



BIG DATA BEFORE THE BIG GAME



T-Mobile customers in Philadelphia and Kansas City use their phones and 5G a lot (like, a whole lot). We ran the numbers and compared previous game day 5G usage to predict how they'd be using both during the Big Game.

MOST LIKELY TO...

Be a part-time sports analyst

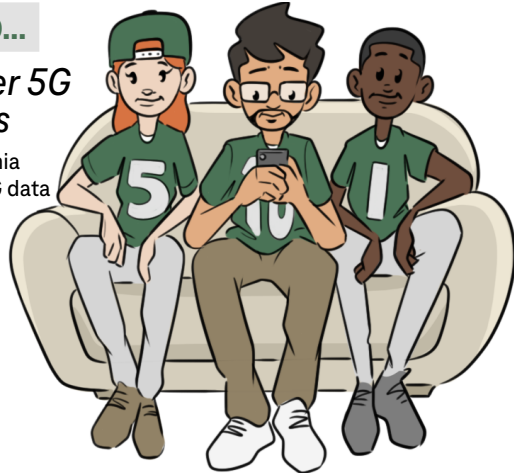
Kansas City fans access the ESPN app the most on game day¹



MOST LIKELY TO...

Multi-task over 5G between plays

On average, Philadelphia fans consume more 5G data on game days during the football game¹



MOST LIKELY TO...

Curate a tailgate playlist featuring half-time performers

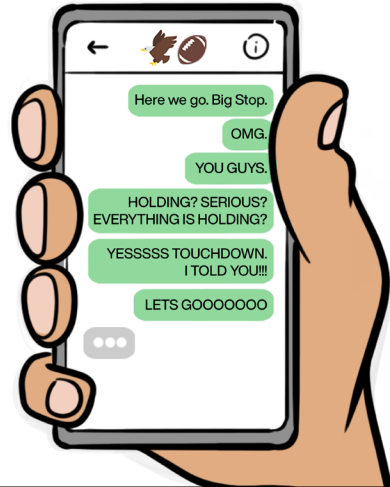
Kansas City fans stream more music over 5G¹



MOST LIKELY TO...

Blow up the group chat with play-by-play

Philadelphia fans text more on game day¹



MOST LIKELY TO...

Order the ultimate spread

Kansas City fans order the most DoorDash during games¹



MOST LIKELY TO...

Use more 5G data on Android²



Use more 5G data on iOS²



¹Predictions based on data extracted from T-Mobile's network data in Kansas City and Philadelphia on six game days (12/11, 12/18, 12/24, 1/1, 1/21, 1/29)

²Data extracted from each city's AFC/NFC Championship game. Among Android users, Kansas City customers used more 5G data. Among iOS users, Philadelphia customers used more 5G data.