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Net service said 'ordinary'

Korea's Web fastest in world, but not good enough

June 13, 2008

Korea's high-speed Internet service products are the fastest in the world, but service providers have exaggerated the speed they could offer, Korea Communications Commission said in a briefing yesterday.

The KCC embarked on a project last December to evaluate the nation's 13 high-speed Internet service products from seven operators.

"By giving quality information to Internet users, we expect the customers will have more information when they choose products, while encouraging service providers to compete against one another to improve overall quality of such products," said Lee Eun-hee, an official of the KCC.

The KCC evaluated 13 products in terms of speed and customer satisfaction.

The 13 products on average download at 46 megabits per second, or Mbps, and upload at 40 Mbps, which is considered the world's fastest.

According to BBC News, Korea has 43 Mbps of Internet speed, while Japan has 10.6, Sweden 7.4 and the United States 4.6 as of December 2007.

Among the nation's three available 100 Mbps Internet services, LG

Speed of the nation's high-speed Internet service products

*The high-speed Internet services are all 100 Mbps-based products.

Companies	Speed
KT	87 Mbps
Hanarotelecom	78 Mbps
LG Powercomm	91 Mbps

Source: Korea Communications Commission

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Powercomm, the nation's smallest operator, reported the fastest speed with 91 Mbps. After LG Powercomm, KT and Hanarotelecom followed with 87 and 78 Mbps, respectively.

Technically, the 100 Mbps high-speed Internet products have to provide 100 Mbps as its name suggests, but the three operators all failed to do so.

Among 10 Mbps Internet service products, LG Powercomm also ranked first with the fastest speed of 9.6 Mbps. CJ HelloVision's HelloNet came in second with 9.0 Mbps.

When it comes to customer satisfaction, the KCC found most consumers consider their high-speed Internet services "ordinary."

The consumers were queried on several factors, such as whether they are satisfied with speed, fees and after-sales service of Internet service providers.

The report revealed that the customers are not happy about the long, complicated process of terminating their subscriptions.

KT, the nation's leading landline and broadband operator, ranked No. 1 in four areas of customer satisfaction, including speed, after-sales service and cancellation of service.

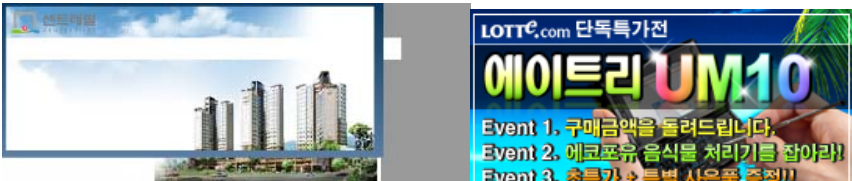
The KCC said in the release that it will conduct a second round of inspection into high-speed Internet service products later this year because the Web is closely linked to people's everyday lives.

Korea is one of the most wired countries in the world.

In April, the number of high-speed Internet service users in Korea surpassed the 15 million-mark for the first time.

By Sung So-young Staff Reporter [so@joongang.co.kr]

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