



## Substantiation – Vodafone Pass

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

Chat Pass – WhatsApp, Viber, Facebook Messenger, Call+

Social Pass – Instagram, Facebook, Twitter, Pinterest, Snapchat

Music Pass – Napster, Spotify, TIDAL, SoundCloud, Deezer, Apple Music, Amazon Prime Music, Amazon Music Unlimited, Primordial Radio

Video Pass – Amazon Prime Video, Netflix, TVPlayer, My5, DisneyLife, UKTV Play, YouTube

Total confirmed: **24 app partners**

### Competitor app offerings

Operator/ MVNO	Total app partners	Comparable offer
O2	5 app partners	First 6-12 months of Netflix free on selected plans 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 'free streaming' partners)</b>
Virgin Media	3 app partners	WhatsApp, Twitter & Facebook Messenger included on Flexible 4G plans. <b>(total 3 app partners)</b>
Three	6 app partners	Offer GoBinge which includes unlimited streaming of music and video apps Netflix, TVPlayer (including History Channel, Dave & Lifetime), Deezer, SoundCloud, Apple Music & Snapchat <b>(total 6 app partners)</b>  Offer Unlimited data that is applicable to all categories of data usage.
EE	2 app partners	24months free access to BT Sport on selected plans, with 3 months casting free Apple & Android customers get 6 months free use of Apple Music <b>(total 2 app partners)</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 03/08/2018