 per month it is time for action not talking according to Asher. We need responsive regulators who will act to protect the interests of consumers do not understand "techno-babble" and can be misled by marketing claims.

The ACCC *Information Paper and Checklist for industry on Wireless internet Speed Claims* is long overdue and a welcome response to campaigning by consumer groups.

Mr Asher said however that "The ACCC paper is a weak response to what is already an enormous problem. It is now two and a half years since similar warning were given to fixed line providers. Suppliers should obey the law or get out of the market"

"Bad suppliers are profiting through deceptive practices. An effective markets depend on consumers being given accurate, relevant and timely information about services before they make a purchase."

"Access to Internet services is a necessity for all Australians and we need regulators that are prepared to stand up for consumers especially as we are encouraged to migrate to new services that are not always easy to understand. The light touch approach taken by the ACCC is clearly not working as suppliers continue to abuse the trust of consumers."

About ACCAN

ACCAN (Australian Communications Consumer Action Network) is Australia's new communications consumer watchdog. The purpose of ACCAN is to improve consumer advocacy, undertake research and analysis from a consumer perspective and to make the market work for communications consumers. The operation of ACCAN (the Australian Communications Consumer Action Network) is made possible by funding provided by the Australian government

Uptake figures for Wireless internet services can be found at the ABS website www.abs.gov.au Internet Activity Survey 8153.0 June 2009. Further information: <http://www.accc.gov.au/content/index.phtml/itemId/895118/fromItemId/142>

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