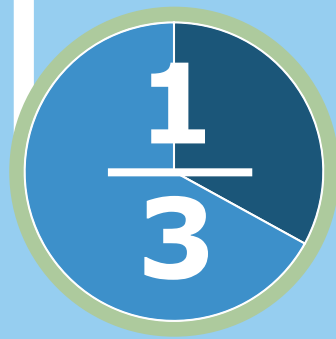
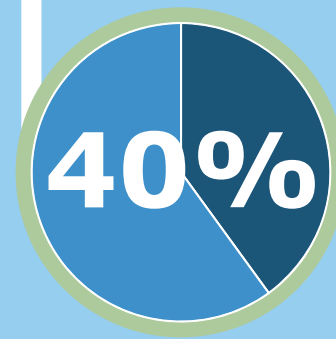


There is clear demand for multiplay services



One in three already has a multiplay bundle



40% are interested in multiplay bundles

Convenience and value for money cited as the greatest incentives

In 2014, smartphone users in the UK had an **average of 4.5 connected devices**

20% have heard of "triple-play" or "quad-play"



12% of BT broadband users would buy mobile from BT

Almost a quarter said they spent over **£100 per month** on media and telecoms



17% of Sky broadband users would buy mobile from Sky