

TELECOM DATA INSIGHTS

AUGUST 2013

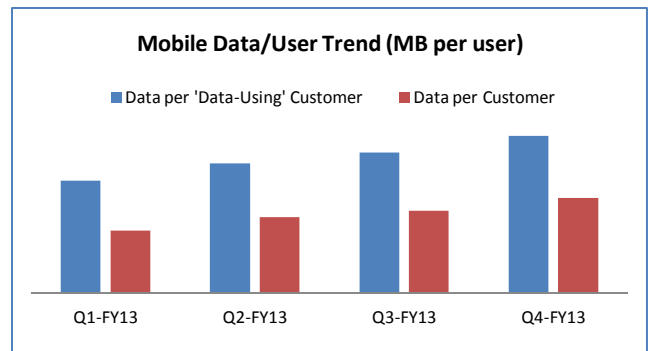
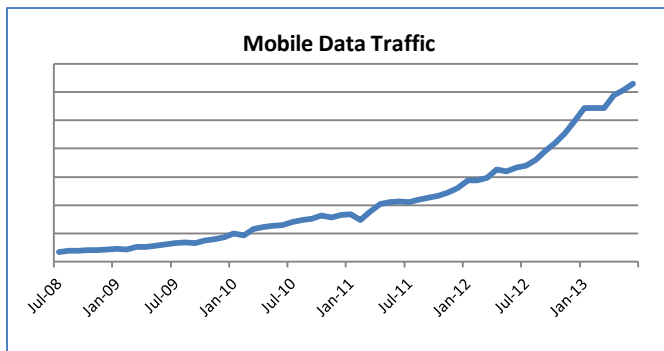
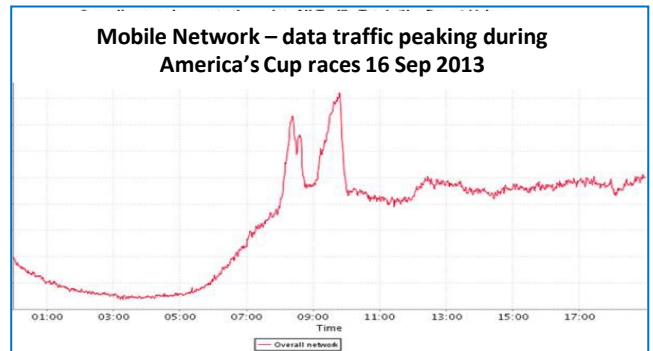
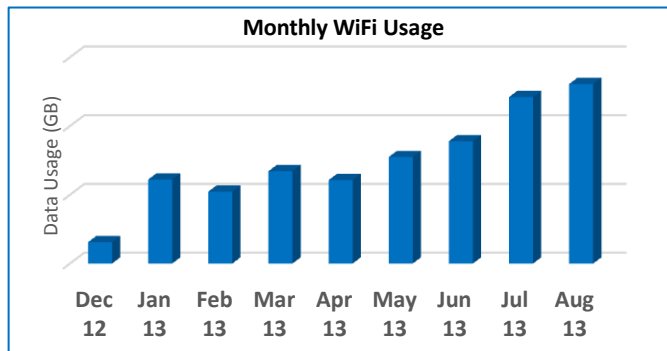


91% - total data use over the Telecom mobile network continues to grow rapidly, rising 91% over the last year as smart-phone ownership rises

23% - total data use over the Telecom Wi-Fi network in NZ has grown 23% in the last month as the number of Wi-Fi access points continues to grow and more people register for the WiFi service

CUSTOMER USAGE TRENDS	AUG 2013	JUL 2013	% CHANGE	AUG 2012	% CHANGE
AVERAGE DATA USE PER DATA-USING CUSTOMER ON TELECOM MOBILE NETWORK	384MB	362MB	6.2	235MB	63.2
AVERAGE DATA USE PER ACTIVE REGISTRATION ON TELECOM WIFI NETWORK	287MB	266MB	8.0	n/a	n/a

*Notes– data use for fixed to follow. Mobile use figures only include connections who used data in that month.



DID YOU KNOW?

Telecom estimated that fans at Eden Park for the recent All Black v South Africa game uploaded around 14,000MB of mobile data across all mobile networks - the equivalent of posting more than 9,000 photos on Facebook - in the lead-up to and during the test. During the game fans downloaded around 25,000 MB of mobile data - or a 30 second try replayed about 3,700 times. Telecom estimated around 150,000 texts were sent by the crowd at Eden Park over the course of Saturday night.