RootMetrics®
By IHS Markit

Substantiation of claims:

UK's best network

UK's no.1 network

UK's no.1 network 7 years in a row

UK's most reliable network

UK's no.1 network for reliability

UK's best and most reliable network

SUBSTANTIATION OF CLAIMS   **Last Reviewed: 15/01/2021**

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Summary:

EE's claims, noted above, are based on RootMetrics' extensive testing which assesses calls, texts, data, speed, accessibility and reliability using the latest devices and a geographically representative methodology. The above claims are based on network testing that takes account of all aspects of network performance.

RootMetrics Awards:

The independent mobile analytics firm RootMetrics publishes a series of reports, titled the UK RootScore® Report (the "RootScore Report"). The RootScore Report ranks the UK's four major mobile network operators ("MNOs") on several performance metrics, including "Network Reliability", "Network Speed", "Data Network Performance", "Call Network Performance" and "Text Network Performance". The report also ranks MNOs on "Overall Network Performance". There was a new award introduced in 2020 for 'Network Accessibility.'

The results of these awards show that EE was ranked first and therefore is the winner in the overall (best) network performance category for both RootMetrics' 2020 H2 testing as well as for the past seven years in a row (15 total semi-annual testing cycles).
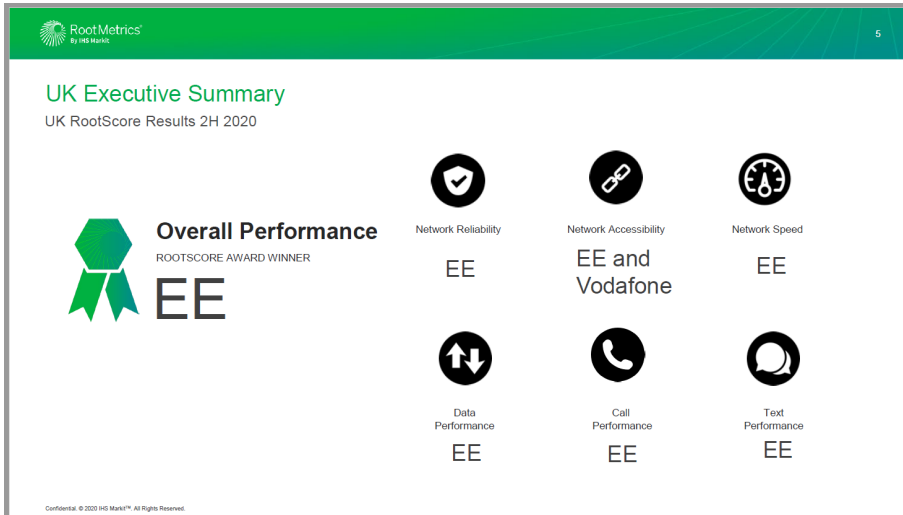
Why are these results robust?

RootMetrics uses scientific methodologies to design tests, measure activities, and collect data about mobile network performance that are representative of a consumer's mobile experience within a given market. RootMetrics then employs statistical techniques to verify and validate the results. This approach ensures all operators are measured on a level playing field, removes unintentional bias, and allow RootMetrics to provide actual, in-the-field data that confirms or challenges performance numbers that are otherwise only theoretical and based on ideal conditions. Weighting and stratification methods are used to ensure that test data correctly represents the overall national population distribution.

Methodological Facts from RootMetrics' UK tests conducted from July through December 2020:

- 645,000 tests performed
- 27,000 miles driven
- 4 nations visited
- UK's largest 16 metropoles or 'Large Urban Zones' (LUZs) included

UK's No.1 and Best Network 2020 (H2):

As can be seen in the summary below, EE won outright in all categories of RootMetrics 2020 H2 UK testing apart from Network Accessibility where the operator had a joint win. With this strong performance across subcategories was also the winner of the Overall (Best) Network performance award. Please see the appendix for a breakdown of competitor performance against EE in each category.

UK's Most Reliable Network 2020 (H2):

As seen in the summary above, EE won the award for network reliability in RootMetrics 2020 H2 UK testing. With this award, EE has demonstrated that they are the most reliable network in the UK based on this testing period.

Seven Years in a Row:

Using the same RootMetrics testing, EE have performed very well historically, receiving the UK's Overall (Best) Network performance award seven years in a row. A summary of RootMetrics' award results over the past seven years can be seen below:

ROOTSCORE AWARD HISTORY

	Overall Performance	Network Reliability	Network Accessibility	Network Speed	Data Performance	Call Performance	Text Performance
1st Half 2020	▪	▪	▪	▪	▪	▪	▪ ▪
2nd Half 2019	▪	▪	N/A	▪	▪	▪	▪ ▪
1st Half 2019	▪	▪	N/A	▪	▪	▪	▪ ▪
2nd Half 2018	▪	▪	N/A	▪	▪	▪ ▪	▪
1st Half 2018	▪	▪	N/A	▪	▪	▪	▪
2nd Half 2017	▪	▪	N/A	▪	▪	▪ ▪	▪
1st Half 2017	▪	▪	N/A	▪	▪	▪ ▪	▪ ▪
2nd Half 2016	▪	▪	N/A	▪	▪	▪	▪
1st Half 2016	▪	▪	N/A	▪	▪	▪	▪
2nd Half 2015	▪	▪	N/A	▪	▪	▪	▪
1st Half 2015	▪	▪	N/A	▪	▪	▪	▪
2nd Half 2014	▪	▪ ▪	N/A	▪	▪	▪	▪
1st Half 2014	▪	▪ ▪	N/A	▪	▪	▪	▪
2nd Half 2013	▪	▪	N/A	▪	▪	▪	▪

▪ EE   ▪ O2   ▪ Three   ▪ Vodafone

Source: https://www.rootmetrics.com/en-GB/rootscore/map/uk/united-kingdom/2020/1H

Appendix

1) RootMetrics 2020 H2 Test Results

Here, you can see the RootMetrics' 2020 H2 results for each of the individual mobile network awards. EE won six of the seven awards outright and tied for first in the 'Network Accessibility" award with Vodafone.