MedUX

MEDUX AWARDS & CERTIFICATIONS

BEST FIXED EXPERIENCE ALBANIA

Q4 2024

vodafone

Vodafone

4.26
MEDUX QOE SCORE · FIXED BROADBAND · OUT OF 5

4.26
MOS · SCALE 1–5

SOLE WINNER · +0.58 points over One

MedUX recognises Vodafone with the Best Fixed Experience award in Albania for the Q4 2024 period. The award is based on the MedUX QoE 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: Sep – Oct 2024

MARKET ANALYSIS

MedUX QoE Scorecard · fixed broadband · wired in-home probes · Vodafone and One · 516,250 tests

MEDUX QOE SCORE

Fixed broadband · accessibility, speed, video and Data & OTT · scale 0–5



Leader's advantage: **+0.58** points, well above the edition's co-leadership threshold: **sole winner**

RELIABILITY

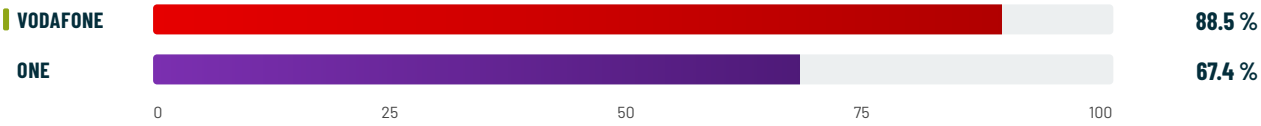
Standalone award · success across all tests and services · scale 0–3



Sole winner. Vodafone leads the success rate in 7 of the 9 tests; One only in video

DATA & OTT

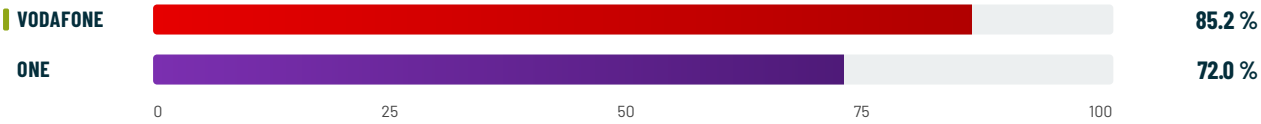
55 % of the score · gaming, browsing, social media, HTTP and cloud · % of maximum achievable



Sole winner. The widest gap is in gaming (MOS 3.27 vs 1.44), driven by One's success rate against game servers

ACCESSIBILITY

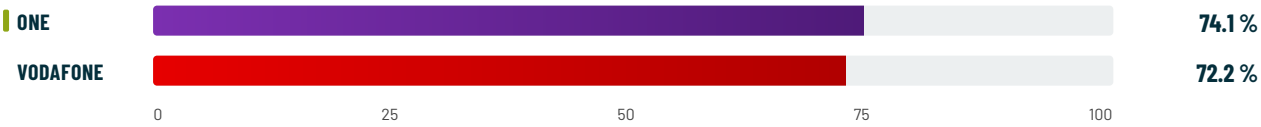
5 % of the score · latency and network responsiveness · % of maximum achievable



Sole winner · average latency of 19.57 ms vs 32.54 ms

VALUE FOR SPEED

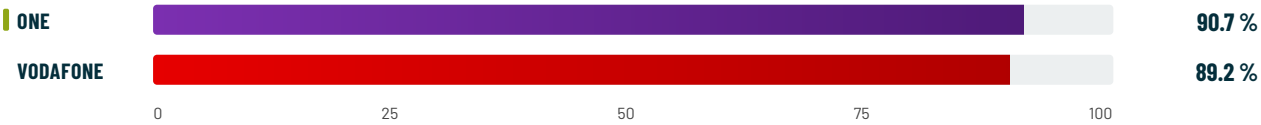
20 % of the score · multi-thread speed against the contracted plan · % of maximum achievable



Award to **One**: it delivers on average 97.24 % of the contracted speed, vs 91.02 % for Vodafone

STREAMING

20 % of the score · resolution, start-up and stalls · % of maximum achievable



Award to **One**, by 1.7 %: equivalent resolution and stalls, higher share of successful plays

Brand colour: Vodafone · One. The lime marker flags the leader of each block. Edition rule: MedUX declares co-leaders when the gap between operators is less than 0.5 % of the category leader's score; above that threshold, a sole winner.

MARKET STATISTICS

Publishable measured values · MedUX HOME probes connected over Ethernet · same protocol and same servers for every operator

TESTS
516,250
over 4 weeks · Sep–Oct 2024

PANEL HOUSEHOLDS
87
MedUX HOME probes over Ethernet

COVERAGE
8
regions · 62 % of the panel in Tirana

AWARDS WON
4
of 6, all 4 as sole winner

AVERAGE LATENCY

ms · lower is better



SPEED VS CONTRACTED PLAN

average · % of plan · multi-thread test



HTTP DOWNLOAD

average · Mbit/s · also reflects the panel's plan mix



HTTP UPLOAD

average · Mbit/s



GAMING · AVERAGE LATENCY

ms · lower is better



WEB BROWSING · LOAD TIME

average · ms · lower is better



CLOUD · DROPBOX DOWNLOAD

average · Mbit/s



VIDEO · SUCCESSFUL PLAYS

% of YouTube tests completed



The lime marker flags the best result for each indicator. Where the scale is inverted, the shortest bar is the best result. All values are computed with the same quality filters and the same test servers for every operator compared.

MEDUX ACCREDITATION

Best Fixed Experience, Albania · Q4 2024

MedUX is pleased to recognise **Vodafone** with the **"Best Fixed Experience, Albania · Q4 2024"** distinction, in accordance with the results of the independent evaluation of fixed broadband quality of experience. The recognition refers to the overall fixed experience and does not, on its own, support claims of best network, fastest internet or fibre, or best delivery of the contracted speed.

This recognition is based on the MedUX QoE methodology and scoring model, aligned with international standards such as **ETSI TR 103 559 V1.2.1** and **ITU-T P.800.1**, 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 covers measurements from **September – October 2024 (4 weeks of data)**: **516,250 tests** run automatically and continuously by MedUX HOME probes connected over Ethernet to the router of **87 panel households** in 8 regions of the country (62 % of the panel in Tirana). The wired connection isolates the result from in-home Wi-Fi: what is measured is the fixed service as it reaches the customer. On that basis, Vodafone achieves a **score of 4.26 out of 5** and a lead of **+0.58 points** over One, above the co-leadership threshold in force for the edition (a gap of 0.5 % of the leader's score). The result is therefore certified as a **sole winner**.

The award is determined on a panel of probes installed in real customers' homes, which continuously and automatically measure the fixed connection as the customer receives it, free of in-home Wi-Fi and device variability.

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CEO, MedUX

METHOD AND SCOPE NOTE

Period: Sep – Oct 2024. **Benchmark universe:** Vodafone and One, subject to the same measurement, data-quality and eligibility rules; no communication may imply a broader comparison.

Evidence source: a panel of fixed probes in real customers' homes, wired to the router and running an identical test protocol for every operator: latency, HTTP download and upload, multi-thread multi-server speed test against the contracted speed, cloud-storage download, web browsing, social media, gaming and video. Each operator is measured on its own mix of lines, following the AKEP distribution: One's panel combines FTTH and xDSL (13 % basic lines below 30 Mbit/s), while Vodafone's is entirely ultra-fast FTTH/HFC. The score compares the experience of the two customer bases as they are, not equivalent technologies. **Score:** each service is scored with a *qualifier* and one or more *differentiators* and aggregated with the edition weights: Data & OTT 55 %, speed against the contracted plan 20 %, video 20 % and accessibility 5 %. **Award rule for the edition:** operators whose gap is less than 0.5 % of the category leader's score are declared co-leaders; above that threshold, a sole winner. This edition's protocol did not include resampling confidence intervals, so this certificate does not publish one.

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