



RootMetrics®
By IHS Markit

Substantiation of claim “The UK’s Best Network”

SUBSTANTIATION OF CLAIMS

Last Reviewed: 29/10/2020

Claims:

The UK’s #1 Network

The UK’s #1 Network seven years in a row

Summary:

Our claim to be the UK’s No.1 network seven years in a row is based on RootMetrics’ extensive testing which assesses calls, texts, data, speed, accessibility and reliability using the latest devices and a geographically representative methodology. Our claim is 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 a number of performance metrics, including “Network Reliability”, “Network Speed”, “Data Performance”, “Call Performance” and “Text Performance”. The report also ranks MNOs on “Overall Performance”. There was a new award introduced in 2020 for ‘Network Accessibility.’

The results of these awards show that EE was the winner in the overall (best) network performance category for both RootMetrics’ 2020 H1 testing and for the past seven years in a row.

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 between January and June 2020:

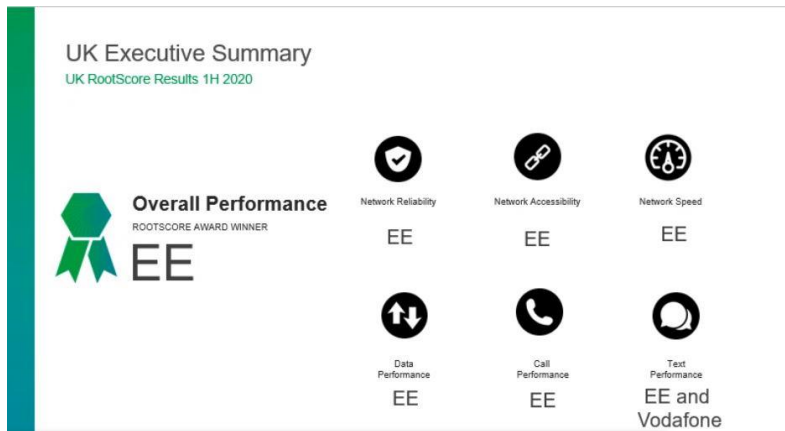
- 537,780 tests performed
- 22,082 miles driven
- 4 nations visited
- UK’s largest 16 metropolises or ‘Large Urban Zones’ (LUZs) included
- Over 750 places visited

UK’s Best Network 2020 (H1):

As can be seen in the summary below, EE won outright in all categories of RootMetrics 2020 H1 testing apart from Text where we had a joint win. With this strong performance across subcategories

Substantiation of claim “The UK’s #1 5G Network

we were 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.



Source: <https://rootmetrics.com/en-GB/content/uk-mobile-performance-in-review-1h-2020>

Seven Years in a Row:

Using the same RootMetrics testing, we 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
<u>1st Half 2020</u>	•	•	•	•	•	•	••
<u>2nd Half 2019</u>	•	•	N/A	•	•	•	••
<u>1st Half 2019</u>	•	•	N/A	•	•	•	••
<u>2nd Half 2018</u>	•	•	N/A	•	•	••	•
<u>1st Half 2018</u>	•	•	N/A	•	•	•	•
<u>2nd Half 2017</u>	•	•	N/A	•	•	••	•
<u>1st Half 2017</u>	•	•	N/A	•	•	••	••
<u>2nd Half 2016</u>	•	•	N/A	•	•	•	•
<u>1st Half 2016</u>	•	•	N/A	•	•	•	•
<u>2nd Half 2015</u>	•	•	N/A	•	•	•	•
<u>1st Half 2015</u>	•	•	N/A	•	•	•	•
<u>2nd Half 2014</u>	•	••	N/A	•	•	•	•
<u>1st Half 2014</u>	•	••	N/A	•	•	•	•
<u>2nd Half 2013</u>	•	•	N/A	•	•	•	•

• EE • O2 • Three • Vodafone

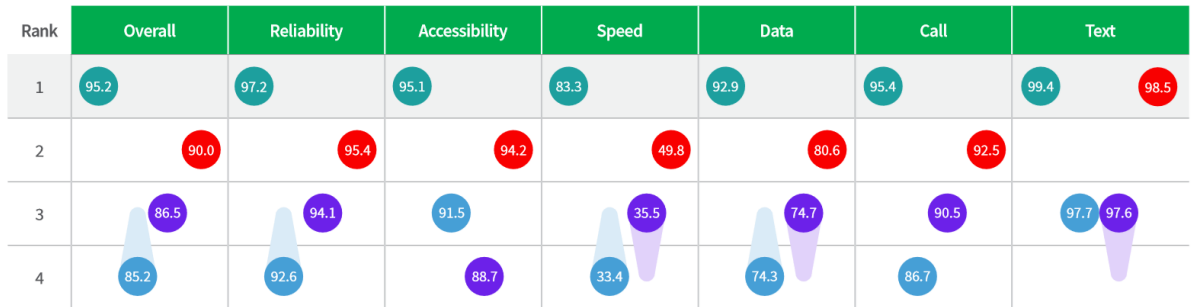
Source: <https://www.rootmetrics.com/en-GB/rootscore/map/uk/united-kingdom/2020/1H>

Appendix

1) RootMetrics 2020 H1 Test Results

Here, you can see the RootMetrics’ 2020 H1 results for each of the individual mobile network awards. EE won six of the seven awards outright, drawing the ‘Text Performance’ award with Vodafone.

UK-wide RootScores 1H 2020



Note: Our Accessibility RootScore Award was first introduced in 1H 2020.

Note: Due to shifting end-user expectations and performance, we've fine-tuned the way we measure network speed. See page 14 for more details.

● EE ● O2 ● Three ● Vodafone

Source: <https://www.rootmetrics.com/en-GB/content/uk-mobile-performance-in-review-1h-2020>