#

FINAL NEWS RELEASE

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**Sure records broadband usage spike on last bank holiday of 2020**

The last bank holiday of the year, Monday 28th December 2020, saw the greatest home broadband usage over the Sure Network in Guernsey in December, with 236TB of data used across the island (12.1GB per household). This was on average 25% more data than any other day in December.

Despite a huge increase in home broadband demand, Sure’s network met the increased demand and continues to have spare capacity.

Sure’s Chief Executive in Guernsey, Justin Bellinger, suspects the high data usage on the 28th 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.

Justin said: “Streaming services such as Netflix or Amazon’s Prime Video, which was showing two Premier League matches on the 28th, 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 of islanders needed to work and learn from home.

“Guernsey’s lockdown last year presented a challenge for our broadband network and I’m pleased to say that it passed with flying colours. We make a significant investment every year so that islanders have the best networks available to them and that’s proven to have benefited Guernsey once again over the festive season,” said Justin.

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/SureGuernsey?lang=en>

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

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.