



20 August 2015

## VODAFONE ANNOUNCES MULTI MILLION POUND NETWORK INVESTMENT ACROSS READING

Vodafone UK has announced a major network investment across Reading, bringing stronger indoor and outdoor coverage and mobile internet services across its 3G and 4G networks. The multi-million pound investment across the town will extend 3G and 4G mobile coverage to more than 98% of Reading's population.

As a consequence of the network improvements already undertaken by Vodafone over the last year, mobile data traffic in Reading has already rocketed. Customers in the town on average are now using nearly two terabytes of data every day, which is equivalent to listening to 'Enter Sandman' by *Metallica* around 475,000 times\*.

The upgrade forms part of Vodafone's approximate £1 billion nationwide network and service investment in 2014 with a similar amount planned for 2015. This investment is already benefitting customers in Reading, a fact endorsed by results from independent technology consultancy LCC, which show that Vodafone has unbeatable indoor and outdoor 4G coverage in the town\*\*. In light of this, data usage in Reading has nearly doubled since this time last year.

In addition, the recent strengthening of our 3G network across the city has already provided greater coverage, High Definition (HD) Voice technology for voice calls and faster mobile internet services to more consumers and businesses.

### A snapshot of Vodafone in Reading:

- Vodafone will have upgraded 100% of its sites across the town by the end of the investment, which involves implementing a 4G overlay system. This creates better indoor and outdoor coverage for both voice and data, whilst ensuring that concentrated areas of customers have the highest possible network capacity to cope with increased demand.

#### Vodafone UK

Vodafone House, The Connection, Newbury, Berkshire, RG14 2FN, England  
[www.vodafone.com](http://www.vodafone.com)

#### Vodafone UK Media Relations

Telephone: +44 (0) 1635 666777

Registered Office: Vodafone House, The Connection, Newbury, Berkshire, RG14 2FN, England. Registered in England No. 1471587



- The average data traffic a week in Reading is equal to browsing the internet for around 532,000 hours\*- that's equivalent to surfing the web for around sixty years.
- In addition, the commitment to investment in the area stretches to Vodafone stores with the Reading store, located in The Oracle, having been newly refurbished just last month.

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**For further information:**

Vodafone UK Media Relations  
Telephone: 01635 666777  
<http://mediacentre.vodafone.co.uk/>

**NOTES TO EDITORS**

- \*based on the average song size being 4MB, average non HD film being 700MB and 1 hour of typical browsing equating to 10-25MB as collated by <http://www.broadbandchoices.co.uk/guides/broadband/guide-to-internet-data-usage>
- \*\*4G coverage assessed by LCC between January and March against key competitors with 4G coverage.
- Vodafone has expanded its ultrafast 4G coverage to 626 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](http://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.
- Vodafone 4G is typically 3.6 times faster than our 3G. Speeds vary and depend on coverage and demand. For more information visit [www.vodafone.co.uk/4g](http://www.vodafone.co.uk/4g) (Ookla 2015)
- 4G devices are available for review on request.

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