

EE MOBILE NETWORK INDEX

FEBRUARY 2021



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Introduction

EE reveals UK's most popular places for 5G as usage increases by 40%, and insights on network trends over the festive period.

- The **UK's most popular 5G locations** and the **growth in 5G usage**
- The **increasing popularity** of **YouTube, Facebook, Netflix** and **Instagram** on EE's 5G network
- Behaviour on New Year's Eve as people saw in **2021 together virtually**
- **BT Sport's most popular festive fixtures**, and the busiest day for **gaming over the holidays**
- The impact of the **return to work** in **January on EE's mobile network**.

Summary & Highlights



Marc Allera,
CEO of BT's
Consumer Division



As we roll out the 5G network to more places, it's clear that customers are starting to use it more and are making the most of its faster speeds and reliable performance. With more 5G devices arriving on the market and the network available in 125 towns and cities across the UK, it's interesting to see inhabitants of London, Birmingham and Manchester emerging as the most popular users of 5G on our mobile network, with video streaming remaining as popular as ever. With the heightened restrictions over the festive period and New Year's Eve for many of us, we saw some notable changes in the ways our customers are using our mobile network. The role of providing a brilliant and high performing network continues to grow in importance, and I'm pleased that the EE network is able to play its role in helping deliver a great experience for our customers.



5G

5G usage soars, with traffic **growing more than 40%** month on month between October and December 2020



BBC traffic on EE's mobile network doubles as **new restrictions** are announced in **England**

The insights highlight:



Traffic for social media apps **peaks on New Year's Eve**, with **Snapchat seeing peak traffic increase four-fold**



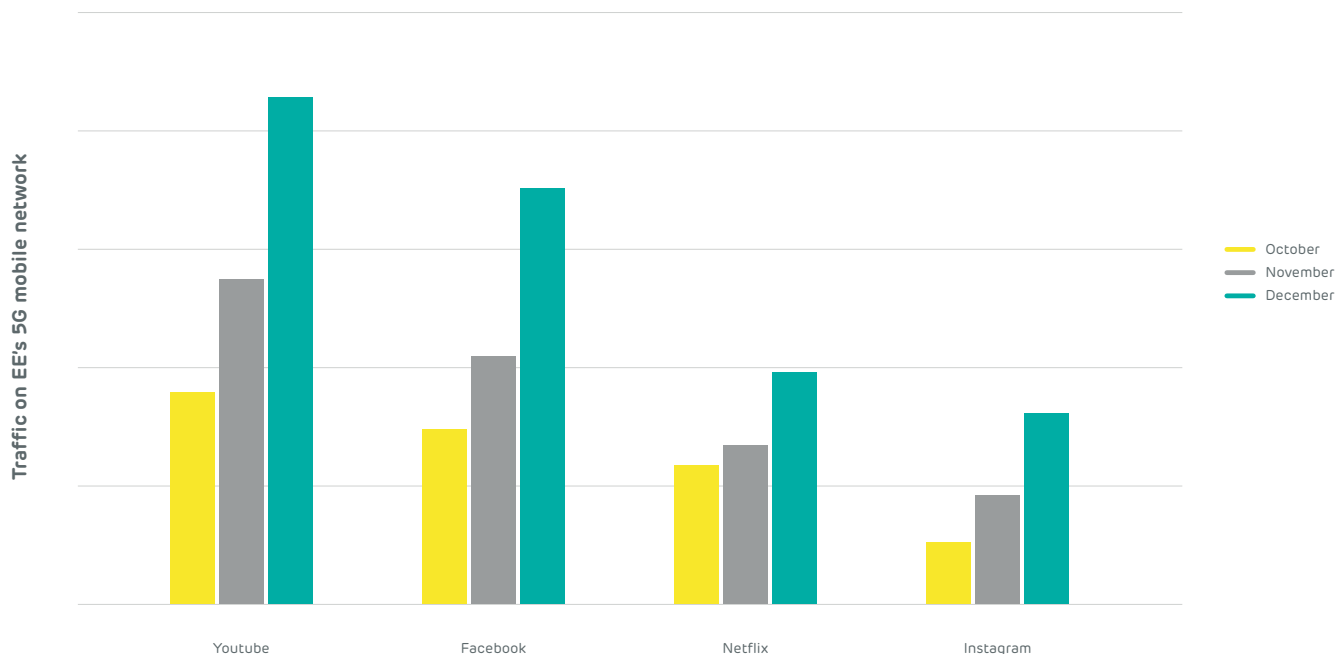
London, Birmingham and Manchester are the **UK's top three most popular places** on EE's 5G network

5G insights and most popular locations for usage

New insights from EE show an increased appetite for the latest mobile technology, with 5G traffic growing more than 40% month on month between October and December 2020, and more than doubling across the three months.

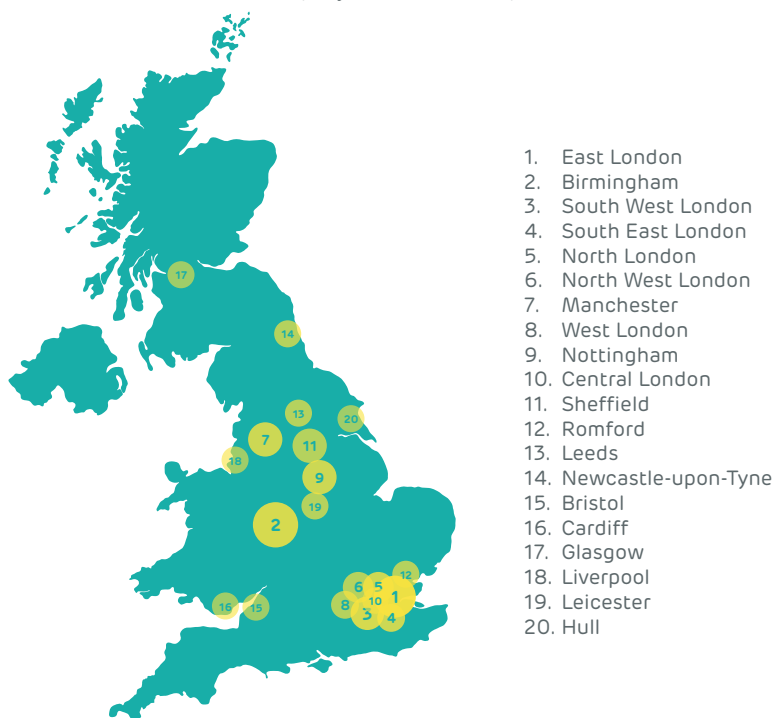
YouTube, Facebook, Netflix and Instagram retain the top spots as the most popular apps and services on EE's 5G network, and month on month have seen traffic grow by at least 30%.

Most popular services on EE's 5G network see increase in traffic month on month



Insights from EE reveal that three of EE's 5G launch cities – London, Birmingham and Manchester – are the top three for 5G usage on EE's mobile network in the UK. In Scotland, Glasgow tops the list for 5G usage, and in Wales, Cardiff.

Most popular places for 5G usage on EE's mobile network (by traffic):



The top 20 locations for 5G traffic on EE's mobile network are:

1. East London
2. Birmingham
3. South West London
4. South East London
5. North London
6. North West London
7. Manchester
8. West London
9. Nottingham
10. Central London
11. Sheffield
12. Romford
13. Leeds
14. Newcastle-upon-Tyne
15. Bristol
16. Cardiff
17. Glasgow
18. Liverpool
19. Leicester
20. Hull

Top 3 locations for 5G traffic on EE's mobile network in Scotland:

1. Glasgow
2. Edinburgh
3. Motherwell

Top 3 locations for 5G traffic on EE's mobile network in Wales and the South West:

1. Bristol
2. Cardiff
3. Bath

Top 3 locations for 5G traffic on EE's mobile network in the Midlands:

1. Birmingham
2. Nottingham
3. Wolverhampton

Top 3 locations for 5G traffic on EE's mobile network in the north of England:

1. Manchester
2. Sheffield
3. Leeds

Christmas Day and New Year

With large groups unable to gather over the festive period in many parts of the UK, people took to technology to stay in touch with family and friends, and to connect to the things they enjoy most. On Christmas Day, there was an uplift in Zoom users on EE's mobile network before and after 2pm, as people wished each other well either side of Christmas dinner.

Number of Zoom users on EE's network increases before and after 2pm on Christmas Day

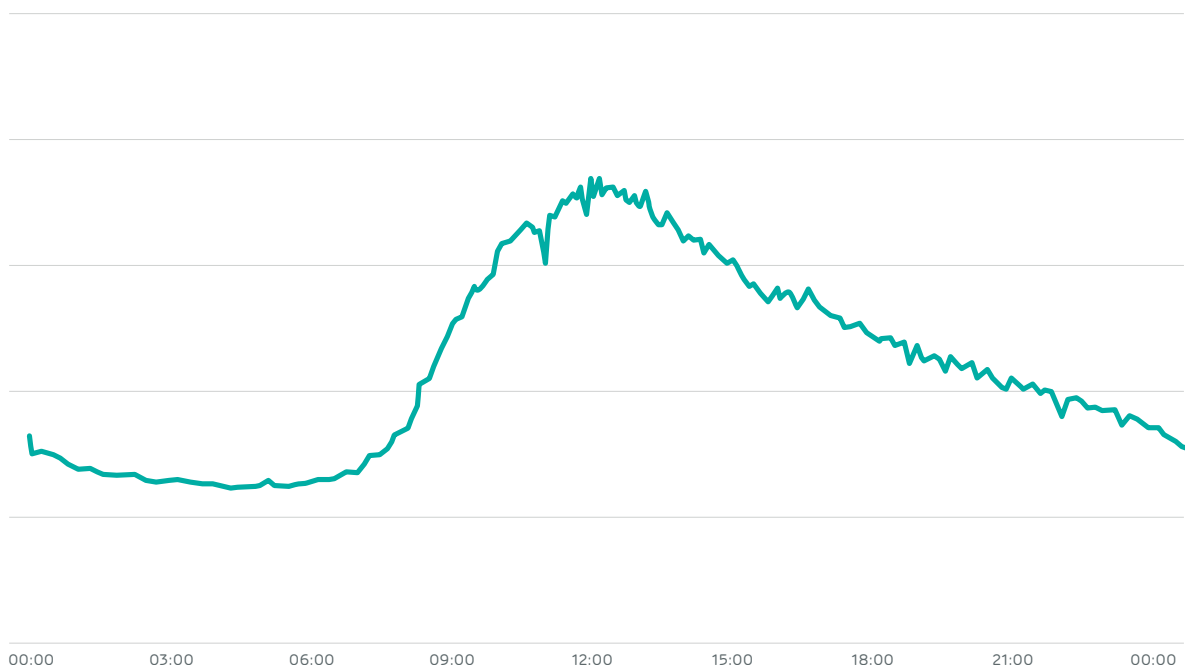


After a gradual increase in popularity throughout the morning, the number of Strava users on EE's mobile network peaked at 11:40 as people embraced the great outdoors for a Christmas Day walk, run or bike ride.



Strava users on EE's network reaches peak near midday on Christmas Day

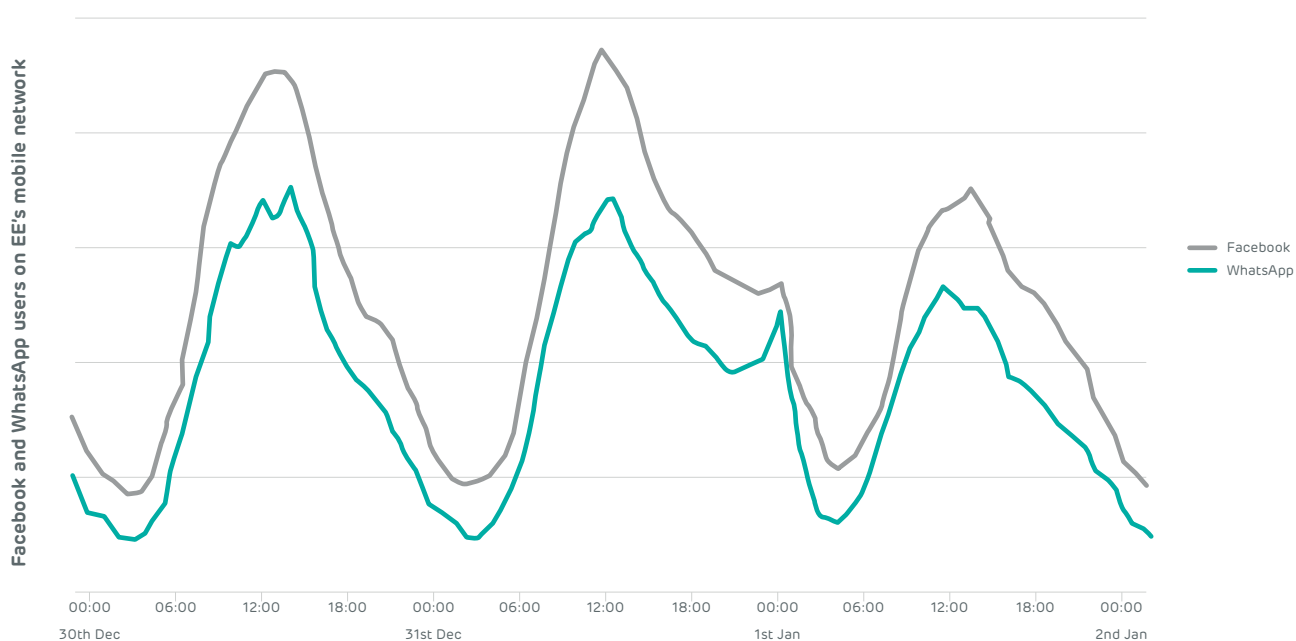
Strava users on EE's mobile network



With pubs and entertainment venues closed and people encouraged to stay at home to see in 2021, EE's mobile network witnessed a surge in social media users at midnight. Facebook and WhatsApp users steadily decrease from midday on NYE, before a peak at midnight as friends and families send their well wishes virtually.



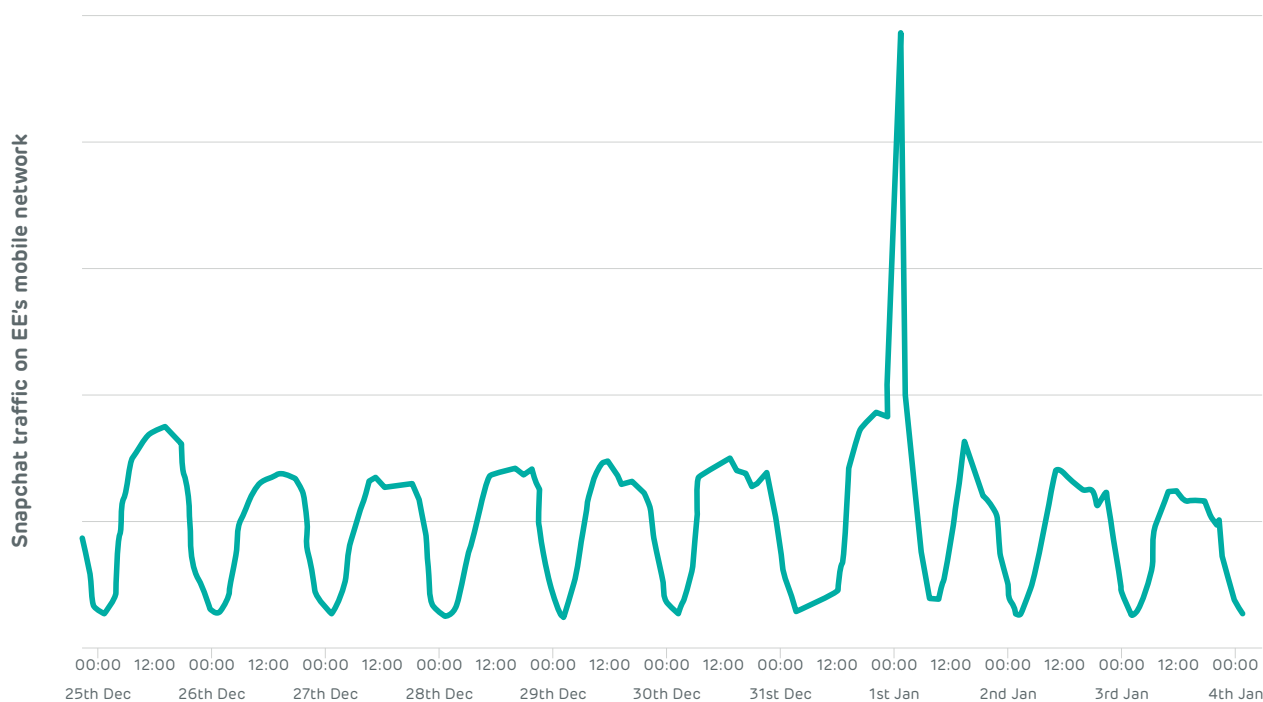
Number of users on Facebook and WhatsApp increases at midnight on New Year's Eve as people see in 2021



On Snapchat, the traffic peak at midnight on 31st December on EE's mobile network was four times higher than the average peak in the days leading up to New Year's Eve.



Peak Snapchat traffic on EE's network increases four-fold on New Year's Eve



BT Sport

Despite fans not being allowed to cheer on their favourite football teams in stadiums, the beautiful game kept sports fans entertained over Christmas.



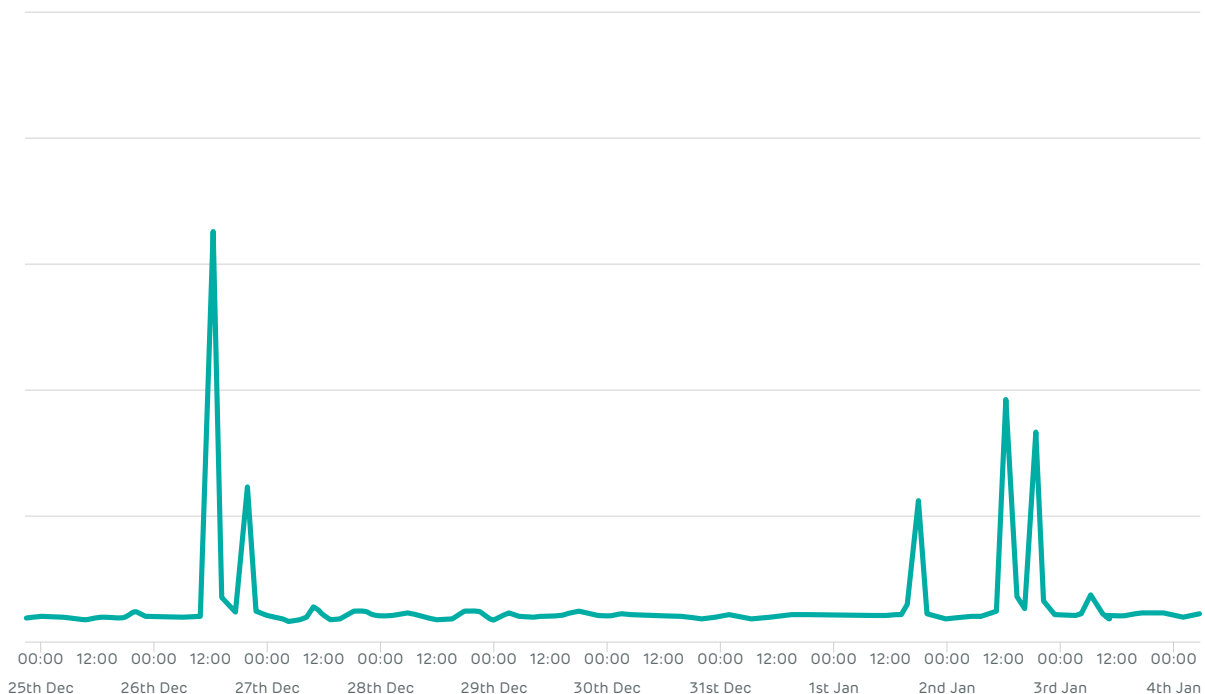
Leicester and Manchester's 2-2 draw at the King Power Stadium on Boxing Day drove the biggest uplift in BT Sport traffic on EE's mobile network over the festive period. Other popular fixtures included:



- Manchester City vs Newcastle and Sheffield United vs Everton – 8pm on Boxing Day
- Everton vs West Ham – 5pm on New Year's Day
- Tottenham vs Leeds – 2:30pm on 2nd January
- West Bromwich Albion vs Arsenal – 8pm on 2nd January

BT Sport traffic peaks on Boxing Day

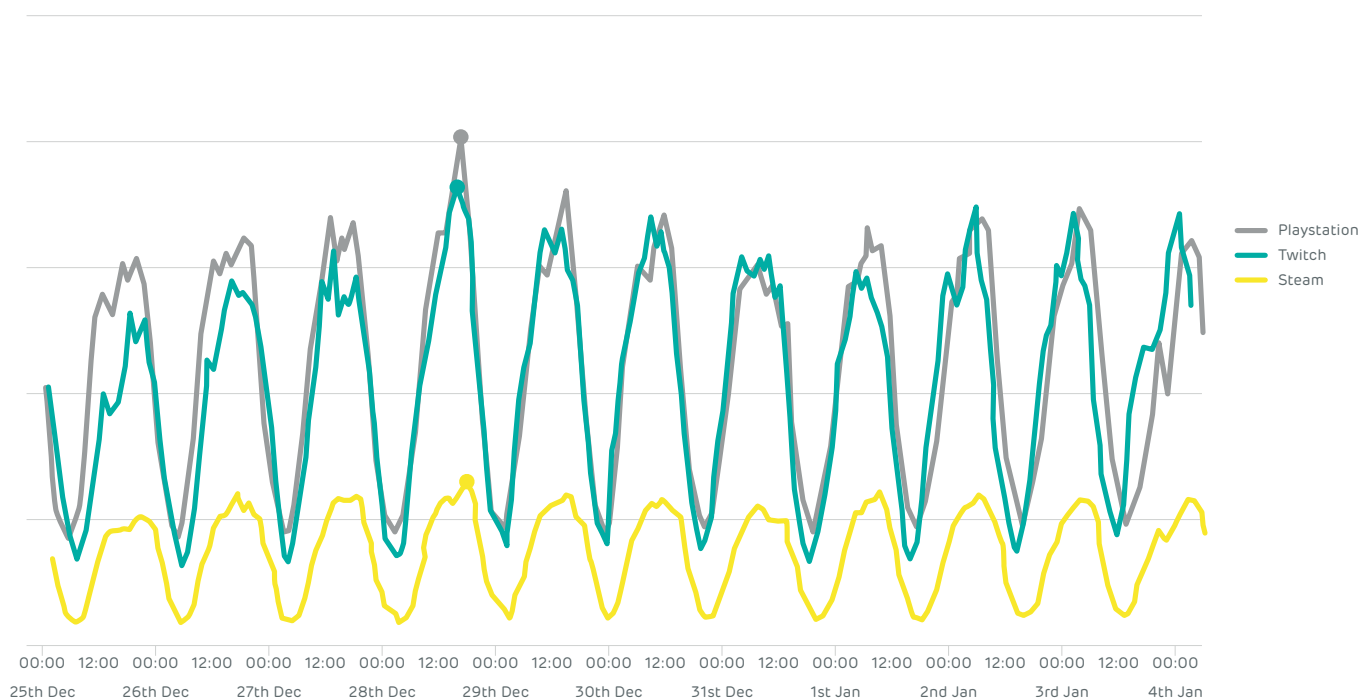
BT Sport traffic on EE's mobile network



Over the festive period, the evening of the 28th December was the most popular time for gaming services on EE's mobile network. Twitch saw its peak number of users at 7pm, followed by a peak for both PlayStation and Steam two hours later at 9pm.



PlayStation, Twitch and Steam users on EE's mobile network



January and the return to work

As the holiday break grew to a close, January 4th marked the return to work for lots of people. As inboxes were reopened, Microsoft Outlook traffic on EE's mobile network was at its highest at 9am that morning – with peak traffic increasing four-fold compared to the same time the week before.



Microsoft Outlook traffic on EE's mobile network peaks at 9am on 4th January

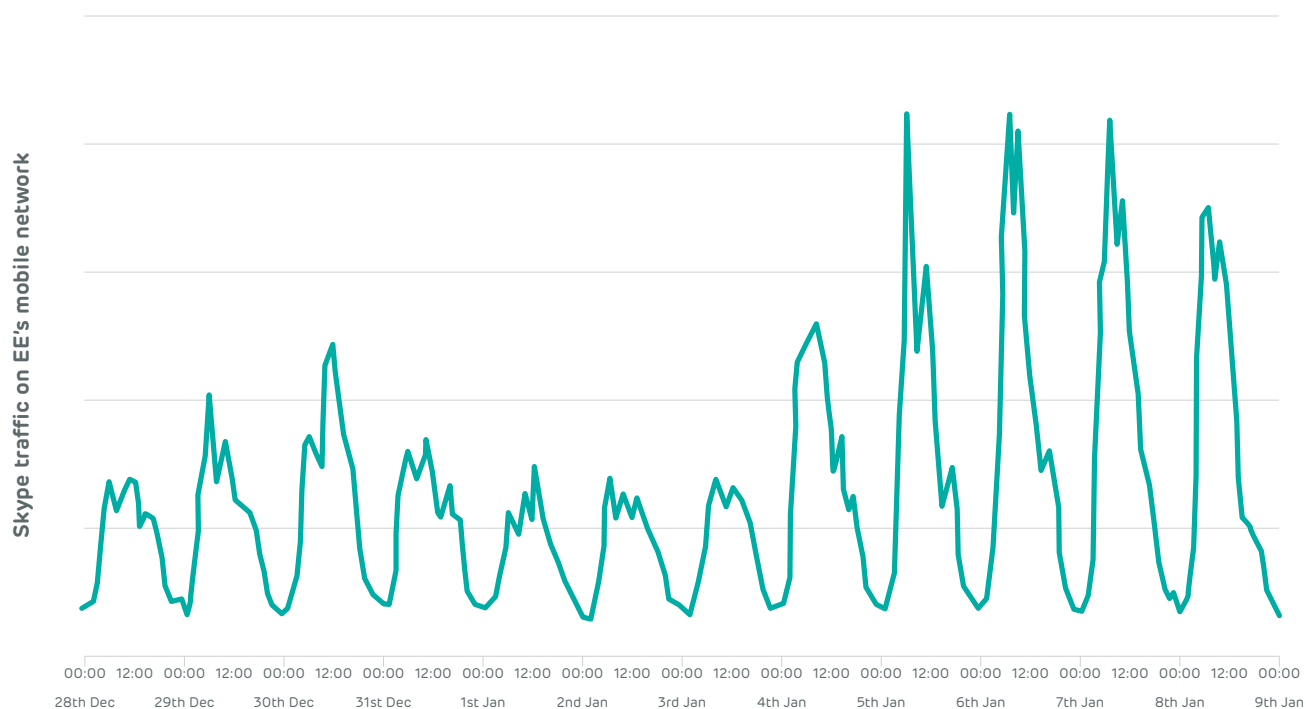
Microsoft Outlook traffic on EE's mobile network



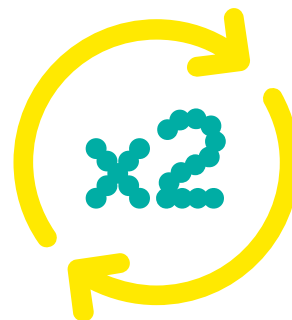
Skype traffic on EE's mobile network also saw a surge after the festive break, with the peak arriving at 11am on the 5th January as routines got restarted.



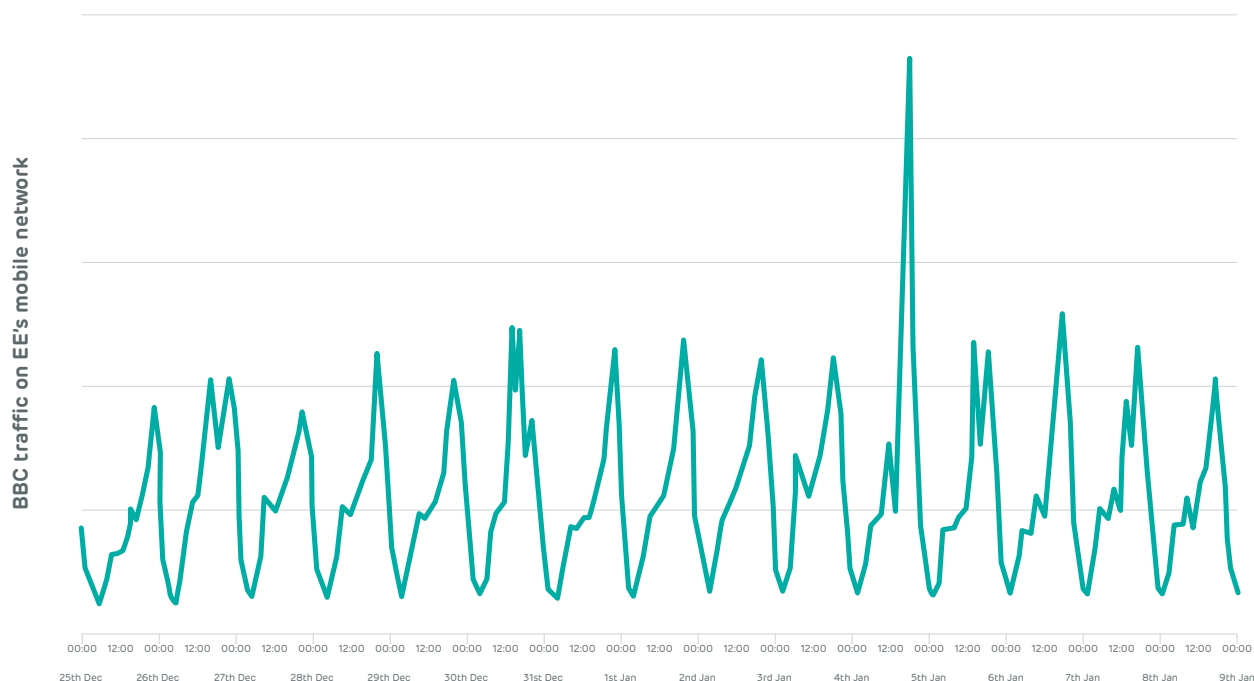
Skype traffic on EE's mobile network peaks at 11am on 5th January



The beginning of January brought news from government on heightened restrictions and school closures in England. When Boris Johnson appeared on the BBC at 8pm on the 4th January, BBC traffic on EE's mobile network doubled from the hour before, and the same time a day earlier.



BBC traffic on EE's network doubles as Boris Johnson announces stricter lockdown measures



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 2021, and 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 delivering mobile services to consumers, small and medium businesses, corporate customers and Government programmes, 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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