MedUX

MEDUX AWARDS & CERTIFICATIONS

BEST MOBILE EXPERIENCE SPAIN

Q3 2026

Movistar

3.97

COMBINED MEDUX EXPERIENCE SCORE · OUT OF 5

SOLE WINNER · +0.45 points over Orange · 95 % CI of the lead [0.40 ; 0.51]

MedUX recognises Movistar with the Best Mobile Experience award in Spain for the Q3 2026 period. The award is based on the MedUX Experience Score, which combines speed, latency, web browsing, social media, gaming and video into a single measure, as real users experience them.

Luis Molina
CEO, MedUX

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Measurement period: 1 Jul – 30 Sep 2026

MARKET ANALYSIS

MedUX Experience Scorecard · 80 % drive test + 20 % crowdsourcing · Movistar, Vodafone and Orange

COMBINED MEDUX EXPERIENCE SCORE

80 % controlled campaign + 20 % crowdsourcing · 0–5 scale



Leader's advantage over the runner-up: **+0.45** · 95 % CI **[0.40 ; 0.51]**, excludes zero: **sole winner**

MOST RELIABLE MOBILE EXPERIENCE

Separate award, outside the overall score · 0–5 scale



Sole winner on the combined result. The controlled campaign and crowdsourcing return different leaders: both readings are published

DATA & OTT

Data and over-the-top services · 0–5 scale



Sole winner on the combined result. The controlled campaign and crowdsourcing return different leaders: both readings are published

STREAMING

Video experience: resolution, start-up and stalling · 0–5 scale



Sole winner on both sources of evidence

VALUE FOR SPEED

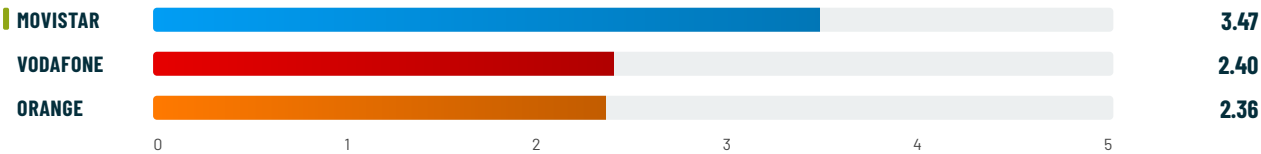
Throughput delivered on download and upload · 0–5 scale



Sole winner on both sources of evidence

ACCESSIBILITY

Network responsiveness · 0–5 scale



Sole winner on both sources of evidence

Brand colour: Movistar · Vodafone · Orange. The lime marker flags the leader of each block. In square brackets, the 95 % confidence interval of the score. MedUX declares a sole winner when the confidence interval of the lead over the runner-up does not include zero. The two sources observe different dimensions of the experience: a discrepancy between them does not by itself invalidate the result, but a material contradiction is investigated before certifying.

CONTROLLED CAMPAIGN

nearly 180,000

tests across 85 municipalities

CROWDSOURCING

nearly 9 million

measurements in the quarter

SOURCE WEIGHTING

80/20

campaign / crowdsourcing

AWARDS OBTAINED

6

national awards, all six as sole winner

MEDUX ACCREDITATION

Best Mobile Experience, Spain · Q3 2026

MedUX is pleased to recognise **Movistar** with the **"Best Mobile Experience, Spain · Q3 2026"** distinction, in accordance with the results of the independent evaluation of mobile quality of experience. The recognition refers to the overall mobile experience and does not, on its own, support claims of best network, fastest network, best coverage or best 5G.

This recognition is based on the MedUX QoE methodology and scoring model, which takes as its reference the good practice set out in **ETSI TR 103 559 V1.2.1**, which turn technical measurements into a synthetic quality-of-experience indicator. Each service combines a *qualifier*, which sets the minimum required for a satisfactory experience, and one or more *differentiators*, which reward performance above that minimum.

The analysis combines a national controlled measurement campaign carried out over **20 July – 26 September 2026** across **85 locations** and crowdsourcing measurement over **1 July – 30 September 2026**, with **9,102,699 measurements**. Each source is scored separately in the experience scorecard and the two are combined using the predefined weighting of **80 % drive test and 20 % crowdsourcing**. On that basis, Movistar achieves a **score of 3.97 out of 5** and a lead of **+0.45 points** over the runner-up, with a 95 % confidence interval of [0.40 ; 0.51] that does not include zero. The result is therefore certified as a **sole winner**.

The award combines a controlled measurement campaign, which guarantees homogeneous and directly comparable conditions between operators, with crowdsourcing measurement, which brings the real-user perspective across a far wider variety of locations, devices, times of day and usage conditions.

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METHOD AND SCOPE NOTE

Period: 1 Jul – 30 Sep 2026. **Benchmark universe:** Movistar, Vodafone and Orange, subject to the same measurement, data-quality and eligibility rules; no communication may imply a broader comparison.

Sources of evidence: a controlled drive-test campaign and crowdsourcing measurement, scored separately and combined with the predefined 80 %/20 % weighting. Observations from the two sources are not mixed at the level of the individual measurement: sample size determines statistical uncertainty, not the weight of the source. **Drive-test estimator:** two-stage hierarchical aggregation — each measured municipality contributes equally within its population environment, and the environments are calibrated to their official share of the national population — so that neither the number of locations nor the number of campaign days determines the result.

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