



Budapest, 17 August 2018

Vodafone is preparing to celebrate the Foundation of the State with a reinforced network

In order to ensure a seamless user experience, Vodafone Hungary is preparing for 20 August, the celebration of the Foundation of the State with enhanced capacities, as statistics show that in previous years on 20 August both voice and data traffic hit about one-and-a-half times the usual level of August traffic.

On the day of celebrating the foundation of the Hungarian State, it is not only the fireworks that attract crowds but also the many various events organised on the occasion of Saint Stephen's Day, and family and friends can easily get lost at mass events. At times like this it is especially important to be able to reach each other by phone, and during the fireworks display people want to instantly share their visual experiences with friends and family and also via social media channels, and for these reasons Vodafone is preparing for this year's celebration with a reinforced network. Traffic figures show that in the vicinity of the August 20th firework display in Budapest, Vodafone customers make approximately 60% more phone calls than they normally do on an average August day, and mobile data traffic also jumps by close to 55%. Looking at the physical area of the Budapest fireworks display, we can see the same trends as the ones witnessed over the past few years in mobile usage in general: between 2015 and 2016 mobile data traffic grew by 168% in the capital, with the increase rising to 196% between 2016 and 2017.

The increase in voice traffic on the 20th of August is most probably explained by the previously mentioned calls of worried friends and family members who may have lost each other in the crowd, while the reason behind the higher data traffic is most likely the urge to share content on social media instantly. The spectacular Budapest fireworks display represents very popular content for Facebook and Instagram live videos and posts, Instagram stories and Snapchat as well.

For this very reason, Vodafone enhanced both its radio bandwidth dedicated to 4G, and 3G hardware capacity for the day of the celebration, to allow maximum utilisation of the network, which is not otherwise needed in normal periods.

Last year, next to Budapest, traffic figures were also outstanding in Visegrád, Hollókő and in the Hortobágy area. In the former two, they were probably down to the very popular Saint Stephen's Day events, while the latter hosted the famous Hortobágy Bridge Fair.

Further Information

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About Vodafone

Vodafone Group is one of the world's largest telecommunications companies and provides a range of services including voice, messaging, data and fixed communications. Vodafone Group has mobile operations in 25 countries, partners with mobile networks in 45 more, and fixed broadband operations in 18 markets. As of 31 March 2018, Vodafone Group had 535.8 million mobile customers and 19.7 million fixed broadband customers, including India and all customers in Vodafone's joint ventures and associates. For more information, please visit: www.vodafone.com. Vodafone Hungary Zrt. launched its Hungarian operation on November 30, 1999.

Vodafone Hungary is an integrated technology provider, with a portfolio covering mobile communication, mobile internet and broadband data services for retail and business users alike.