Forget the wellies - smartphones are the British essential for this year's summer of sport

- Online survey shows 46% of UK adults follow sport on their mobiles*, with nearly one third streaming the action live
- Football a firm favourite, as 42% of men followed Euro 2012 on the move
- Nearly one in five UK adults (18%) admit to watching sport at work under the radar, despite 10% of employers allowing staff to watch national sporting events during working hours
- Everything Everywhere's Smart Signal Sharing provides Orange and T-Mobile customers with a faster and more reliable 3G network, so they can follow summer events in more places, more of the time

London, UK – 2 July 2012 – Everything Everywhere, the UK's biggest communications company, today revealed that many Brits will be using their mobile devices to follow sporting and cultural events this year. Nearly half (46%) of online UK adults have used or plan to use their mobile phones to follow events by browsing the internet for news, results or following live scores this year*. Nearly a third (32%) say they have used their tablet or smartphone to watch live sport, according to independent YouGov research[1] commissioned by Everything Everywhere.

With the Euro 2012 final on this past weekend, football has been particularly popular. Nearly one third (31%) of UK adults and 42% of men say they have used their smartphone to follow Euro 2012 this year, through browsing the internet for results or following live scores and news feeds. Over a fifth (22%) of men have also used their phone to watch recorded video clips or live coverage of the competition.

The survey found that as the UK enters a jam-packed summer of events, Britons won't let work get in the way of their favourite past time. Nearly one fifth (18%) of UK adults admit that they have watched or followed a major sporting event at work without their employer's consent. Men are the guiltiest of this, with a quarter admitting to watching sport at work

[1] All figures, unless otherwise stated, are from YouGov Plc. Total sample size was 2156 adults. Fieldwork was undertaken between 20 and 22 June 2012. The survey was carried out online. The figures have been weighted and are representative of all GB adults (aged 18+).

* UK adults referenced in this online survey are those who own a smartphone or tablet

under the radar. Ten percent of employees say they are being allowed to view national sporting events which take place during working hours.

Of those who will be working from home this summer, nearly one quarter (23%) will be doing so more than usual. Despite being a stone's throw away from their TVs or PCs, nearly one third (29%) of respondents said that they are most likely to use their mobile device to watch or follow events while at home this year. Twenty six percent are most likely to do this while travelling.

Activity isn't limited to downloading or streaming content. Some 23% of UK adults say that they have used their mobile phone to upload images or video to social networking sites when attending events, such as musical festivals or sport. This is particularly common with younger generations; a whopping 38% of 18 – 24 year olds and 37% of 25 – 34 year olds say they upload images when out and about at events.

David Salam, Director of Network Strategy, Architecture and Design, Everything Everywhere, said: "As the summer of sport heats up, people will be trying to follow events wherever and whenever they can. Euro 2012 is just one of many events to put pressure on the mobile network this summer, and we have been working hard to ensure our customers the best experience throughout. Through the integration of the Orange and T-Mobile networks, Everything Everywhere offers customers the widest 2G and 3G network in the UK so they will be able to keep tabs on the sport in more places, more of the time."

As more and more data is downloaded and shared across the UK, Everything Everywhere is investing £1.5bn in the network over the next three years, and plans to roll out next generation 4G in the UK this year, subject to Ofcom approval. With the completion of Smart Signal Share and the launch of 50% faster 3G speeds through the rollout of HSPA+21, customers are able to browse the internet, access social networks and stream video faster and in more places than ever before.

- Ends -

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About Everything Everywhere
Everything Everywhere is the UK's largest communications company, providing mobile and fixed-broadband communications services to more than 27 million customers through the Orange and T-Mobile brands. It has invested over £15 billion since 2000 building Britain's

biggest mobile networks, and plans to invest over £1.5bn in the next three years to further improve its network and introduce fast 4G LTE mobile broadband services. Recognised for award-winning customer service, Everything Everywhere employs more than 15,000 people and operates over 720 retail stores across the UK. It has revenues equivalent to a FTSE 40 company and is backed by two of the world's leading global communications groups, Deutsche Telekom and France Telecom, who are equal owners.
For more information on Everything Everywhere please call the Media Centre on 0870 373 1500, or visit www.everythingeverywhere.com.