


CUSTOMER SUCCESS STORY

O2 Customers Hear the Sound of Music

Unlimited music streaming

Stream tunes from selected music providers. 30GB tariff and above.

 Find out more



O2 customers receive unlimited music streaming on select plans

Select O2 customers receive unlimited music streaming on Spotify, Soundcloud, iTunes, Apple Music and Deezer. This unique offering enables subscribers to listen to their favorite songs whenever they want, without the fear of bill shock.

Backstage Pass

O2 leverages Sandvine's best-in-class traffic classification capabilities to accurately identify and measure streaming music traffic in real-time.

Sandvine's Quota Manager is used to ensure that music streaming doesn't count towards a customer's data normal allowance.

Turn it up to 11

Customers with an eligible handset on O2's 30GB or 50GB data plan receive an additional data allowance for music streaming services.

Offering an unlimited streaming music bolt-on is a great way for O2 to stand out from the crowd and delight their customers.

5-Star Platform

"Working with Sandvine since 2008 has brought us closer to understanding and acting on the needs of our customers, while improving revenue opportunities and the cost-effectiveness of our network"

-Telefónica

About Telefónica O2 UK

O2 UK, a subsidiary of Telefónica, provides 2G, 3G, 4G, and WiFi services to millions of subscribers throughout the United Kingdom.



Want to learn about unlimited bolt-ons? Visit www.sandvine.com