

# 4GEE MOBILE LIVING INDEX SNAPSHOT

25 July, 2014

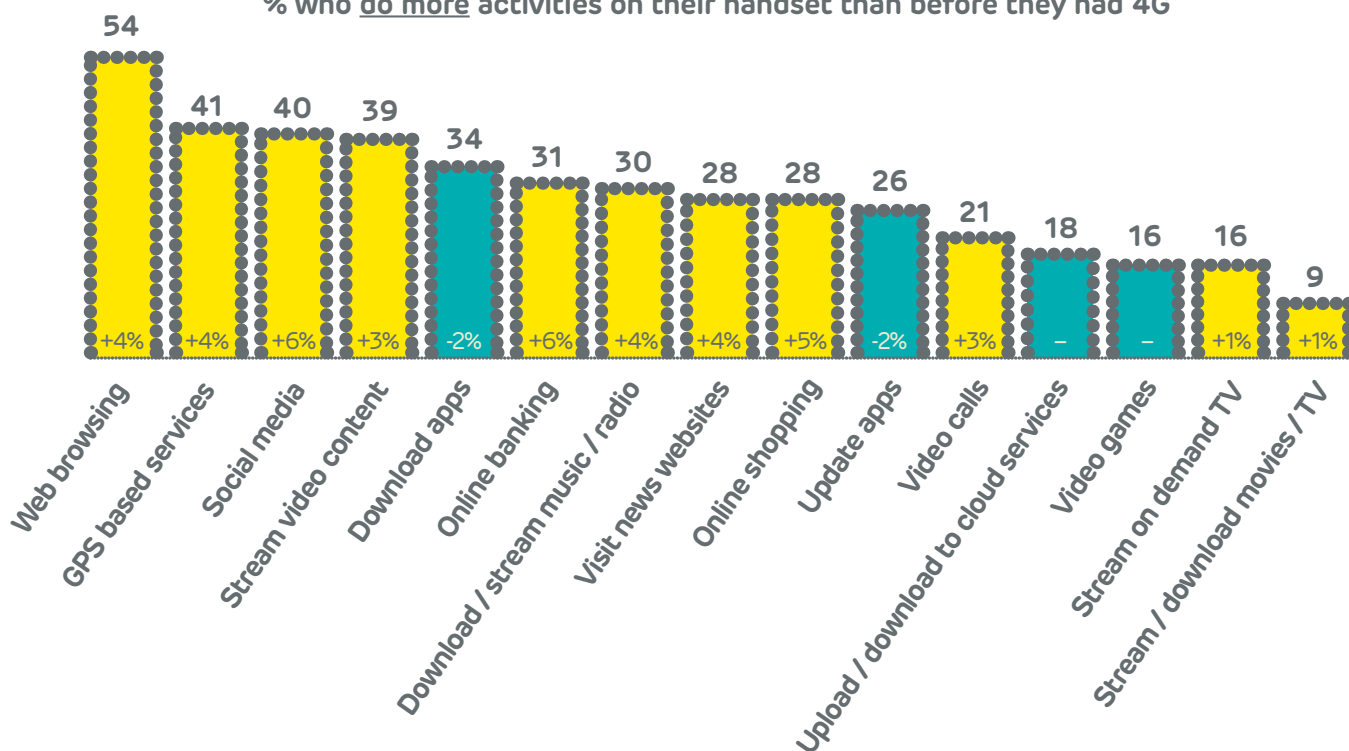
## Social media and online banking fastest growing applications with 4G

Major companies are developing mobile-first websites and inserting video and interactive content into their apps to take advantage of widespread superfast connectivity. Likewise, our 4G customers say they are adapting their habits. A 6% rise in customers saying

they are conducting online banking and social media via 4G was the most marked increase, but everything except the downloading and updating of apps tracked upwards.

### What are you doing more of since switching to 4G?

% who do more activities on their handset than before they had 4G



Source: TNS survey, May 2014

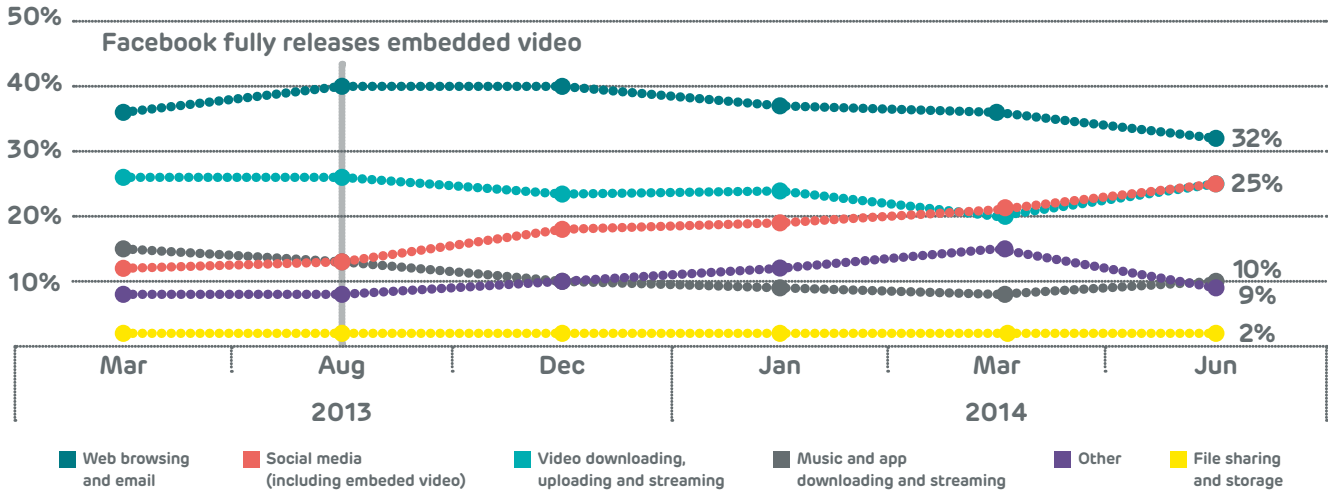
Yellow bars indicate increase over December EE Mobile Living Index results. Aqua denotes figure stayed the same or fell.

# 4G VS 3G: SOCIAL MEDIA CONTINUES ITS RISE

Social media usage continues to grow significantly among the EE 4G customer base, with updates such as Facebook's embedded video meaning that 25% of all 4G activity is now social media, a rise of 7ppts in a

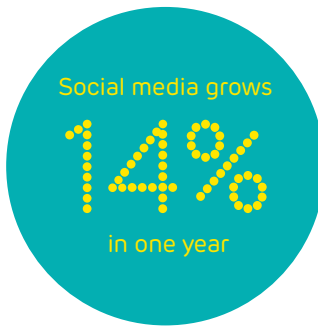
year. On 3G social media is also on the up, but not as quickly. In general, 4G is encouraging more data-intensive sessions on social media, with more pictures, more video and more downloading.

## What are people doing with 4G?

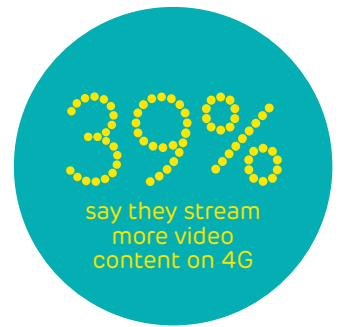


Source: EE network data

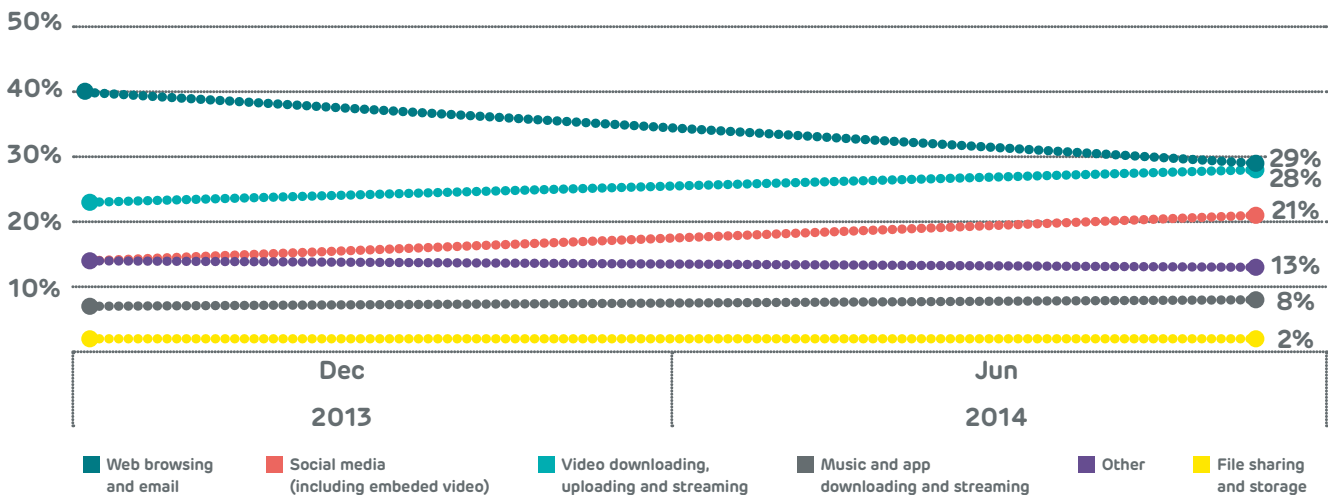
## Social Media



## Video



## What are people doing with 3G?



Source: EE network data

# 4G ENABLES BUSINESSES TO BE MORE PRODUCTIVE

For the first time there is a generation of mobile users with personal devices that outstrip the functionality of the ones given to them by their employers. Because of this, more consumers are able to perform work tasks on the go and on the commute. In fact, proportionally more consumers work on their personal phones while commuting (68% vs 60% for work devices). 4G is also driving business productivity. Over a third of people that use 4G for work are seeing output improve by 25%.

16% say that 4G devices have doubled their overall productivity, with consumers instinctively taking advantage of EE's 4G speeds to get work completed more efficiently. The image of an employee on their personal phone during work hours is probably not one that most businesses enjoy, but more than one-in-ten 4G users constantly use their phone during work hours for work purposes.

## Consumers are using their personal phones to work while commuting



## 4G increases productivity in the workplace

