



13 November 2015

## VODAFONE ANNOUNCES MULTI MILLION POUND NETWORK INVESTMENT ACROSS COVENTRY

Vodafone UK has announced a major network investment across Coventry, bringing stronger indoor and outdoor coverage and mobile internet services across its 3G and 4G networks. The multi-million pound investment across the city will extend 3G and 4G mobile coverage to more than 98% of Coventry's population.

As a consequence of the network improvements already undertaken by Vodafone over the last year, mobile data traffic in Coventry has already rocketed. Customers in the city on average are now collectively using nearly two and a half terabytes of data every day, which equates to the entire capacity of the Ricoh Arena all streaming *The Specials* complete album. This also includes a major data spike, equivalent to 6,400 additional hours of web browsing, on the day of the recent Wasps vs Northampton Saints rugby match.

The upgrade forms part of Vodafone's approximate £1 billion nationwide network and service investment this year with a similar amount having been invested in 2014. This investment is already benefitting customers in Coventry, a fact endorsed by results from independent technology consultancy LCC, which show that Vodafone has unbeatable indoor and outdoor 4G coverage in the town\*\*. In light of this, 4G data usage in Coventry is now growing month on month and has nearly doubled since this time last year.

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 Coventry:

- Vodafone will have upgraded 100% of its sites across the city by the end of the investment, which involves implementing a 4G overlay system. This creates better indoor and outdoor coverage for both voice and data, whilst ensuring that concentrated areas of customers have the highest possible network capacity to cope with increased demand.

### **Vodafone UK**

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# news release



- The average data traffic a week in Coventry is equal to browsing the internet for 670,000 hours\*- that's equivalent to surfing the web for over 75 years.
- Total data usage for the entire month in September was equivalent to streaming nearly 19 million\* songs!
- In addition, the commitment to investment in the area stretches to Vodafone stores with the Coventry store, located in The Precinct, having been one of the first to be refitted with our brand new Global Design.

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## For further information:

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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 September against key competitors with 4G coverage.
- Vodafone has expanded its ultrafast 4G coverage to 690 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.

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