

UNITED KINGDOM



Stéphanie Sollinger
COUNTRY MANAGER



Connect
on LinkedIn



Population

70M

40_y

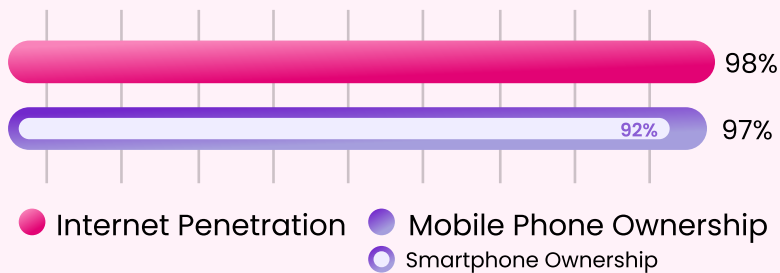


Median Age



Gross Domestic
Product (in \$)

54.000 billion



Local Payment Methods

Bank
Cards



Apple &
Google Pay



Paypal



Sim Cards

91
millions

Prepaid Connections
> 26%

Postpaid Connections
> 74%



Main Telcos

Market share
(Mobile connections)

O₂

40%

3

31%

E

29%

DIGITALVIRGO

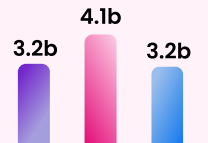


Digital Services Usage

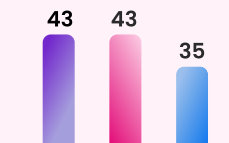
Number of Users
(by 2027 in million)



Revenue
(in millions of €)



User Penetration
(in %)



Mobile Gaming Video Streaming Music Streaming

Share of Mobile
Broadband
Connections

3G 0%

4G 34%

5G 65%

Regulator

Ofcom

ARPU

\$18.20



Trends

VOD (OTT)

Music Streaming

Language Learning

Cloud Gaming & eSports

Sports (OTT)

Audiobooks/Podcasts

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