



10 April 2015

VODAFONE ANNOUNCES MULTI MILLION POUND NETWORK INVESTMENT ACROSS LIVERPOOL

- Vodafone installs 4G coverage in time for the big race

Vodafone UK has announced a major network investment across Liverpool, bringing stronger indoor and outdoor coverage as well as mobile internet services across its 3G and 4G networks.

The improvements include installing mobile technology within the flagpoles at Aintree Racecourse – ensuring the building retains its iconic appearance whilst giving race-goers the ability to have a flutter and remain connected at the big race.

Vodafone has also strengthened its 3G and 4G networks across the city, providing a stronger indoor and outdoor signal, greater coverage, crystal-clear HD calls on voice calls* and faster mobile internet services to more consumers and businesses. The company predicts the investment will extend mobile coverage to more than 98% of the city's population.

As a consequence of these network improvements, mobile data traffic in Liverpool has rocketed. Customers in Liverpool on average are using more than three terabytes every day, which is the equivalent of listening to a typical song** continually for around nine years.

The upgrade forms part of Vodafone's £1bn nationwide network and service investment programme in 2014 with a similar amount planned for this year. This investment is already benefitting customers in Liverpool, which show that Vodafone has unbeatable indoor and outdoor 4G coverage in the city***.

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A snapshot of Vodafone's network in Liverpool

- The company has upgraded approximately 70% of its sites across the city. This involves replacing old equipment with new technology to ensure better indoor and outdoor coverage for both voice and data whilst ensuring areas with higher population density have greater capacity.
- Vodafone searched Liverpool high and low to find the best buildings to locate its latest equipment. In addition to Aintree Racecourse, this included the Liverpool One Shopping Centre, where it has also installed masts within the flagpoles.
- The mobile data traffic sent and received every day in Liverpool is equal to downloading an entire film more than 800 times.
- 50% of all network data usage peaks over the last two years were football related. For example, the network saw a traffic peak at 6pm on 8 March – following a big match at Anfield.

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For further information:

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NOTES TO EDITORS

- *Vodafone to Vodafone calls on compatible handsets – see www.vodafone.co.uk/hdvoice Excludes calls on 2G and some bespoke 3G coverage systems.
- **based on the duration of a song being 3 minutes and 30seconds
- ***4G coverage assessed by LCC in Liverpool and 30 other conurbations between December and February against key competitors with 4G coverage. Signal thresholds determined by Vodafone's international standards. See vodafone.co.uk/network. Coverage may vary.
- Vodafone has expanded its ultrafast 4G coverage to 491 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.
- 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.
- Speeds vary and depend on coverage and demand. For more information visit www.vodafone.co.uk/4g
- 4G devices are available for review on request.

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