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FINAL NEWS RELEASE

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**Sure records broadband usage spike day after boxing day 2020**

The day after Boxing Day, Sunday 27th December 2020, saw the greatest home broadband usage over the Sure network in the Isle of Man in December, with 59.5TB of data used across the island (13.7GB per household). This was on average 20% more data than any other day in December.

Despite a huge increase in home broadband usage, Sure’s network met the increased demand and continues to support our community.

Sure’s Chief Executive in the Isle of Man, Mike Phillips suspects the high data usage on the 27th was a result of islanders earmarking the day as one to relax by streaming movies or catch-up TV and trying out new technology gifts.

Mike said: “Streaming services such as Netflix or Amazon’s Prime Video would have been contributing factors to the spike. As well as usage from customers on the PlayStation 5 and Xbox Series X, which would have made great presents this Christmas, I expect many gamers used Christmas week to download large update files to get their new consoles set up.”

When the new PlayStation5 launched in November, many UK telecoms providers reported large spikes in broadband activity with a peak of 18TB per second as users downloaded sizeable system updates.

Sure has played a critical role in providing connectivity for the community this festive season as well as throughout 2020 when thousands in the Isle of Man needed to work and learn from home.

“The ongoing pandemic has caused a challenge for our broadband network and I’m pleased to say that it continues to keep islanders connected during this difficult time. We make a significant investment every year so that residents have the best networks available to them and that’s proven to have benefited the Isle of Man once again over the festive season,” said Mike.

ENDS

Issued by Chris Leaman, Orchard PR, 01481 251251, christopher@orchardpr.com

Notes to editors:

Watching TV shows or movies on Netflix uses about 1GB of data per hour for each stream of standard definition video, and up to **3** GB per hour for each stream of HD video.

When the consoles launched in November, many UK telecoms providers reported large spikes in broadband activity. <https://www.bbc.co.uk/news/technology-54917363>

**About Sure**

[www.sure.com](http://www.sure.com)

Twitter: <https://twitter.com/SureIOM>

Facebook: <https://www.facebook.com/SureIOM>/

LinkedIn: <https://www.linkedin.com/company/sure-international>

Headquartered in Guernsey, Sure provides telecommunications and related services across the Channel Islands, the Isle of Man and in the British Overseas Territories of Ascension, Falklands, Saint Helena and Diego Garcia.

Sure provides fixed voice, mobile, broadband and Cloud services in the Channel Islands and Isle of Man. In the British Overseas Territories, Sure operates under exclusive licences with full-feature networks delivering voice, broadband data services and, in certain markets, TV.

The corporate division of the business, Sure International, specialises in offshore connectivity, enabling those companies that operate in the islands to reliably and efficiently connect and transact with their global partners.

Sure’s approach to business is based on its values of simplicity, trust, one team and customer-driven. The last of these values has resulted in annual multi-million-pound investments to provide customers with the best and latest services to meet their needs.

Sure is a member of the Batelco Group, a leading telecommunications provider to 13 markets spanning the Middle East & Northern Africa, Europe and the South Atlantic and Indian Ocean.