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Ref: BBC Online

I am a new user of Broadband services at home (limited work access). With all of the warnings from colleagues and friends about viruses, trojans, spyware and worse, one has an over-developed sense of web paranoia.

So, the BBC online offers a safe, reliable, trustworthy introduction to the web. I have (like many of my friends) set it as my 'home' site. All manner of up-to-date information is only a click away - weather, headlines, sports news etc. The site is easy to navigate, even for the techno-phobics (yes I do know what a dongle is).

In media terms it is still the best-known brand within the UK, and so I can easily believe nearly 50% of adult users have visited the site. Like its TV and Radio arms, that have been trusted for many decades, the online service is no different, but a natural extension of communications.

Business, like society has always been about survival of the fittest. Commercial rivals need to offer these same traits - reliability, safety, and trust-worthiness, as well as their own unique selling points in order to compete. We shouldn't criticise the BBC for being successful, we must applaud and learn from them.