MYTHBUSTING

THE UK'S NUMBER ONE NETWORK

SUMMARY

Vodafone are using nPerf's questionable results to substantiate a "best network" claim

nPerf's methodology unfairly represent EE and our network performance

EE has been the UK's best network for 6 years running, that doesn't happen by accident...

VODAFONE – UK'S BEST MOBILE DATA NETWORK

CONTEXT

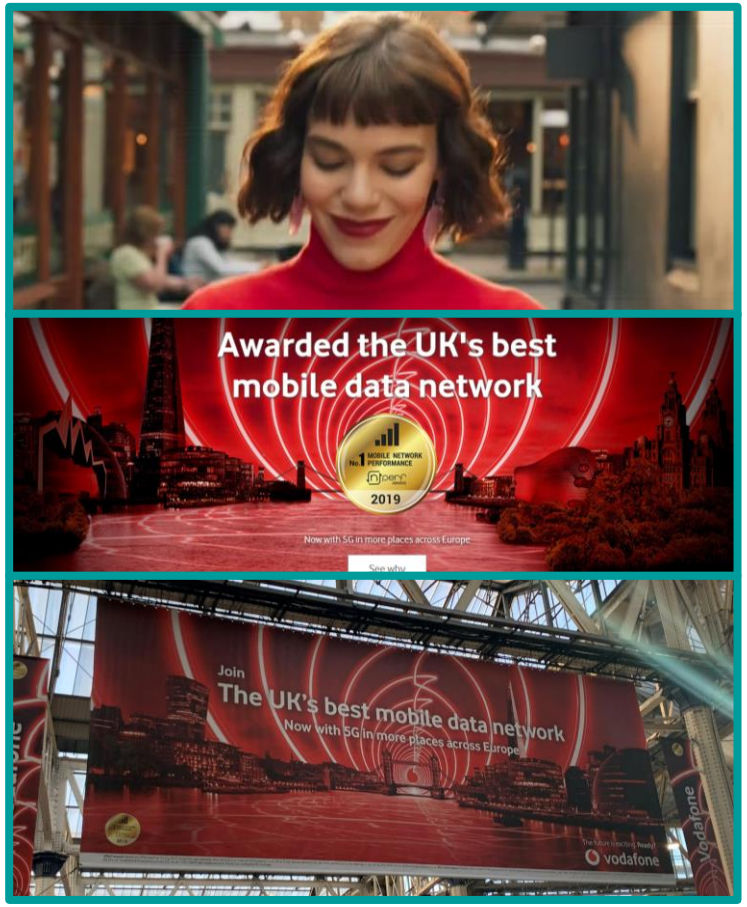
Vodafone are claiming they are the UK's Best Mobile Data Network off the back of nPerf. Not only is this untrue, but they are using data from a questionable source.

WHY?

In 2019, EE came top in independent testing conducted by RootMetrics, Umlaut, Ookla and OpenSignal. This has forced Vodafone to use nPerf to substantiate their claims using less credible data.

WHAT?

Aside from using less credible data, Vodafone are claiming they're the "undisputed" best network for data, which is untrue as EE won or drew with Vodafone in 3/5 tests.



VODAFONE – UNLIMITED DATA PLANS

Vodafone were recently forced to stop advertising their unlimited plans as “bringing you the fastest speeds”.

Three and O2 submitted a complaint to the ASA as two out of three of Vodafone’s unlimited plans included speed caps, contradicting their “fastest speeds” statement.

UNLIMITED LITE
Capped at 2mbps – equivalent to 3G speeds, can check email, stream in 480p and use social media

UNLIMITED
Capped at 10mpbs – equivalent to middling 4G speeds, can stream HD video content

UNLIMITED MAX
Uncapped – Can cope with all use cases

Vodafone faces advert ban over unclear speed limits on unlimited data plans

By Alex Hughes 6 days ago

Vodafone's capping data speeds, so what's the better choice?

(Image credit: Vodafone)

NPERF AND THEIR QUESTIONABLE FINDINGS

WHO?

nPerf are an independent testing body who use crowd-sourced data to measure networks on:

- Download speeds (Vodafone win)
- Upload speeds (Vodafone win)
- Latency (EE / Vodafone draw)
- Browsing (EE / Vodafone draw)
- Streaming (EE / Vodafone draw)
- 4G Connection (EE win)

WHY?

Their methodology is less credible than other independent testing bodies. This lack of credibility comes from:

- Test sample size being 6x smaller than the next smallest sample used by an independent body (Umlaut)
- A significant amount of testing occurring around Vodafone offices
- EE's network performance in central locations being under-represented once findings were rationalised.

nperf — Conduct 36,000 tests over 12 months

COMPARISON

RootMetrics By IHS Markit — Conduct 600k intensive tests across a range of KPIs

OPENSIGNAL — Used 500k devices and conducted 1.3m tests in 3 months

umlaut — Conduct 225k data tests over 4 weeks, across the UK

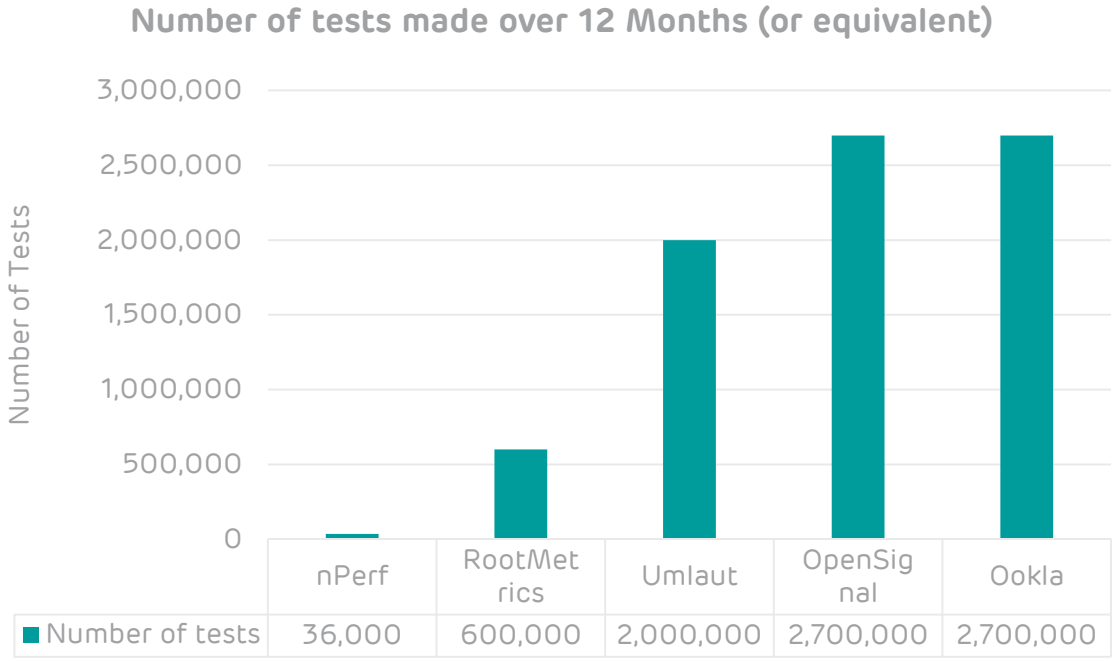
OOKLA — Conduct 2.7m crowd sourced tests over 12 months, across the UK

EE IS SCIENTIFICALLY PROVEN TO BE THE UK'S BEST NETWORK

WHOSE RANKINGS DO WE TOP?

Umlaut, OpenSignal, Ookla and, for six years running, RootMetrics

WHY ARE THEY MORE CREDIBLE THAN NPERF?

RootMetrics and Umlaut use rigorous, scientific methodology to measure a range of KPIs to determine best network. EE are the only network to be named best network via scientific methods.

Ookla and OpenSignal use crowd-sourced data, however, their sample sizes are 39x larger than nPerf and cover almost all of our network. NPerf's testing which only represents 50% of our mobile network.