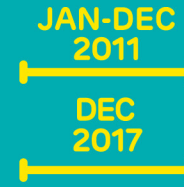


EE MOBILE LIVING INDEX: SNAPSHOT



With each new device
consumers use 20% more
data than previous variants

We now carry as much data
traffic in a month as we did
for the whole of 2011



We've carried 1,000,000,000
calls over WiFi Calling since
its launch in April 2015



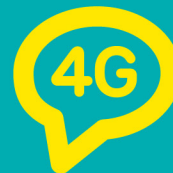
The US election saw a
10% uplift in EE network
activity overnight



In September 2017 4G will
overtake 2G coverage



TV on demand comprises around
80% of all streaming traffic



By September 2017, 95% of EE customers will have 4G devices,
and 50% of those will be able to access 4G Calling

THE MOST POPULAR* APPS AND SERVICES ON EE'S 4G NETWORK

Data increase and change in position
September 2015 to October 2016

YouTube	x3.4	iTunes	x3.5
Facebook	x3	BitTorrent	x6.5 ↑
Google	x9.7 ↑	Amazon	x6.3 ↑
Google Drive	x5.5	Apple Music	-new-
Instagram	x3.4 ↓	Yahoo Webmail	x5.9 ↑
Twitter	x6.5	eBay	x3.2 ↓
Snapchat	x28.6 ↑	Gmail	x5 ↑
Netflix	x3.6 ↑	iPlayer	x5.2 ↑
WhatsApp	x7 ↑	FaceTime	x5.9 ↑
Outlook	x4.8 ↑	Dropbox	x5 ↑
Apple Maps	x4.5 ↑	Google Maps	x1.7 ↓
Spotify	x2.5 ↓	Deezer	x1.8 ↓
Tumblr	x4.4 ↑		

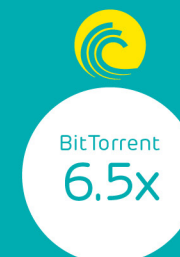
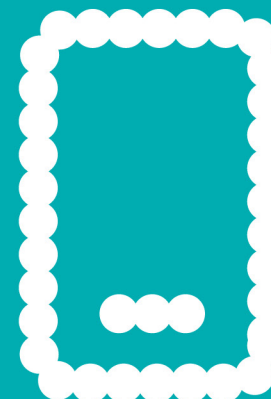
↑ Signifies change in position since September 2015

* In terms of total data used



YAHOO!

Yahoo
Webmail
5.9x



amazon

