



## Substantiation – Vodafone Pass

### Partner apps available on Vodafone Pass from launch:

Chat Pass – WhatsApp, Viber, Facebook Messenger

Social Pass – Instagram, Facebook, Twitter, Pinterest

Music Pass – Napster, Spotify, Tidal, SoundCloud, Deezer, Apple Music, Amazon Music

Video Pass – Vevo, Amazon video, Netflix, TVPlayer, My5, DisneyLife, YouTube

Total confirmed: **21 app partners confirmed at launch**

### Competitor app offerings

Operator/ MVNO	Total app partners	Comparable offer
O2	5 app partners	Unlimited music streaming on selected plans 40GB of data (in addition to the standard plan taken) is available for the sole use of streaming on the following Apps a. Spotify b. Soundcloud c. iTunes d. Apple Music e. Deezer <b>(total 5 app partners)</b>
Virgin Media	3 app partners	WhatsApp, Twitter & Facebook Messenger included on Flexible 4G plans. <b>(total 3 app partners)</b>
Three	4 app partners	Offer GoBinge which includes unlimited streaming of music and video apps Netflix, TVPlayer, Deezer & SoundCloud <b>(total 4 app partners)</b> Offer Unlimited data that is applicable to all categories of data usage.
EE	1 app partner	Apple & Android customers get 6 months free use of Apple Music <b>(total 1 app)</b>
Tesco Mobile	0	Standard range of limited data allowances. No bespoke categories.
Sky Mobile	0	Standard range of limited data allowances. No bespoke categories.
GiffGaff	0	Standard range of limited data allowances. No bespoke categories.
ASDA Mobile	0	Standard range of limited data allowances. No bespoke categories.
TalkMobile	0	Standard range of limited data allowances. No bespoke categories.
BT	0	Standard range of limited data allowances. No bespoke categories.
iD Mobile	0	Standard range of limited data allowances. No bespoke categories.
TalkTalk Mobile	0	Standard range of limited data allowances. No bespoke categories.

Source: Taken from competitors' websites 24/10/2017