

Simplifydigital reports digital bundles take off as credit crunch bites



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Press Release Summary: Simplifydigital reveal that customers are increasingly choosing to bundle their digital services (TV, broadband and telephony), in a bid to save money as the credit squeeze bites

Want to find the perfect digital package for you?



Press Release Body: New data from **Simplifydigital** shows that more and more customers are choosing to bundle their digital services (TV, broadband and telephony), in a bid to save money as the credit squeeze bites.

The data shows that in Q1 2008 39% of customers took all three services from one supplier, a significant increase on Q4 in 2007 -

though broadband & home phone remains the most popular bundle among UK customers accounting for 42% of total new sales.

This shows that service providers' so-called 'triple play' strategies seem to be working, as the triple bundle is catching up [broadband & home phone](#) as the UK's most popular digital bundle.

Consumers are starting to recognise that there are the big savings to be had by cleverly bundling their [digital services](#) - indeed recent research by Simplifydigital estimates that that on average, families can save £160 per year by bundling all three services.

The result is that only 14% of people are now buying digital TV, broadband and phone separately. While the rest are opting for [digital TV bundles](#), [broadband bundles](#) or [home phone bundles](#).

Charlie Ponsonby, CEO of Simplifydigital, commented on the new findings: *"Consumers are voting with their feet and rapidly taking advantage of the big savings to be made from bundling all three of their services - the age of buying these services separately seems to be coming to an end."*

He continued, *"But finding the right bundle that actually meets your whole family's needs is tricky and requires some careful research. 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."*

Notes to Editors

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data

The **Simplifydigital** bundle sales data is taken from a representative sample of 800 UK customers. The **Simplifydigital** savings figures stated are from a **YouGov Plc** survey commissioned by Simplifydigital. 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 and totally impartial personal concierge style sales advisory service to help confused consumers get the best deal to suit their own individual needs and save them 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 most convenient to them. If they want to think about it, they are sent a copy of their individual consultation document to review 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.

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