


Here in the UK, customers benefit from some of the lowest  charges in the world.

In fact, because of competition, new technology and regulation, average  have fallen by around   per cent over the last ten years.

For these reasons and others, on August  2006, Ofcom, the UK telecoms regulator, will be ending the formal controls on the cost of  line rentals and calls from BT. This will leave all phone companies, including BT, free to set their own retail  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  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 . 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.  might be surprised by what you find.