

# TELECOM DATA INSIGHTS

## AUGUST 2013

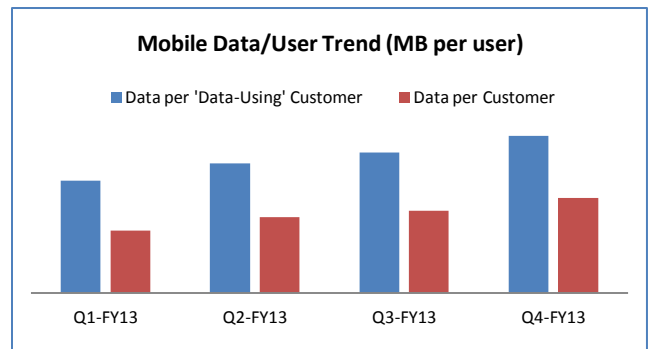
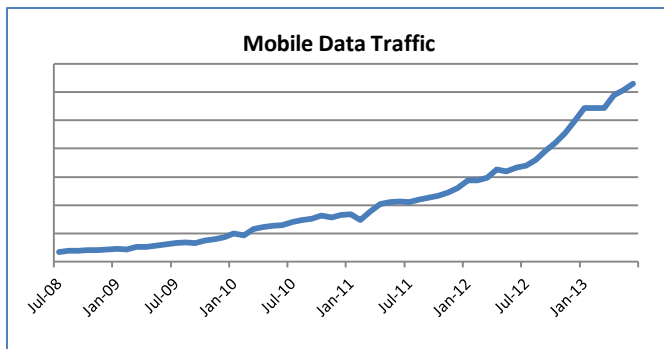
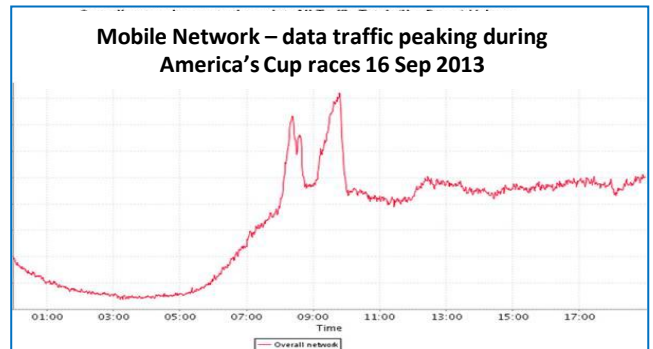
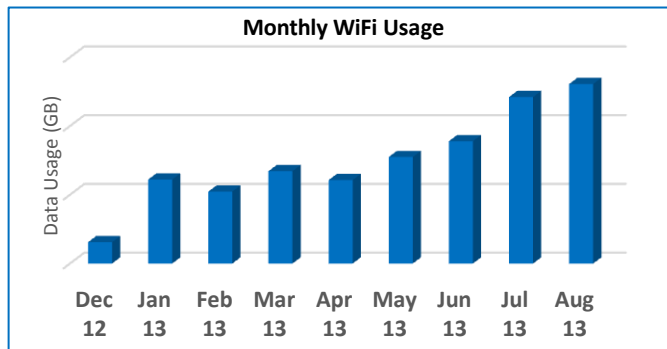


**91%** - total data use over the Telecom mobile network continues to grow rapidly, rising 91% over the last year as smart-phone ownership rises

**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.

For more insights see <http://tomorrow.telecomgroup.co.nz/>