



08 March 2016

## **VODAFONE ANNOUNCES MAJOR 3G AND 4G NETWORK IMPROVEMENTS ACROSS LEEDS AND BRADFORD**

Vodafone UK has announced major network improvements across Leeds and Bradford, bringing stronger indoor and outdoor coverage, and mobile internet services across the cities' 3G and 4G networks. This is part of Vodafone's approximate £2 billion investment across the UK in the last two years, which will help extend 3G and 4G mobile coverage to more than 98% of the Leeds and Bradford population.

As a consequence of the network improvements already undertaken by Vodafone over the last year, mobile data traffic in the two cities has rocketed. Customers in Bradford alone on average are now collectively using over one and a half terabytes of data every day, whereas Leeds customers are now consuming a massive four terabytes of data per day. Together, this equates to the entire capacity of the *Leeds Arena* all streaming *Kaiser Chiefs*' latest album around seven times each\*. This also includes a major data spike on the first day of *Leeds Festival* by around 10%; that's equivalent to over 4.5 million additional Snapchats sent and received.

The upgrade forms part of Vodafone's approximate £3 million daily nationwide network and service investment rolled out over the last two years. This investment is already benefitting customers in Leeds and Bradford, a fact endorsed by results from independent technology consultancy LCC, which show that Vodafone has unbeatable indoor and outdoor 4G coverage both cities\*\*. In light of this, 4G data usage in Bradford increases month and month and 4G accounts for 80% of total data usage in Leeds.

In addition, the recent strengthening of our 3G network across the city has already provided greater coverage. High Definition (HD) Voice technology for voice calls and faster mobile internet services to more consumers and businesses.

### **A snapshot of Vodafone in Leeds and Bradford:**

- The data usage across both cities increased on the days of the Tour de Yorkshire by as much as 8%.

### **Vodafone UK**

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# news release



- The average data traffic per week in Bradford alone is equal to browsing the internet for over 460,000 hours\*- that's equivalent to surfing the web for over 50 years!
- Data traffic in both Leeds and Bradford has near doubled since this time last year.

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## NOTES TO EDITORS

- \*based on the average song size being 4MB, average non HD film being 750MB and 1 hour of typical browsing equating to 10-25MB as collated by <http://www.broadbandchoices.co.uk/guides/broadband/guide-to-internet-data-usage>.
- \*\*4G coverage assessed by LCC in December (Bradford) and January (Leeds) against key competitors with 4G coverage.
- Vodafone has expanded its ultrafast 4G coverage to 795 larger cities, towns and districts as well as thousands of smaller communities across the UK. For more information on our 4G coverage visit [www.vodafone.co.uk/4g](http://www.vodafone.co.uk/4g).
- Customers can check Vodafone's current and planned coverage at <http://www.vodafone.co.uk/our-network-and-coverage/uk-coverage-map/index.htm>.
- Coverage predictions are based on an assumption that Vodafone can obtain planning permission to build sites, access to land or buildings to place equipment and backhaul to connect sites.
- Vodafone 4G is typically 3.6 times faster than our 3G. Speeds vary and depend on coverage and demand. For more information visit [www.vodafone.co.uk/4g](http://www.vodafone.co.uk/4g).
- 4G devices are available for review on request.

### For further information:

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