



From August 1st it's your call.

Here in the UK, customers benefit from some of the lowest phone charges in the world. In fact, because of competition, new technology and regulation, average prices have fallen by around 60 per cent over the last ten years.

For these reasons and others, on August 1st 2006, Ofcom, the UK telecoms regulator, will be ending the formal controls on the cost of phone line rentals and calls from BT. This will leave all phone companies, including BT, free to set their own retail prices for consumers.

We will ensure important safeguards are in place, including those for vulnerable groups. But in future you, not the regulator, will decide whether you think a phone company is good value or not. In much the same way as you buy, say, a TV or a computer, you should choose the right deal for you. Then keep checking it's delivering what you want, at the right price.

So look carefully at all the different options. Take your time to read the small print.

It's your call. You might be surprised by what you find.

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