

Simplifydigital reveals Briton's blow millions by failing to bundle



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Press Release Summary: New research from Simplifydigital reveals that over £400 million is wasted annually and over 75% of households are not doing enough research before signing up to digital services

Press Release Body: According to new research from **Simplifydigital** Britons are wasting a staggering £400 million a year by buying separate broadband, digital TV and home telephony services, instead of opting for a 'bundle' of two or more services from the same supplier.

[Simplifydigital](#) the new free and impartial digital sales advisory service, who commissioned the **YouGov poll**, found that over one in three adults (39%) are not making the most of the big money savings that are available if they choose to [bundle broadband](#), digital TV and home phone services. According to their latest figures, consumers can save on average £160 per year by taking the bundling route, more than enough to offset the recent energy price rises (British Gas put up bills by an average £139 in January).

Charlie Ponsonby, CEO of Simplifydigital, commented, *"There are big savings to be had by bundling, but the real trick is choosing the right bundle to match your needs. Until now there has been no place*

*to go for impartial advice as to which one to take, which is exactly what our digital experts specialise in at **Simplifydigital**. With our help finding the best bundle, we could certainly put money back in people's pockets."*

For the more savvy 31% who have already opted for a bundle option that includes Digital TV, Broadband and [home phone](#), 87% said that the quality of service, and 82% said the overall costs, were either the same or better now they were using one service provider.

Ponsonby believes it is worrying that many people are not doing their research before signing up to digital TV or broadband. Only 24% said they did extensive research to [compare broadband](#), home phone or [digital TV packages](#) before signing up to these services.

Ponsonby concluded, *"The falling cost of broadband coupled with ever-increasing competition in the digital TV market means it's vital that families do their research in order to get the perfect package. The mass of conflicting advertising can make broadband and digital TV seem unnecessarily complicated and confusing, resulting in customers possibly missing out on the ideal service. Our team is able to search through over 530,000 different package options on our database in a matter of minutes, which would take the average person over two years if they took two minutes to review each one."*

ENDS

Notes to Editors

Simplifydigital **research**

All the **Simplifydigital** figures stated are from **YouGov Plc**. Total sample size was 2,006 adults. Fieldwork was undertaken between 1st - 4th February 2008. The survey was carried out online. The figures have been weighted and are representative of all GB adults (aged 18+).

About **Simplifydigital**

Simplifydigital offers a free impartial personal concierge style sales advisory service (0800 1388 388) to help consumers get the best deal to suit their individual needs and save money in the process.

Radically different to anything on the high street or comparison sites, a personal and fully trained digital advisor is on the other end of the telephone, to talk through what an individual is looking for and match

this with the most cost efficient offer available in a matter of minutes. The wide range of suppliers includes Freeview, Sky, Virgin Media, TalkTalk, BT, Setanta, TopupTV, AOL and Orange broadband among others.

If an individual wants to go ahead with a purchase, the digital concierge will book the installation of the services on their behalf, at a time convenient to them, or they can review a copy of their individual consultation document at home. Whenever they get back in touch they can speak to the same person, and they can communicate by email with their own personal concierge.

The business is backed by £2.4m of investment from a group of highly experienced private investors, brought together with the help of Botts and Company the private equity group.

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