

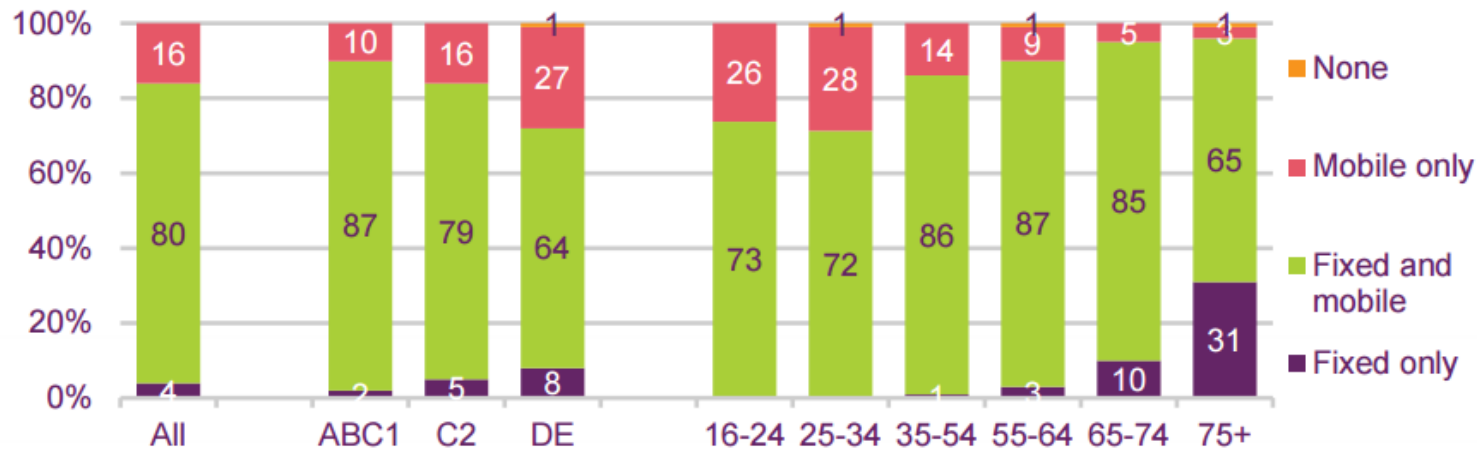
# Mobile coverage in Shropshire

Richard Moore  
3 June 2015

# Mobile services are an increasingly important part of our daily lives & improving mobile coverage is a key priority area for Ofcom

## Household penetration of fixed and mobile telephony, by socio-economic group and age

Proportion of respondents (per cent)



Source: Ofcom research, data as at Q1 of each year  
Base: All adults aged 16+

## **We are supporting improvements in mobile coverage in a number of different ways ...**

- Releasing new radio spectrum and including coverage obligations in the spectrum licences held by mobile network operators
- Making better coverage information available to consumers and businesses to encourage greater competition between mobile operators on coverage
- Providing technical support to government led initiatives

## Recent key developments include ...

- Release of radio spectrum to allow the deployment of 4G services
- Voluntary commitment by networks to achieve 90% UK geographic coverage
- Introduction of new technologies, such as voice over Wi-Fi
- Progressing plans to release spectrum at 700 MHz

**We report on mobile coverage on a regular basis to assess the state of the UK mobile infrastructure**



The data indicates that geographic coverage of Shropshire is in-line with the UK average, but premises coverage is lower



### Percentage coverage by all networks

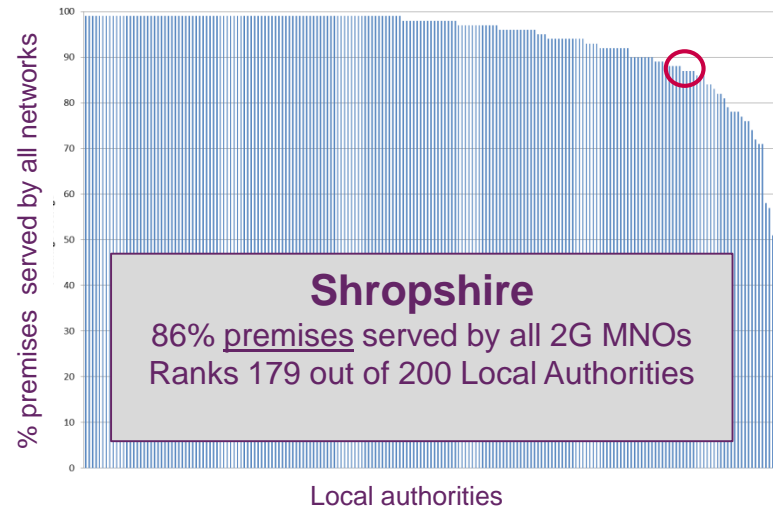
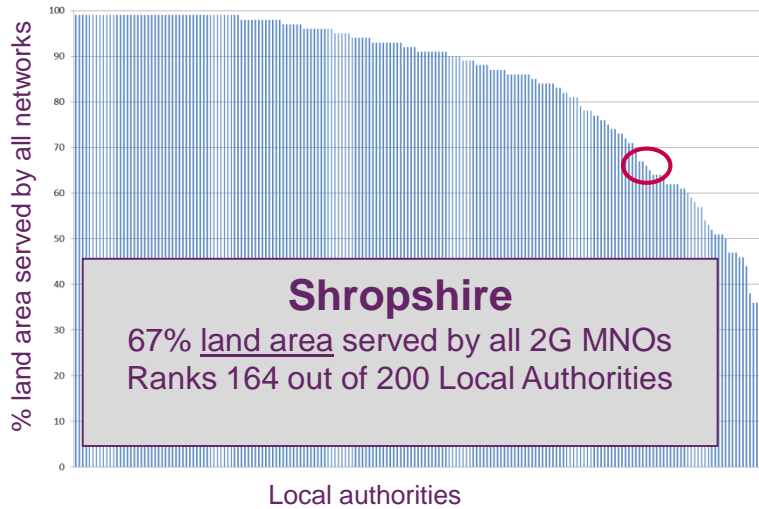
		UK	Shropshire
Geographic coverage	2G	68%	67%
	3G	26%	28%
Premises coverage	2G	97%	86%
	3G	84%	55%



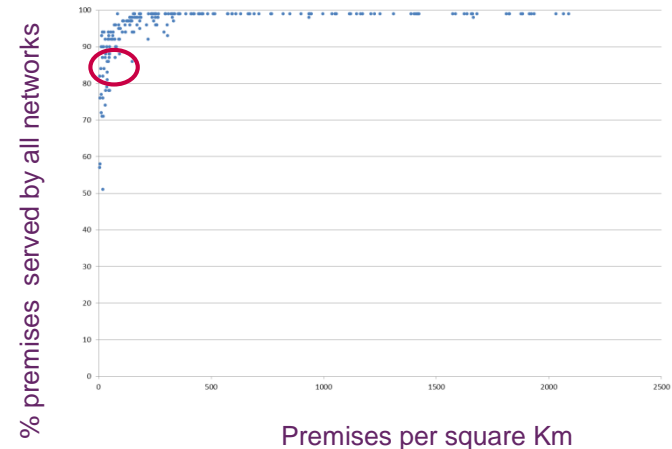
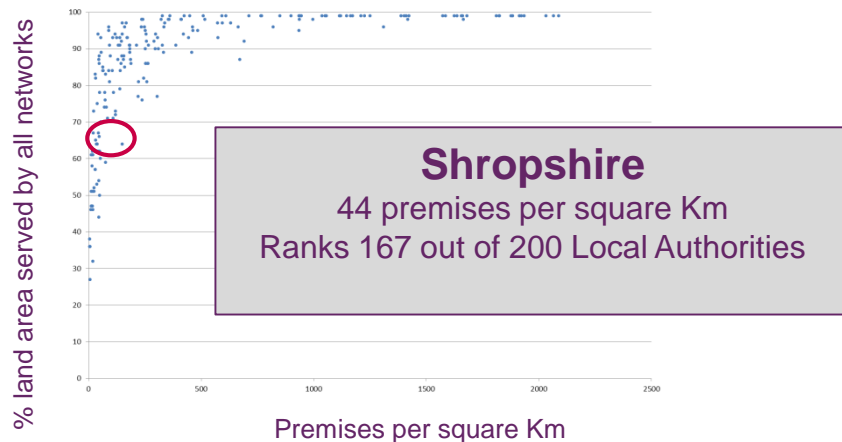
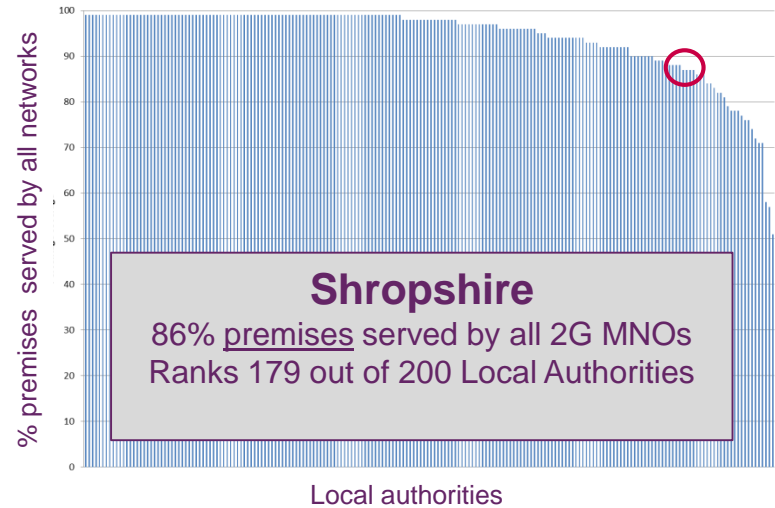
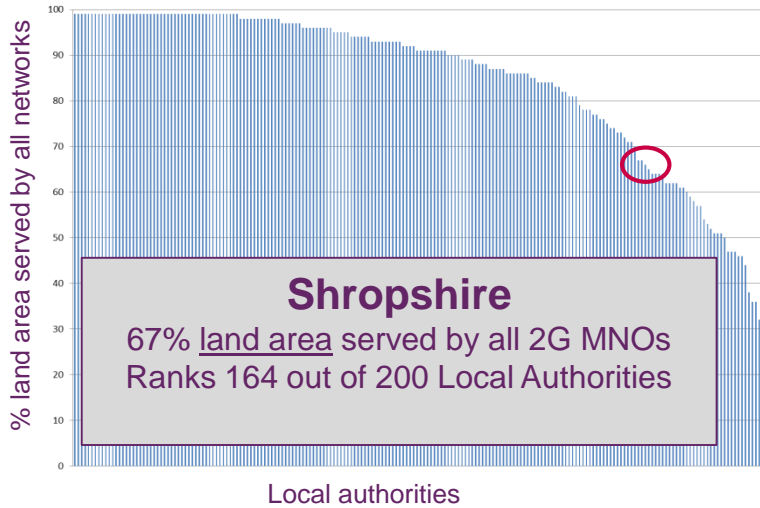
Based on data from June 2014



# We report on 200 Local Authorities across the UK...



# ... and we undertake analysis to identify the barriers to improving coverage





We're increasingly publishing network specific information – for example we published 3G data in the 2014 Infrastructure Report...

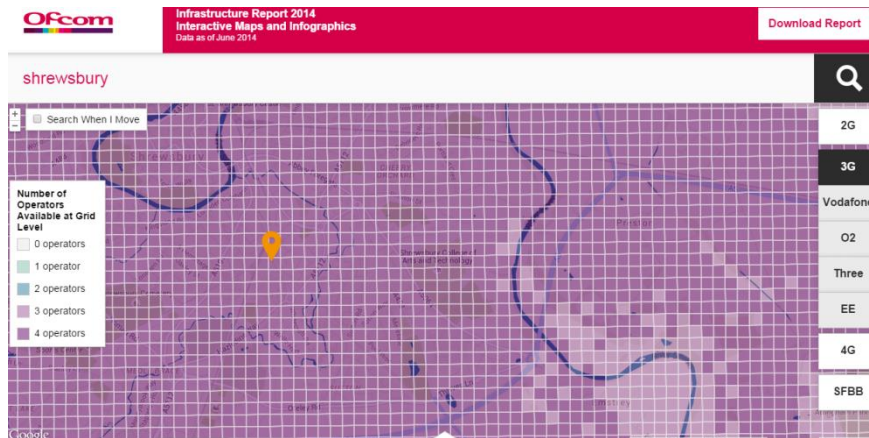
3G	UK				Shropshire			
	EE	O2	Three	Voda	EE	O2	Three	Voda
Premises	98%	91%	98%	87%	95%	66%	94%	75%
Geographic	74%	44%	68%	33%	86%	42%	78%	55%

Source : Ofcom Infrastructure Report 2014

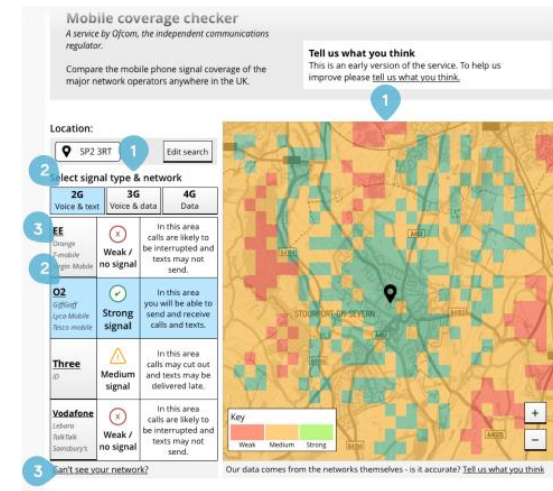
# ... and we're working to make the data more accessible to consumers



2013



2014



Planned for 2015

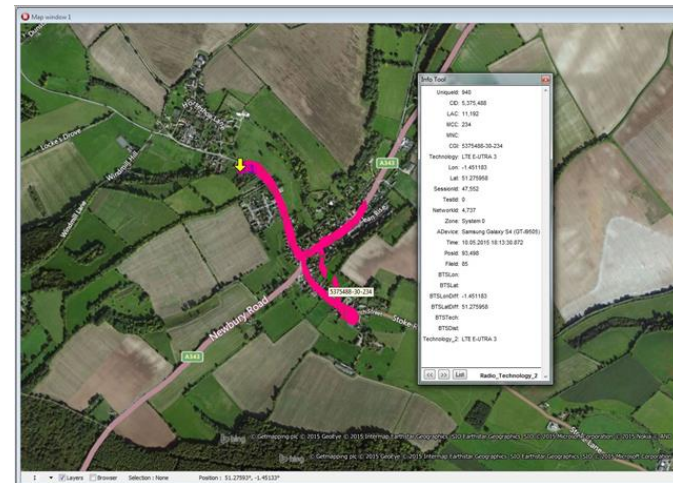
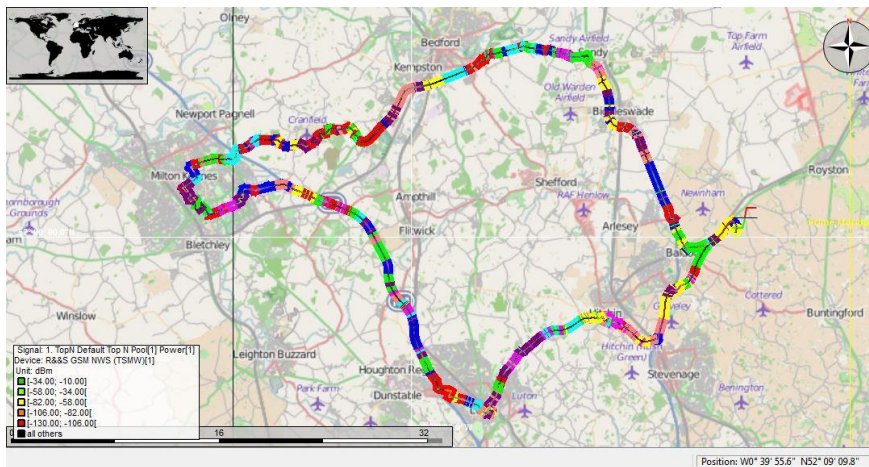
“The MNOs will provide data to Ofcom to enable it to publish an interactive on-line map. This will enable consumers to check where coverage is available and report to Ofcom areas of poor coverage.”

Improving mobile phone coverage Statement of Commitment  
17 December 2014

# We're doing our own research to validate the network operator coverage predictions...



SwissQual





# ... and to understand the extent to which other factors can affect the mobile experience

Handset



Source: uswitch



In-car

Source: mobilefun.co.uk



In-building

Source: zoopla

## We have included coverage obligations in spectrum licences

- All networks are required to provide 3G outdoor coverage to 90% of the population
- O2 is required to provide 4G indoor coverage to 98% of the population by December 2017
- Following the voluntary agreement between the networks and Government, we have included terms in their spectrum licenses that require them to provide 90% geographic coverage of mobile voice services by December 2017
- We will be auctioning new spectrum in the next 5 years that is well suited to extending coverage

## We continue to provide technical advice to Government on its initiatives



On-train

Source: [microscope.co.uk](http://microscope.co.uk)



**Investment and innovation by the networks is resulting in improved mobile coverage.**

**We will continue to report on coverage, promote competition and consider including coverage obligations in new spectrum licences**

4G Roll Out

Mast Sharing

Voice over Wi-Fi

Small Cells

Consumer Information

Spectrum Release

Coverage obligations

**Thank you**