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VODAFONE UK SEES IN THE BUSIEST NEW YEAR EVER FOR DATA AND REVEALS FOOTBALL TOPS MONTHLY MOBILE EVENTS OF 2014

On the 30th anniversary of the first ever mobile phone call made on the Vodafone network, New Year saw a massive rise in the use of social media and streaming services on the Vodafone UK network with customers using about 50% more mobile data than the same period last year.

The growth in mobile data traffic makes it the most connected New Year ever as customers went online to wish their friends and family happy New Year and shared their celebrations.

In total, Vodafone carried tens of thousands of terabytes of data – the equivalent of downloading around 180 million copies of the film Frozen – across its UK high-speed network in 2014. Increasingly, customers are checking news and sport results online, accessing social media sites and sharing photos via their mobile devices.

Sport, and in particular football, dominated the top monthly mobile data events of 2014. In the single busiest hour, the equivalent of approximately 200 million web pages showing live football scores were viewed by customers.

The main mobile data events each month were:

January 31, 2014 - Football transfer deadline day and England v Australia one-day cricket

February 8, 2014 - Liverpool v Arsenal football match

March 17, 2014 - St. Patrick's Day

April 25, 2014 - The death of former FC Barcelona coach, Tito Vilanova

May 22, 2014 - Local elections

June 24, 2014 - England v Costa Rica football match

July 4, 2014 - France v Germany football match

August 28, 2014 - British motorcycling

September 27, 2014 - Chelsea v Aston Villa football match

October 26, 2014 - Chelsea v Manchester United football match

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November 22, 2014 - Arsenal v Manchester United football match

December 14, 2014 - Manchester United v Liverpool football match

Vodafone UK Head of Mobile Networks Petek Ergul said: "2014 broke all previous records for the amount of data which travelled across our network. From a single call 30 years ago, we now carry tens of thousands of terabytes of information."

"The continued success of our 4G plans, which offer customers a choice of leading content, coupled with our investment of more than £1 billion on the network and services played a big part in this growth. For example, our 4G customers streamed more than 35 million hours of music on Spotify over the last year, with average listening time for an active Spotify user of 20 hours a month."

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For further information:

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Note to Editors

Vodafone is spending more than £1 billion on its network and services across the country this year, including extending its 4G coverage to 382 cities and towns and thousands of smaller communities across the UK.