

# EE MOBILE NETWORK INDEX

September 2020





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# Introduction

## EE Mobile Network Index reveals the changing habits of the UK as lockdown measures ease.

- Traffic to travel and holiday sites more than doubled on EE's network – including Airbnb, Booking.com, easyJet, Ryanair and Skyscanner
- Video services are the most popular on EE's 5G network, with Londoners watching the most content on YouTube, Netflix and Prime Video across the UK
- May bank holiday and June heatwave drove high levels of movement after strong adherence to lockdown measures

# Summary & Highlights



**Marc Allera,**  
CEO of BT's  
Consumer Division



The easing of lockdown has driven notable changes in the ways our customers are using our mobile network. The more than doubling of traffic to sites including Airbnb, Booking.com, easyJet, Ryanair and Skyscanner shows an increase of plans to travel and take breaks. Video remains as popular as ever, with Londoners watching the most content across the UK in the months of June and July, while food takeaway apps have declined in popularity over the same period. What's clear is that the role of a reliable mobile network continues to be hugely important, and I'm pleased that the EE network continues to deliver a great performance for our customers.



Across the UK, EE's **network traffic more than doubled** to travel and holiday sites including Airbnb, Booking.com, easyJet, Ryanair and Skyscanner



EE's network saw a **ten-fold increase in easyJet users** following its announcement of £29.99 seats in June

## EE NETWORK TRENDS HIGHLIGHT THE CHANGING HABITS OF THE UK AS LOCKDOWN MEASURES EASE



Strava and MapMyRun **peak usage dropped by almost 30%** from June to July

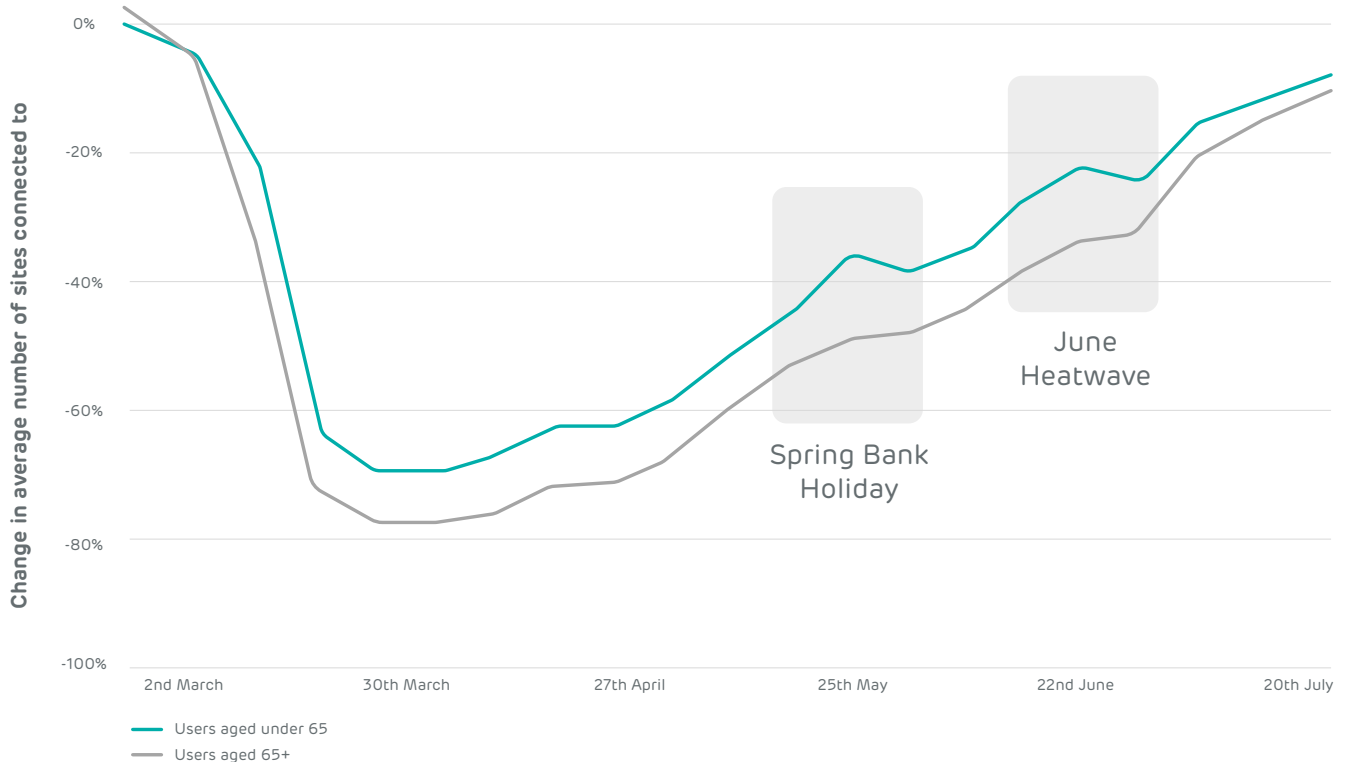


Voice calls dropped from a **40% increase at the start of lockdown**, to just **5% higher than pre-lockdown**

# Movement in Covid-19 times

The gradual easing of lockdown in the UK has seen people start to move around more. When lockdown began in March, insights show a high level of adherence to guidance to stay at home. The spring bank holiday and sunshine of the June heatwave drove the highest movement in May and June.

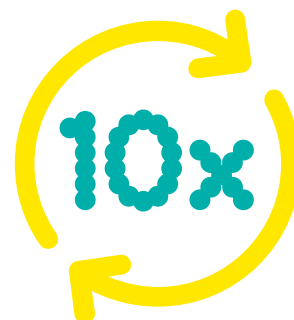
## The nation starts to move around as lockdown measures ease



## Holiday travel ✈️

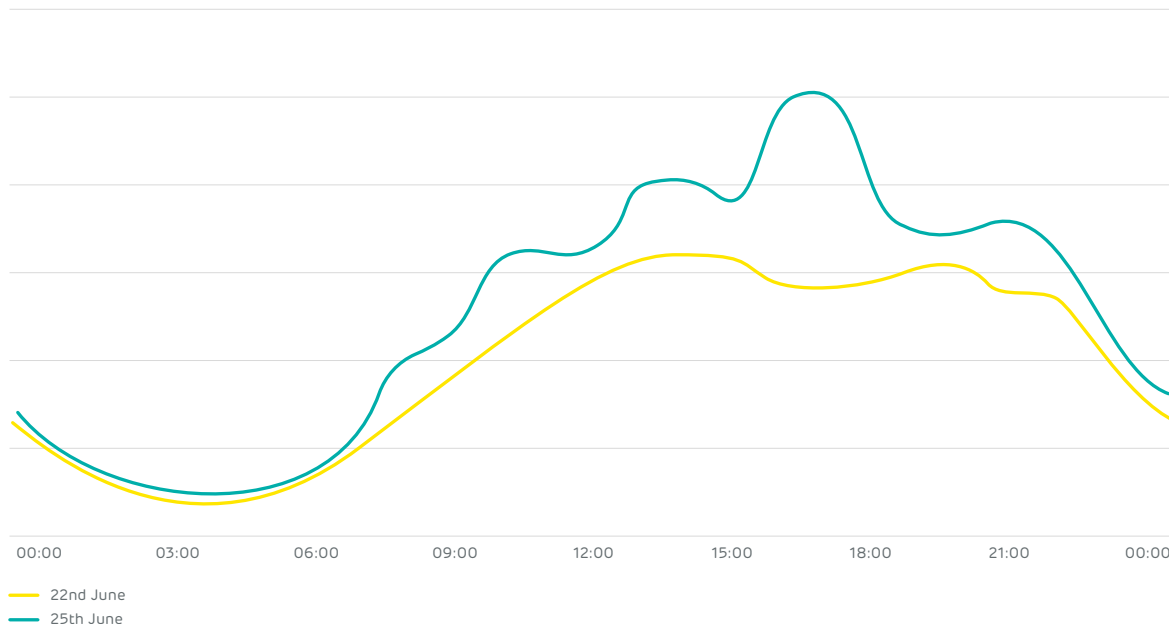
When Boris Johnson announced the decision to start easing lockdown in the UK on 23rd June, people started making plans to travel again and take long-awaited holidays. Across the UK, EE's network saw traffic for Airbnb, Booking.com, easyJet, Ryanair and Skyscanner more than double two days after the Prime Minister's address, compared to the same time the day before his announcement.

On the 25th June, two days after Boris's briefing to the nation, budget airline easyJet announced a limited number of £29.99 seats, driving a spike in both users and mobile traffic on EE's mobile network. easyJet.com user numbers increased ten-fold compared to the same time the day before, and network traffic was ten times greater than on the 22nd June.

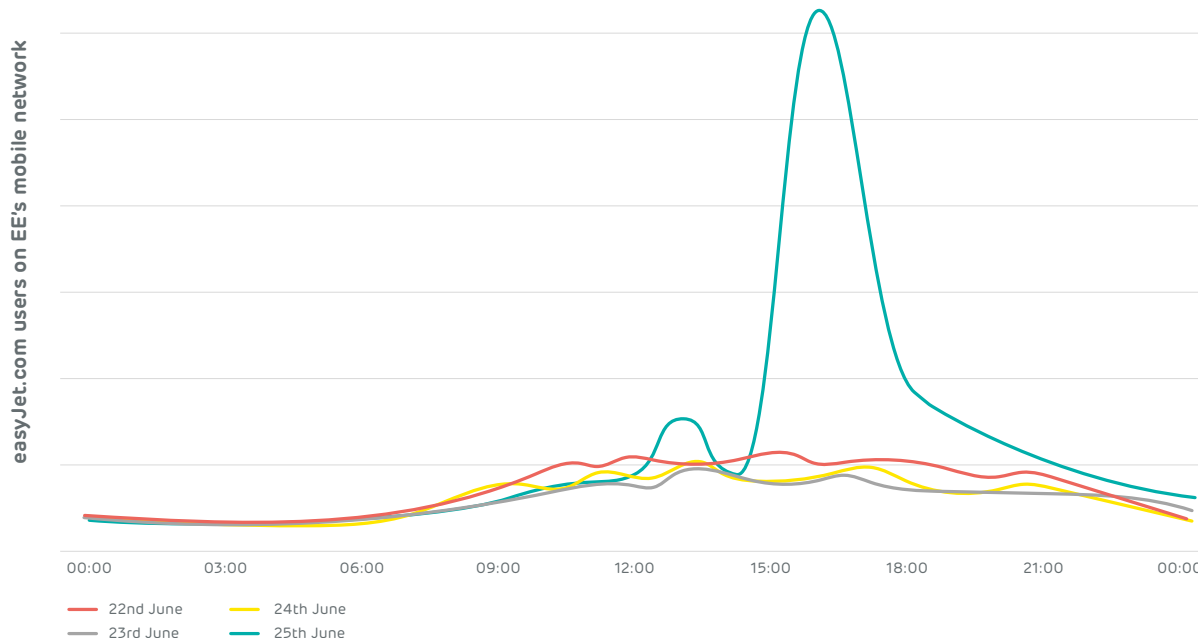


### EE network traffic more than doubles for travel websites following the PM address

Airbnb, Booking.com, easyJet, Ryanair and Skyscanner traffic on EE's mobile network

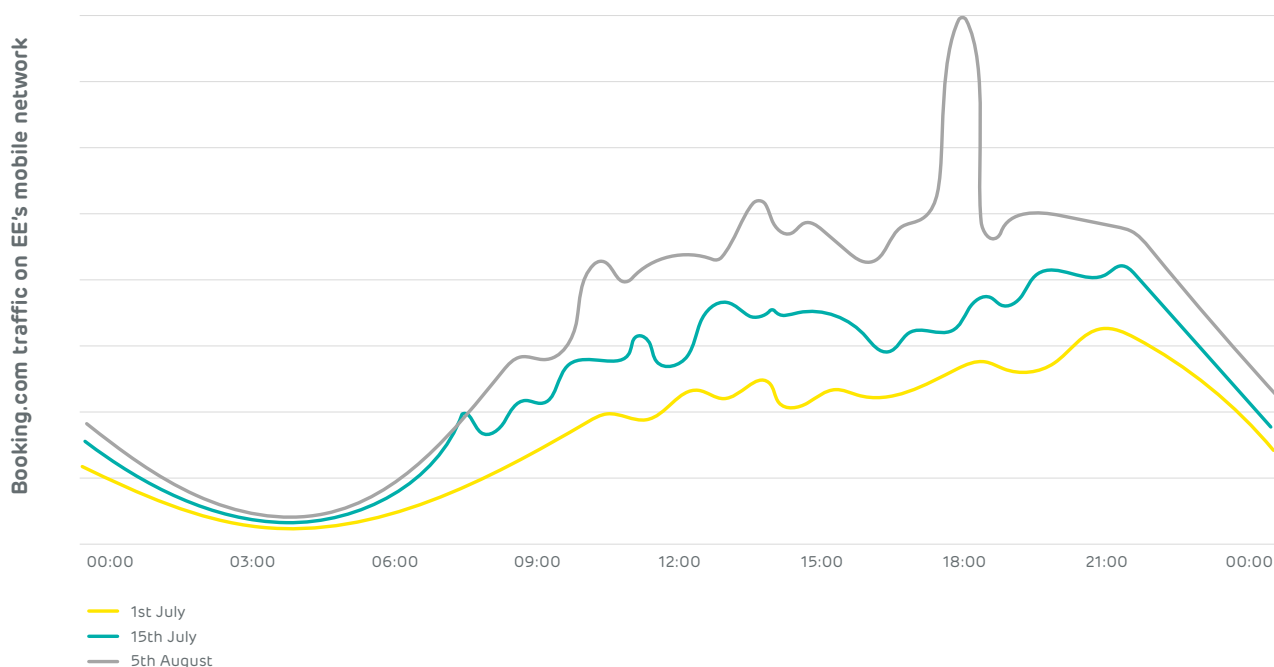


## easyJet.com users increase ten-fold on the EE network as people start to book holidays



In the following weeks, the search for trips continued to grow in popularity. As lockdown measures eased further, mobile traffic on Booking.com increased, with the peak on the 5th August more than double that on 1st July.

## Mobile traffic to Booking.com more than doubles as people plan trips away



## Video

EE's 5G customers used the fast speeds and low latency of the network to watch even more video, with YouTube, Netflix and Prime Video taking the top spots.

Across the UK, Londoners watched the most video during June and July, and the top five hot spots in England's capital were:

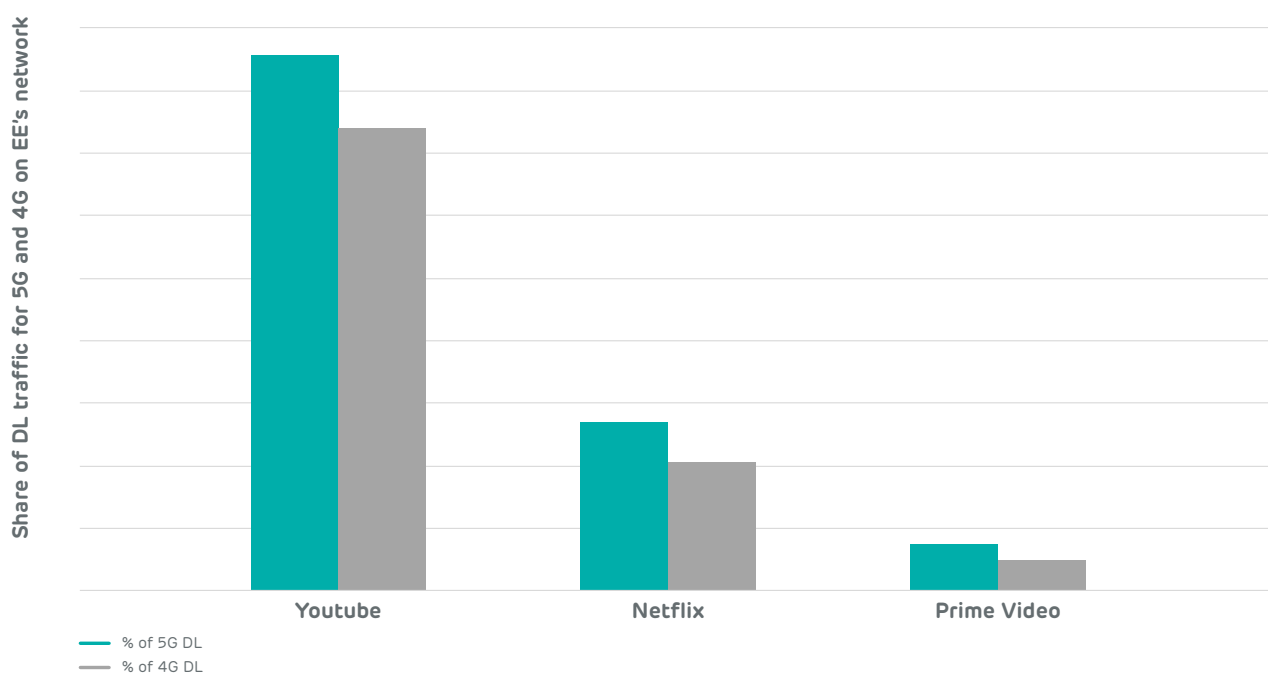
- Battersea
- Deptford
- Kensington
- Surrey Quays
- Whitechapel

Outside of London, the top places for watching video on 5G were:

- Birmingham's Jewellery Quarter
- Basildon, Essex
- Prestwich, Manchester



### 5G and 4G usage for video services on EE's mobile network

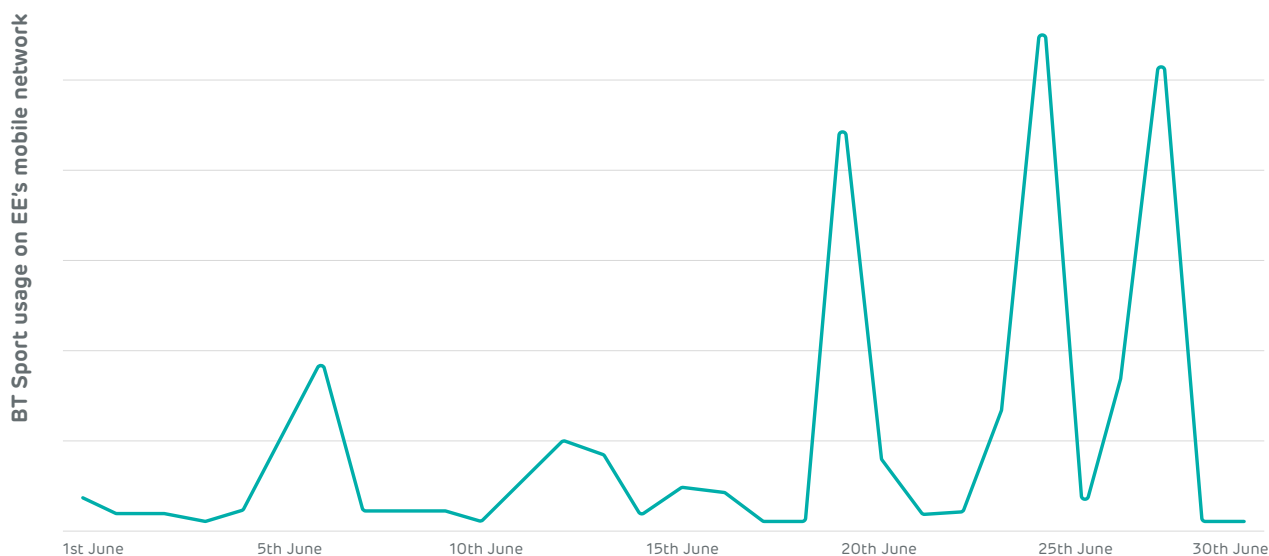


## BT Sport

After a three month break, football made its return to screens, with both Premier League and FA Cup games driving uplifts in traffic on BT Sport. Chelsea's 2-1 win against Manchester City on 25th June was the most popular BT Sport Premier League fixture on EE's mobile network with fans during June, closely followed by the two FA Cup quarter final matches which saw Arsenal and Chelsea claim victory over Leicester City and Sheffield United.



### BT Sport mobile usage saw spikes in June as football returned to the screen

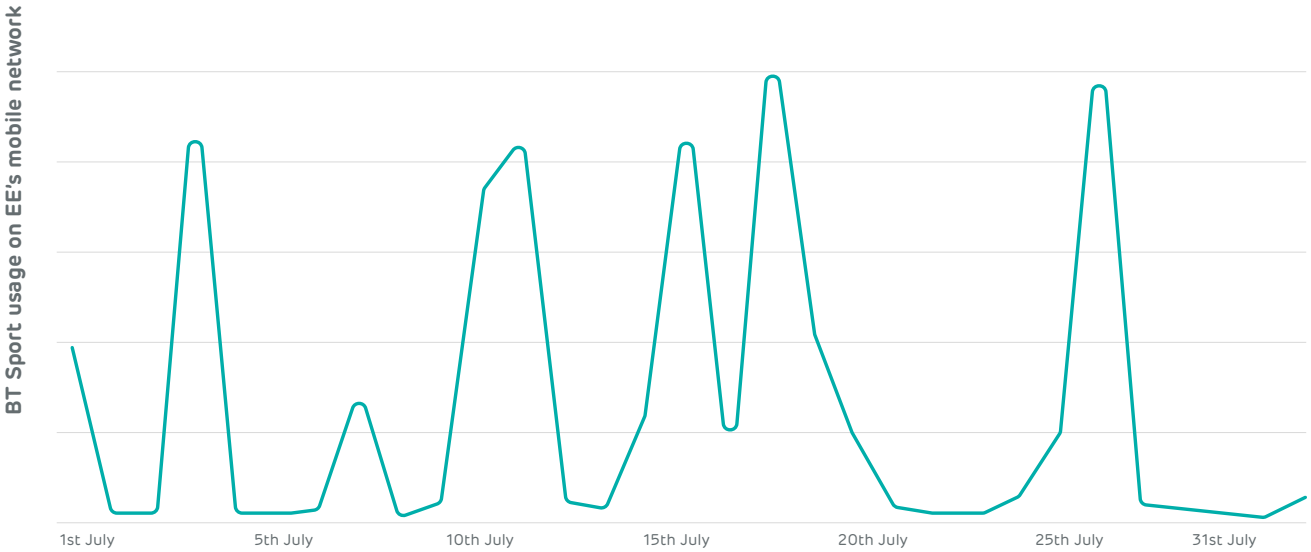




July 26th was the most popular day for football on BT Sport on EE's mobile network for the month, as fans tuned in to see Newcastle's 3-1 defeat against Liverpool, and a one all draw between West Ham and Aston Villa.

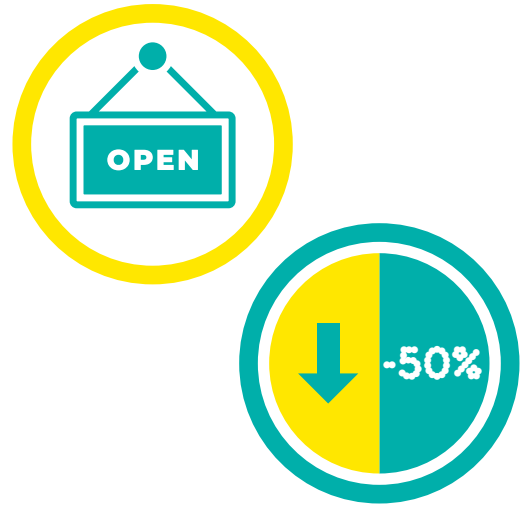


# Football fans tuned in to see Newcastle's defeat against Liverpool



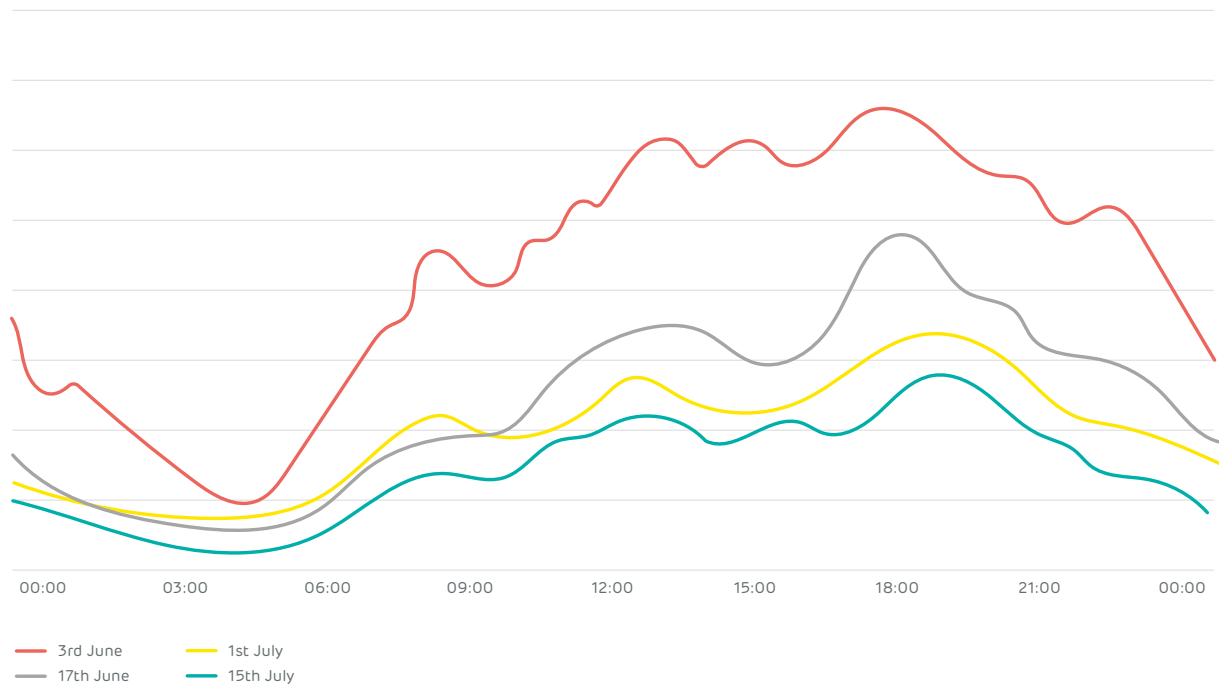
## Food delivery

As restaurants and pubs started to open, and rules relaxed to allow people to visit households outside of their own, the demand for food takeaways decreased. Deliveroo and Uber Eats saw user count drop by more than half between 3rd June and 15th July, with the peak delivery time moving later in the evening as the daily commute returned for some.



### Deliveroo and Uber Eats users drop as restaurants and bars start to open

Deliveroo and Uber Eats users on EE's mobile network

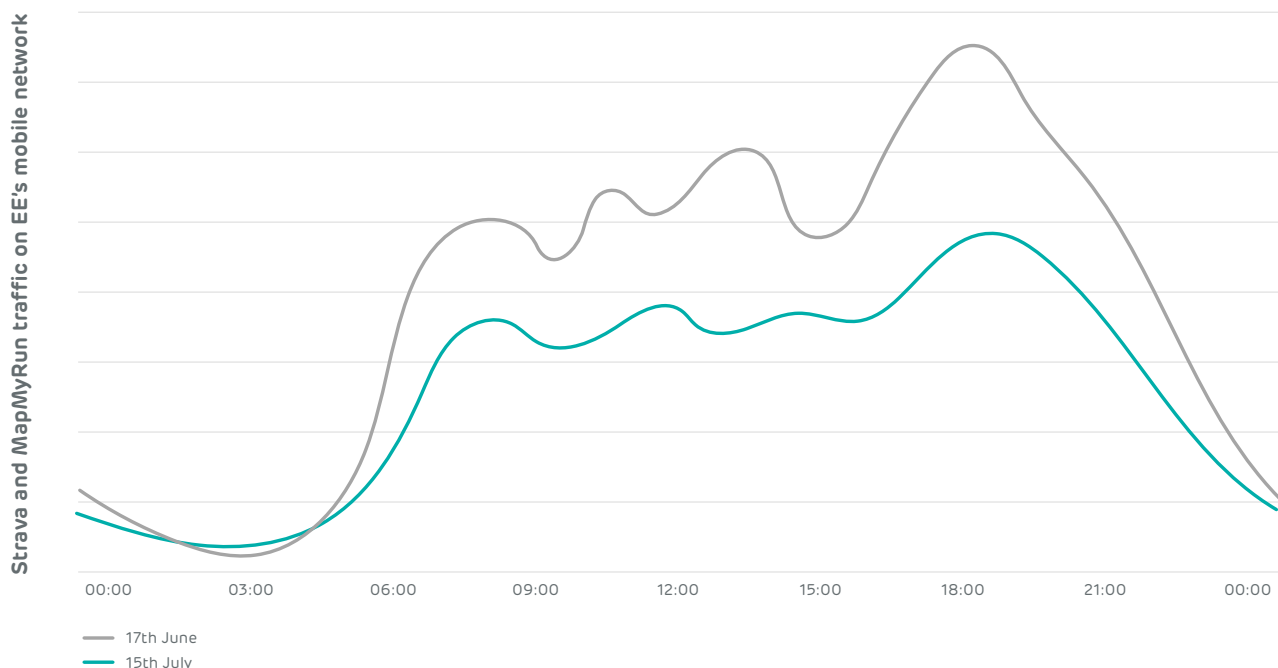


## Fitness

The lockdown fitness bug lost some of its momentum, as traffic for Strava and MapMyRun decreased by almost 30% at peak usage between June and July. Evenings were the most popular time for exercise, with the spike moving later in the evening in July, compared to June.



### Strava and MapMyRun usage drops by almost 30% at peak time

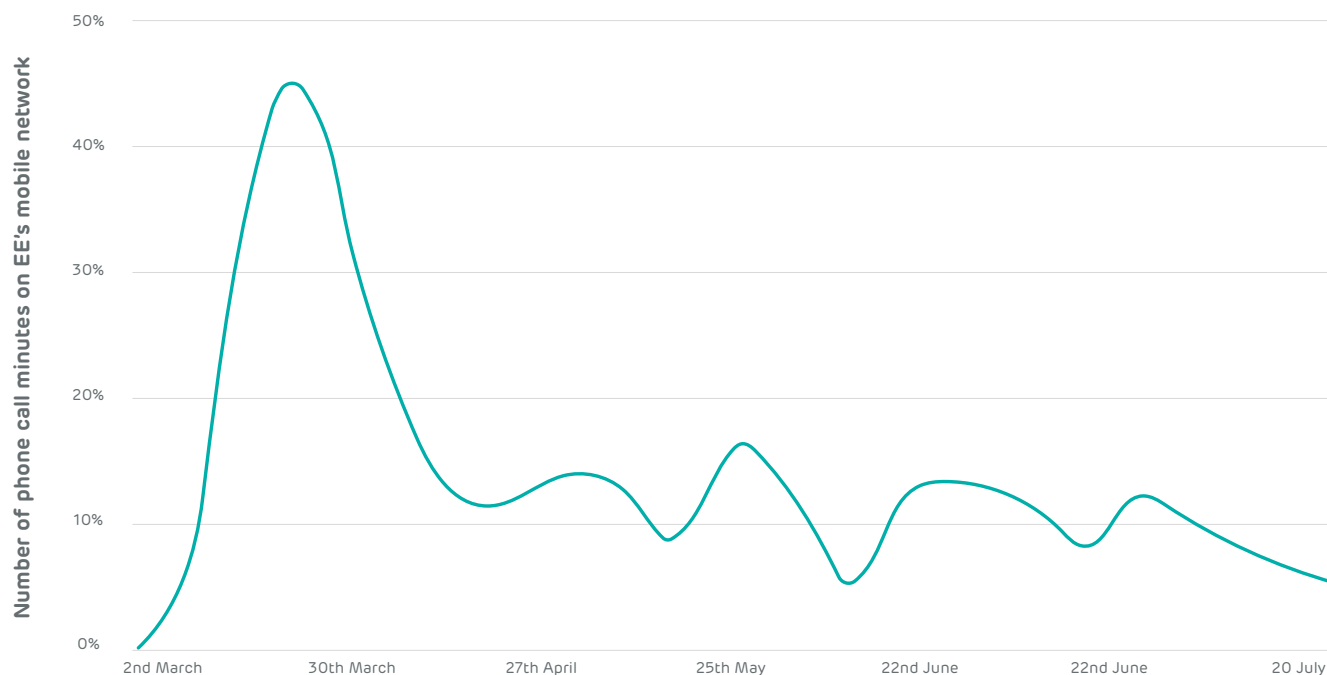


## Voice

As guidelines around seeing friends and family started to relax, call activity on EE's network returned to near pre-lockdown levels. The 40% increase in mobile calling usage seen during the early stages of lockdown in March dropped to a 10-15% increase in the weeks that followed. Call activity is now 5% higher than pre-lockdown.



### Change in average weekly phone call activity





## About EE

EE runs the UK's biggest and fastest mobile network, offering superfast connections in more places than any other operator. EE brought the first 4G network to the UK in October 2012, and launched the UK's first 5G network in May 2019.

EE has received extensive independent recognition, including being named the UK's no.1 5G network by RootMetrics® in 2020 and being named the UK's best network every year since 2014 for the following awards: The Mobile Choice Awards, The Mobile Industry Awards and by RootMetrics®.

As well as offering mobile services to consumers and small and medium businesses, EE also provides home and business broadband using both 4G and fixed line connections.

EE is committed to being number one for service in the industry, and has nearly 600 shops across the UK. EE remains the only mobile provider to answer 100% of customer calls in the UK and Ireland and was recognised as the UK's Best Large Contact Centre by the UK Customer Experience Awards 2018 and Welsh Contact Centre Awards 2019. EE was awarded The Sunday Times' Best 100 Companies to Work for in 2018 and 2019, as well as being named Best Employer 2018 by the European Contact Centre & Customer Service awards.

EE is part of BT's Consumer business unit which provides products and services to all of BT's consumer customers in the UK.



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