Consumer Connections Report ummer Trends

Insights on how and where consumers are spending their time.

verizon

We power and empower how people live, work and play.



DATA SOURCES AND CONSUMER PRIVACY

Several sources of information were used to develop the insights outlined in the Consumer Connections Report including de-identified and aggregate information about traffic on Verizon's connectivity services.

In developing this report, we were mindful of the critical importance of privacy and honoring our commitments with respect to the ways in which we handle data.

Section One Summer trends 2024

05

Section Two Moments in time

13

•



Going Mobile

SUMMER SEES THE BIGGEST SHIFT.

From cross-country adventurers to sports enthusiasts and data-hungry streamers, this summer's trends paint a vibrant picture of how consumers lived, worked and played.

The sky's the limit

Airports served as bustling hubs of connectivity this summer, showcasing the importance of staying entertained and connected while on the move.

25.3 million GB

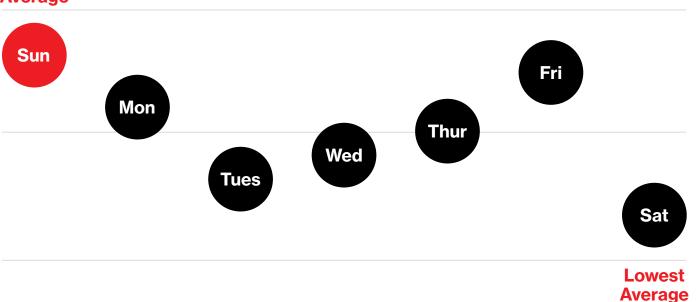
total mobility usage across airports studied in the US (equivalent to ~354B average size emails).

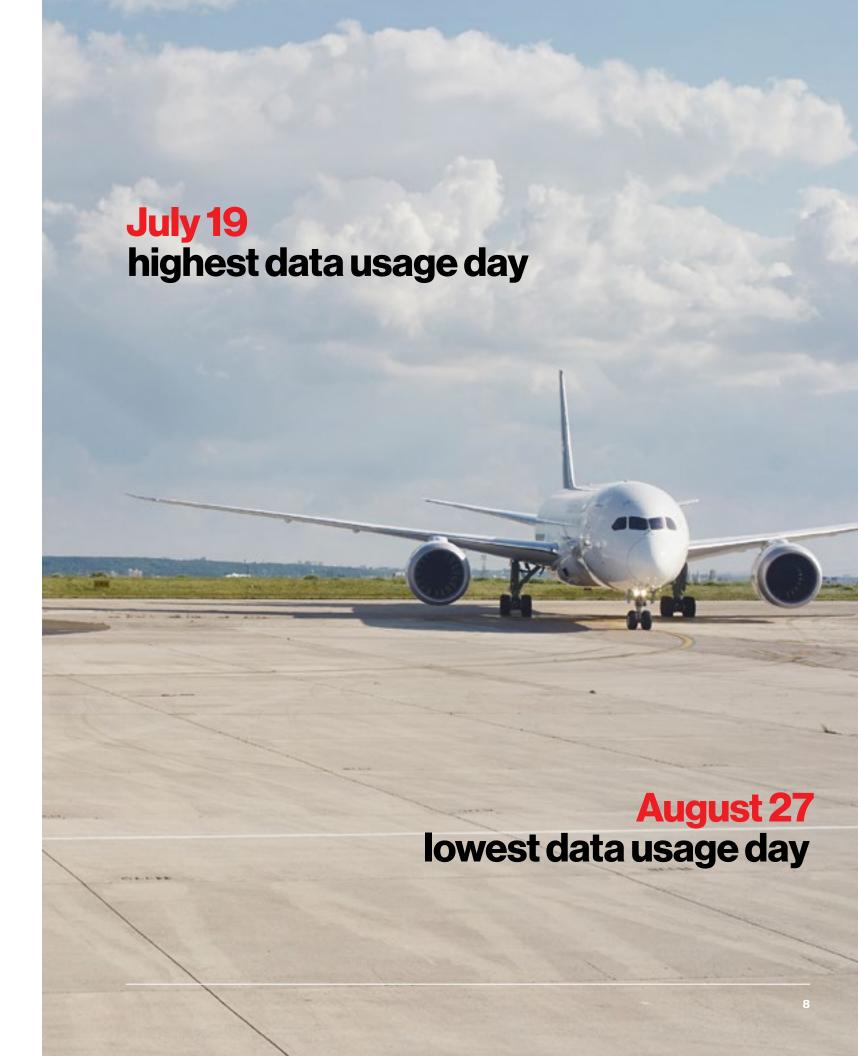
Atlanta's Hartsfield-Jackson International Airport had the highest total mobility usage across the summer with ~2.1M GB and accounting for ~8.1% of mobility usage across all airports studied.

Video accounts for nearly 1/3 (approximately 31%) of consumer data usage studied at airports.

Data usage by day of the week

Highest Average





Peak competition needs peak coverage

Summer 2024 was a season of sporting spectacles, and our customers were at the forefront of the action, consuming massive amounts of data during major events in the US.

USA VS. PAKISTAN CRICKET MATCH	DATA USAGE	STREAMING HOURS
	4.0TB	~13.8k
NBA CHAMPIONSHIP GAME	DATA USAGE	STREAMING HOURS
	3.0ТВ	~10.2k
COPA AMÉRICA FINALS	DATA USAGE	STREAMING HOURS
	2.7TB	~9.3k
NHL STANLEY CUP	DATA USAGE	STREAMING HOURS
	1.6TB	~5.4k



Posting, toasting and roasting

Connecting to friends and family remains a summer tradition. Our customers turned it up on weekends and holidays. Here were the heaviest hitters.

WEEKEND	TOP USE	TOTAL
June 22 – 23	Data	103.9PB
June 29 – 30	Calls	849.7M
August 24 – 25	Call minutes	3.4B

Holiday highlights

Highest data usage Memorial Day

Highest number of calls 4th of July

Highest call minutes Labor Day

50.5PB

430.2M

1.7B

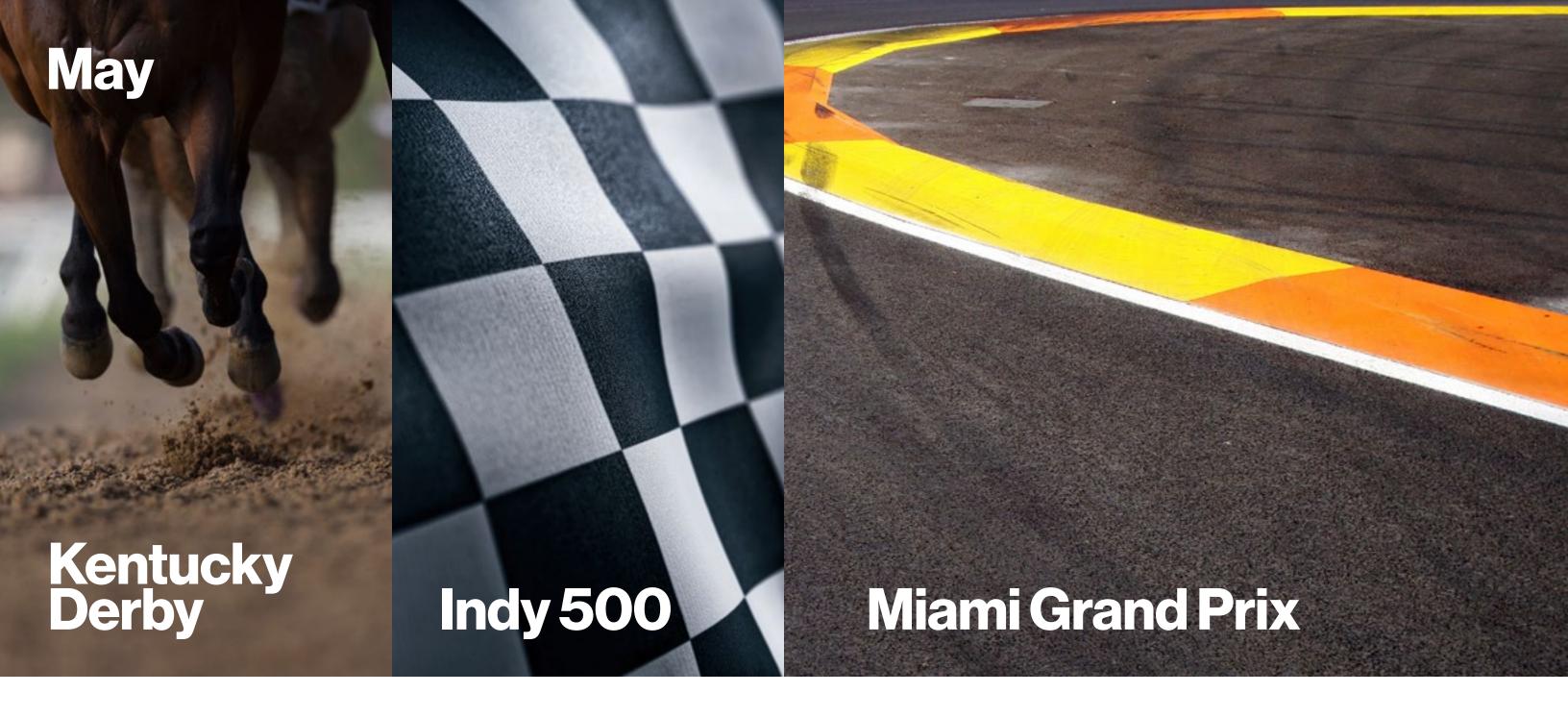




April

130% increase in data uploads during the Solar Eclipse

96.5TB of data consumed during the NFL Draft, equivalent to ~40.5M songs



14.7TB of data consumed at the Kentucky Derby +15% YOY

40.8TB of data consumed at the Indy 500 +12% YOY

39.2TB of data consumed over the three-day Miami Grand Prix event where nearly 45 percent of devices were connected to Verizon's network



394.2M calls 28.3M hours +3.1% YOY in number of calls 373.4M calls 26M hours -0.6% YOY in number of calls

September

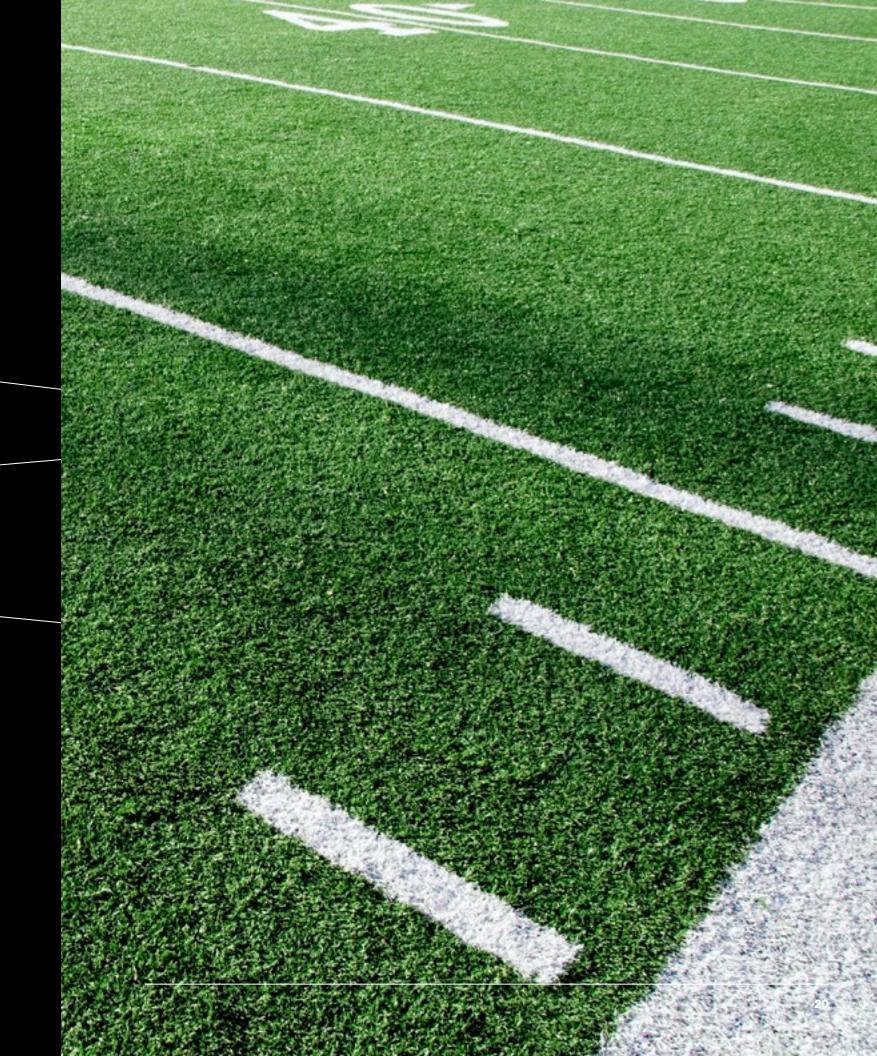
2024 NFL Kickoff Weekend

50,3TB DATA USAGE ACROSS U.S. STADIUMS

= 172 000 HOURS OF STREAMING

34TB AVERAGE DATA USAGE PER GAME

Panthers vs. Saints #1 Data Winner 5.1TB DATA USAGE +92% YOY



2024 NFL Kickoff data usage by home opener

- 2023 Data Usage
- 2024 Data Usage





GEHA Field at Arrowhead Stadium

Baltimore Ravens / Kansas City Chiefs

0.6TB **2.5TB**

+288%





Raymond James Stadium

Washington Commanders / Tampa Bay Buccaneers

1.6TB 3.1TB



+91%





Highmark Stadium

Arizona Cardinals / Buffalo Bills

1.5TB 2.8TB



+86%



Ford Field

Los Angeles Rams / Detroit Lions

2.2TB



+72%



MetLife Stadium

Minnesota Vikings / New York Giants

2.6TB 4.5TB



+70%



Huntington Bank Field Dallas Cowboys / Cleveland Browns

1.5TB 2.5TB



+68%



Soldier Field

Tennessee Titans / Chicago Bears

2.2TB 3.4TB



+59%





Levi's Stadium

New York Jets / San Francisco 49ers

3.8TB 5.0TB



ı **+33**%



Lucas Oil Stadium

Houston Texans / Indianapolis Colts

2.5TB 3.1TB



+23%



Paycor Stadium

New England Patriots / Cincinnati Bengals

2.6TB 3.1TB



+22%



Lumen Field

Denver Broncos / Seattle Seahawks

2.1TB 2.6TB



+22%





Hard Rock Stadium

Jacksonville Jaguars / Miami Dolphins

2.2TB 2.3TB







SoFi Stadium

Las Vegas Raiders / Los Angeles Chargers

2.5TB 2.5TB







OUR COMMITMENT TO PRIVACY

Verizon delivers the promise of the digital world to our customers. Our services transform how people, businesses and things connect with each other every day. We have a responsibility to protect the privacy of customer information in delivering those services. And our goal is to earn our customers' trust through every privacy decision we make. Throughout our research, our privacy commitment remained at the forefront.

The data sources used to deliver the Consumer Connections Report included de-identified and aggregate information about customer traffic on Verizon's connectivity services.

You can learn more about our privacy practices by visiting our Privacy Center at verizon.com/privacy



CONSUMER CONNECTIONS

