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- 1. The UK's fastest growing broadband provider**
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### **1. The UK's fastest growing broadband provider**

EE is the UK's fastest growing broadband provider based on the total change in the number of broadband users by provider between 2023 and 2025

Data is sourced from TGI GB February releases, based on rolling annual surveys conducted by Kantar UK. Kantar interviews a representative sample of over 24,000 adults aged 15+ every year in the UK about their behaviour, attitudes and brand usage. The resulting data is weighted to ensure it is nationally representative of the population of the UK.

- Data represents audience volume (in thousands) using each broadband provider (not individual household connections)
- Broadband provider is identified from the survey question "Which of the following is your main internet service provider at home?"
- Growth is calculated from 2023 to 2025

Specific survey sources:

- TGI GB 2023 February release: (Fieldwork conducted Jan 2022 – Dec 2022)
- TGI GB 2025 February release: (Fieldwork conducted Jan 2024 – Dec 2024)

Total change in number of broadband users by provider (2023–2025) (TGI data)

Network	2023	2025	Change
<b>EE</b>	<b>2,579,000</b>	<b>3,868,000</b>	<b>+1,289,000</b>
<b>Vodafone</b>	<b>2,556,000</b>	<b>3,321,000</b>	<b>+765,000</b>
<b>BT</b>	<b>10,828,000</b>	<b>9,320,000</b>	<b>-1,508,000</b>
<b>Hyperoptic</b>	<b>709,000</b>	<b>466,000</b>	<b>-243,000</b>
<b>Sky</b>	<b>10,394,000</b>	<b>9,085,000</b>	<b>-1,309,000</b>
<b>TalkTalk</b>	<b>4,917,000</b>	<b>4,190,000</b>	<b>-727,000</b>
<b>Virgin Media</b>	<b>12,000,000</b>	<b>9,873,000</b>	<b>-2,127,000</b>

#### Additional information

Brand	Growth % Change based on Customer Base (2023 - 2025)	Notes
EE	49%	EE Sales data. Excluding BT Group rotational migration
Vodafone	34%	Vodafone earnings: <a href="https://investors.vodafone.com/~media/Files/V/Vodafone-IR/documents/performance/financial-results/2025/vodafone-q4-fy25-additional-information.xlsx">https://investors.vodafone.com/~media/Files/V/Vodafone-IR/documents/performance/financial-results/2025/vodafone-q4-fy25-additional-information.xlsx</a>
Virgin Media	1%	VMO2 Earnings Release: <a href="https://news.virginmediao2.co.uk/wp-content/uploads/2025/02/Virgin-Media-O2-Q4-FY-2024-Earnings-Release.pdf">https://news.virginmediao2.co.uk/wp-content/uploads/2025/02/Virgin-Media-O2-Q4-FY-2024-Earnings-Release.pdf</a>

Talk Talk	-16%	TalkTalk Earnings Report. No public facing link, however numbers prepped for investors - validated by public reporting <a href="https://www.ispreview.co.uk/index.php/2025/05/uk-isp-talktalk-shrinks-to-3-2-million-broadband-customers.html#:~:text=According%20to%20a%20new%20report,bn%20in%20the%20coming%20year">https://www.ispreview.co.uk/index.php/2025/05/uk-isp-talktalk-shrinks-to-3-2-million-broadband-customers.html#:~:text=According%20to%20a%20new%20report,bn%20in%20the%20coming%20year</a>
Sky	-4%	Data not officially disclosed, but verified against industry sources. Totals validated via Kantar survey data, and Openreach publicly available totals.

#### Additional sources:

BT earnings report – to validate Sky calculations alongside ‘other’ providers beyond major connections

<https://www.bt.com/bt-plc/assets/documents/investors/financial-reporting-and-news/quarterly-results/fy25/h2/h2-fy25-kpis.pdf>

#### Sky methodology:

1. Total Openreach broadband connections number
2. Subtract total BT Connections
3. Subtract TalkTalk broadband connections [Openreach only]
4. Subtract Vodafone broadband connections [Openreach only]
5. Subtract Other Openreach broadband connections

## 2. More gamers choose EE broadband

To substantiate the claim that ‘More gamers are choosing EE broadband’, we have used TGI survey data over Jan 2024 – Dec 2024.

**Gamers are defined in TGI as:** Yes ~ *Gaming (Online And Offline)-Play - Plays Games On Smartphones, Games Consoles, Desktop/Laptop Computers, Tablets Or Any Other Device*

GAMERS ('000)	2024	2025	2025 vs. 2024 (actual)	2025 vs. 2024 (% change)
EE	1089	1,505	416	38.20%
Vodafone	1262	1,619	357	28.29%
Sky	4,816	4,063	-753	-15.64%
Virgin Media	5,217	4,093	-1,124	-21.54%
BT	4,388	3,652	-736	-16.77%

Hyperoptic	113	218	105	92.92%
Talk Talk	1,806	1,539	-267	-14.78%
Plusnet	176	97	-79	-44.8%

### 3. More parents choose EE broadband

PARENTS ('000)	2023	2025	2025 vs. 2023 (actual)	2025 vs. 2023 (% change)
EE	1,286	2,210	924	72%
Vodafone	1,257	1,913	656	52%
Hyperoptic	223	150	-73	-33%
Sky	6,421	5,744	-677	-11%
TalkTalk	2,757	2,652	-105	-4%
Virgin Media	6,695	5,696	-999	-15%
BT	6,177	5,440	-737	-12%
Plusnet	1,753	1,351	-402	-23%

To substantiate the claim that 'More parents are choosing EE broadband', we have also used the TGI survey data over the same time period (2023 - 2025).

### 4. More work-from-homers choose EE broadband

WFH'ers ('000)	2023	2025	2025 vs. 2023 (actual)	2025 vs. 2023 (% change)
EE	557	1,004	447	80.25%
Vodafone	668	965	297	44.46%
Hyperoptic	165	183	18	10.91%
Sky	1,899	2,043	144	7.58%
TalkTalk	796	713	-83	-10.43%
Virgin Media	2,541	2,279	-262	-10.31%
BT	2,116	1,853	-263	-12.43%
Plusnet	579	464	-115	-19.8%

To substantiate the claim that 'More work-from-homers' are choosing EE broadband', we have also used the TGI survey data over the same time period (2023 - 2025).

"Work-from-homers" are defined in TGI as: *I work from home OR I split my time between working from home and my place of work*

### 5. Unbeatable peace of mind with EE Wi-Fi controls vs major providers

The table below compares the relevant features offered by all major broadband providers to allow customers to control access to the internet within the home (for example through parental

controls and the ability to pause the Wi-Fi at certain times of the day) as well as network level security. It shows that no other major broadband provider offers more tools to achieve peace of mind than EE.

		EE	BT	Sky	Vodafone	Virgin	Talktalk	Plusnet
Parental Controls	Content Filters (Network Level)	Y	Y	Y (Broadband Shield, all	Y	Y (Essential Security)	Y	Y
	Content Filters (Device Level)	Y	N			Y (Advanced Security)	Y	N
	WiFi Freeze/Pause (Device Level)	Y	N	Y (Sky Max)	Y (Secure Net Home - Advanced Parental Controls, Pro II only)	Y (Connect App)	Y	Y
	Manage Devices	Y	N			Y (Connect App)	Y	Y
	Group Devices	Y	N			N	Y	Y
	Device Fingerprinting	Y	N			Y (Connect App)	Y	N
WiFi Controls	Password Sharing	Y	Y		Y	Y	Y	N
	Guest WiFi	Y	N	N	Y	Y	Y	Y
	Network Topology	Y	N	Y (Sky Max)	Y	Y (Connect App)	Y	N
	Usage Reports	Y	N	N (Can show total usage via connection test in	Y - Doesn't look like through the app	Y (Connect App)	Y	N
	Compatibility Mode	Y	N	N	Y	N	Y	Y
	Cloud Back Up	Y	N	Y (Sky Max)	N - Nothing online	N	Y	Y
Digital Guard	Safe Search	Y	Y		N - Unclear	Y (Essential Security)	Y	Y
	Advanced Web Protect	Y	N	Y (Sky Max - Advanced Security)	Y (Secure Net Home - Digital Protection, Pro II only)	Y (Essential Security) + Device Security via Advanced Security	Y	N

## 6. Unrivalled gaming and working from home with Wi-Fi Enhancer, and 7. unrivalled prioritisation

EE is the only broadband provider to allow customers to add Wi-Fi Enhancer to their Smart Hub. Wi-Fi Enhancer uses software from Netduma and has two modes, Work Mode and Game Mode, which are activated in the EE app and can either be selected independently of each other or together. They optimise work and gaming traffic on the home Wi-Fi network and prioritise these types of traffic, rather than simply prioritising traffic to a particular device.

Game Mode allows users to prioritise gaming traffic and use a ping optimiser to lower latency when gaming. Gamers can also use a geo-filter to select the best performing servers with the lowest latency.

If a user selects “Work Mode”, the EE Smart Hub 3 will prioritise traffic for apps like teams, zoom and Office 365 and use the Ping Optimiser to reduce latency.

Wi-Fi enhancer is not available with any other UK broadband provider, and allows EE to offer an unrivalled gaming and working-from-home experience.



