



COVID-19 impact on 5G in the UK

As of March 29, 2020



Hypothesis

COVID-19 impact on 5G searches in the UK:

more people working from home with need for better and faster internet network.

5G searches surged over the past year, especially generic searches

Overall 5G searches

↑ 2.25x YoY

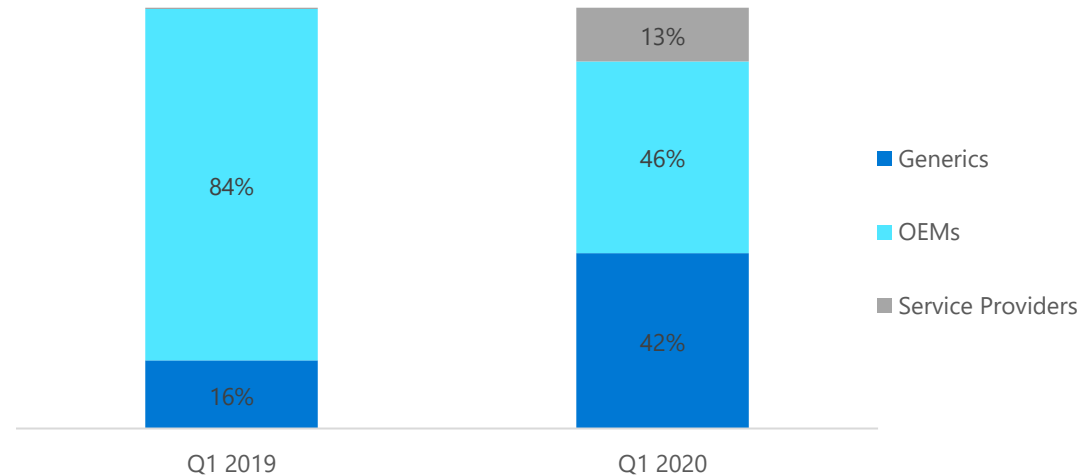
Generic searches

↑ 7.5x YoY

OEM brand searches

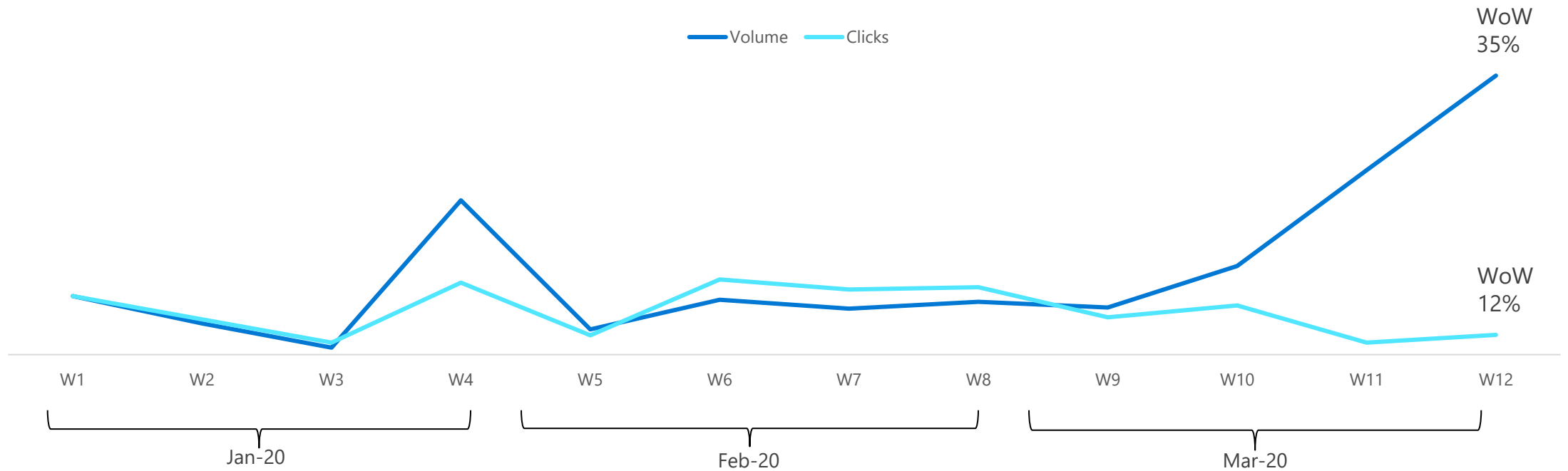
↑ 1x YoY

5G Query Mix YoY



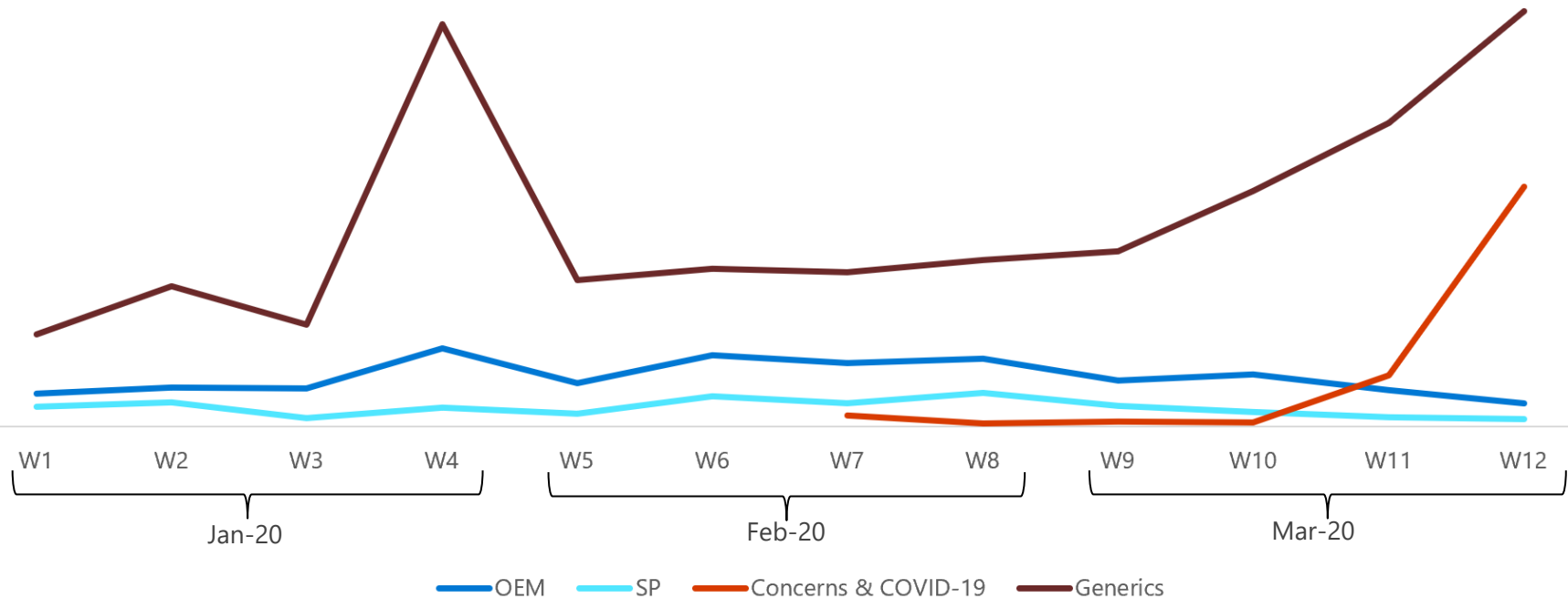
Curiosity and need of the day is driving more 5G searches

Search Volume indexed to W1 starting 5th Jan 2020



5G concerns and generic searches spiking in recent weeks

Search Volume indexed to W1, starting 5th Jan 2020



Sample queries in each categories

OEM- oneplus 7 Pro 5g, Oppo Reno 5g, S20 5g, Samsung note 5g, iphone 5g,....

Service Provider (SP)- ee 5G coverage, Three 5G broadband, vodavofe 5g deals, O2 5g,.....

Generics: 5g, 5g UK, 5g broadband, 5g coverage, 5g maps

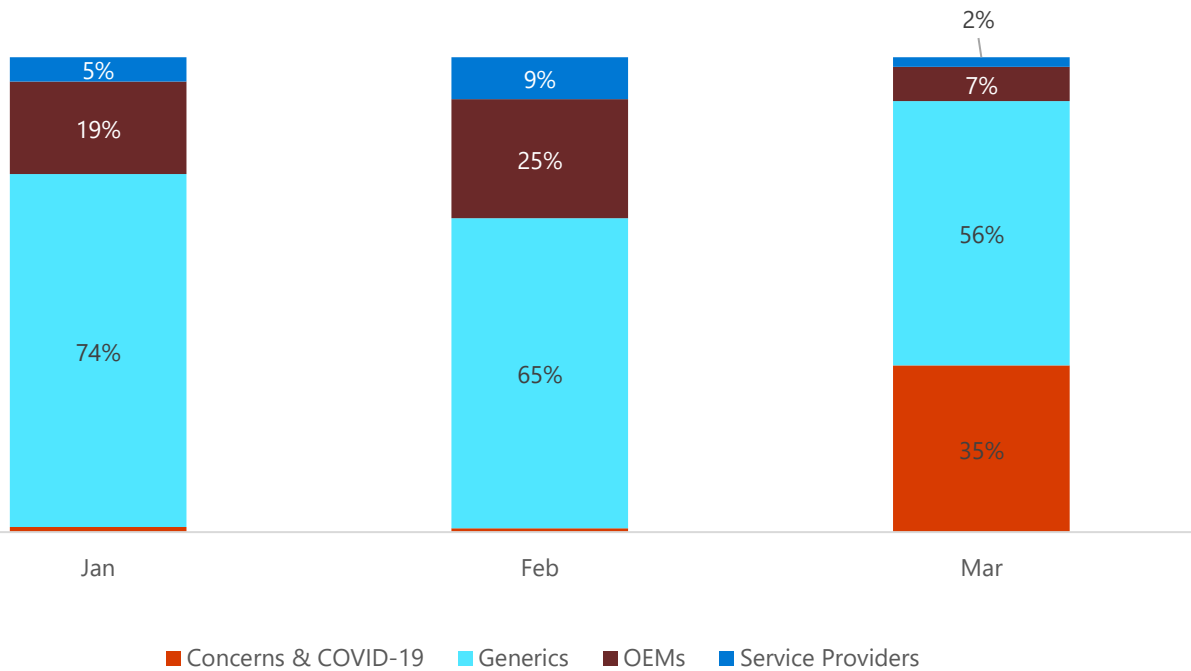
Concerns & COVID-19: 5G wuhan, 5G Coronavirus, 5g dangerous,.....

*SP = Service Provider

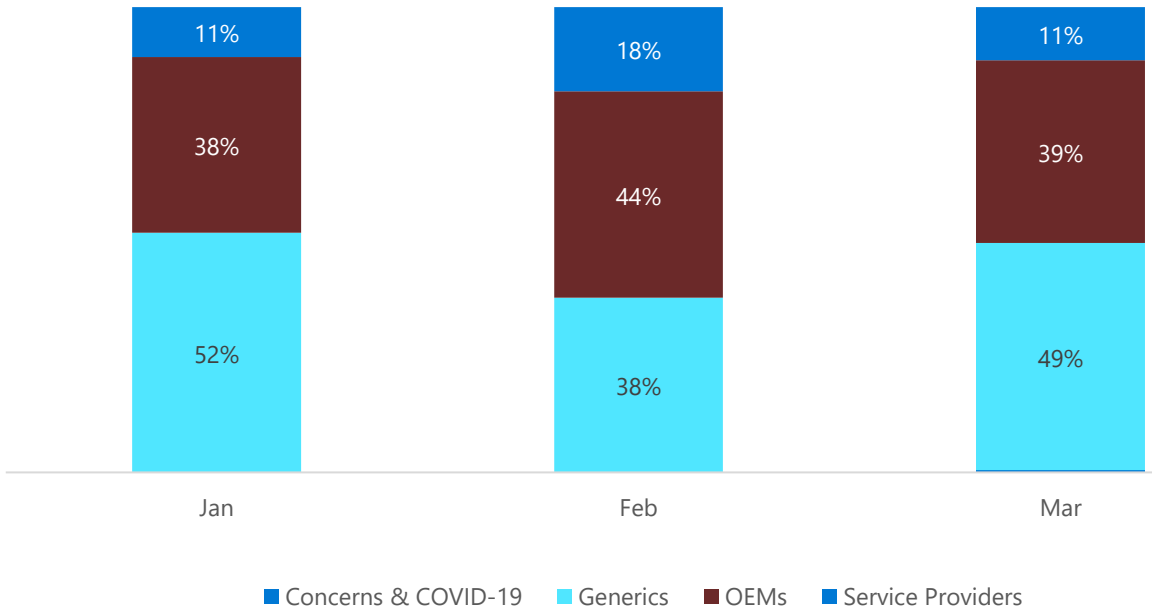


"Concern searches" do not lead to clicks

Search volume split by query categories for 2020



Total clicks split by query categories for 2020

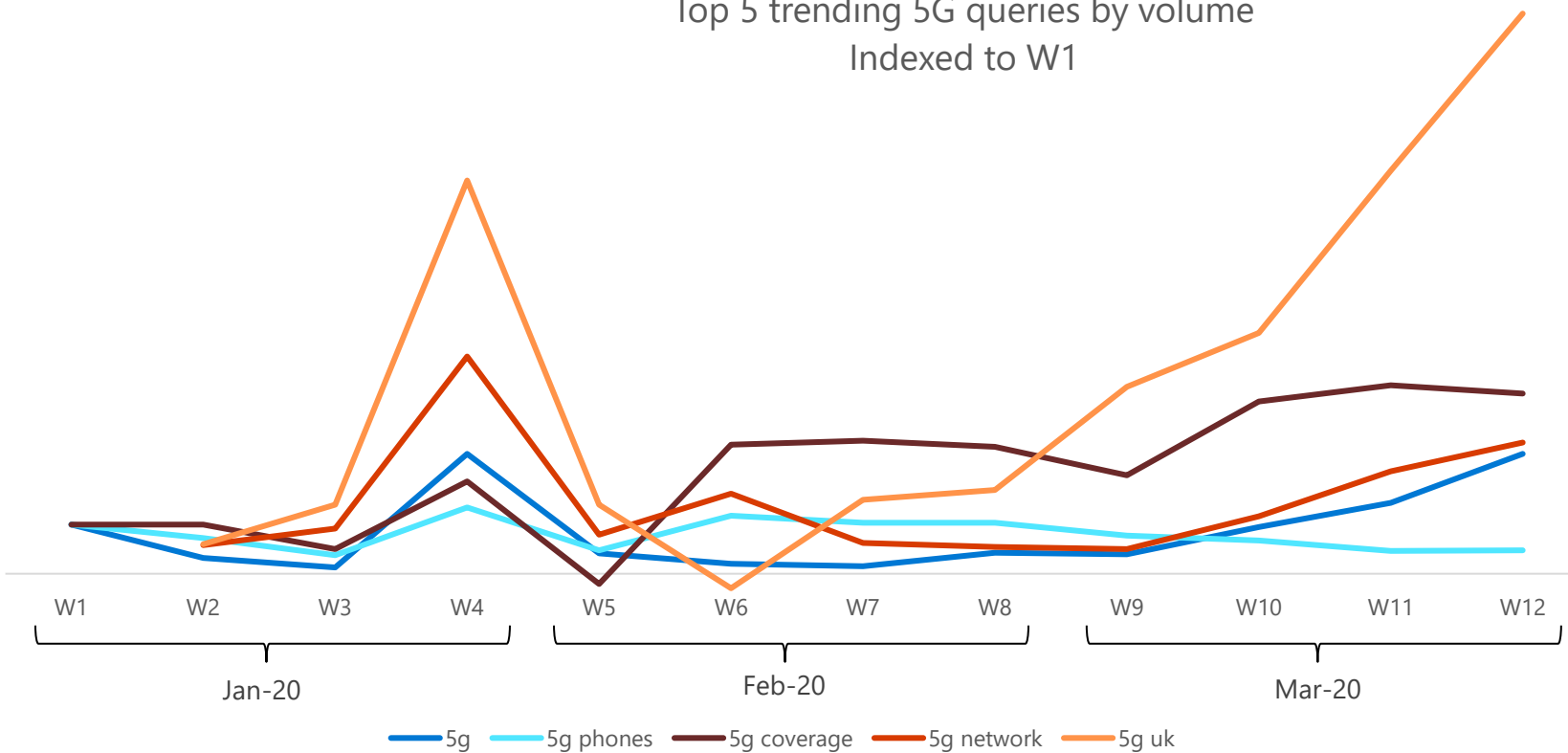


Please note we do not deliver any ads on Coronavirus or COVID-19 related searches.



Although largely positive: the need for better and faster internet is driving 5G search volume

Top 5 trending 5G queries by volume
Indexed to W1



Top 5 new queries in the last 6 weeks

- 5g towers
- 5g coverage checker
- 5g coverage uk
- 5g map
- 5g broadband

Top 10 search queries by volume across categories

Concerns & COVID-19	Generics	OEM Brand	Service Provider
5g coronavirus	5g	samsung s10 5g	ee 5g deals
5g dangerous	5g phones	huawei mate x	ee 5g phones
5g italy	5g coverage	samsung galaxy s10 5g	three 5g
5g wuhan	5g network	iphone 5g	ee 5g
5g radiation	5g uk	samsung galaxy s20 5g	vodafone 5g
5g dangers	5g broadband	huawei 5g	three 5g coverage
5g health concerns	5g towers	samsung s20 5g	ee 5g coverage
5g conspiracy	5g coverage uk	samsung note 10 5g	o2 5g
coronavirus 5g conspiracy	5g coverage checker	samsung galaxy a90 5g	vodafone 5g coverage
5g conspiracy theories	5g phone	samsung galaxy note 10 plus 5g	three uk 5g

Conclusions

- With lockdown and increased work from home comes increased interest in 5G and 5G services. There is an opportunity in the marketplace to capture this
- Generics is critical: 5G newness, increasing need for information and curiosity
- There is a real need behind the searches along with an element of concern. Opportunity for advertisers to continue to Engage, Educate and Influence through ad copies and relevant content on website
- Surge in concern searches don't translate into clicks
 - Coronavirus or COVID-19 searches are ad-free zones (unless for any government related sites)



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