MEDIA RELEASE

Going Once, Going Twice, Sold For 1.5 Gigabytes
The world’s first online auction powered by unused mobile data launched

- More than 26 million GB of unused data lost every month by Australians
- Top auction items include a week’s vacation on a private island

Australia, Sydney, Tuesday 26 April – Australia is a nation of data losers, with those surveyed as part of new research revealing they lose more than half (67%) of the mobile data they pay for each month.

Conducted by Virgin Mobile, the research found that of the average 3GB of data the respondents paid for as part of their monthly postpaid plan, just under 2GB is lost and taken back by their telco. With 13.4 million Australians owning smartphones, this means potentially up to 26.8 million gigabytes of mobile data are being taken back from consumers every month.

With the 2GB of unused data that is typically being lost each month, these consumers could be:

- Sending or receiving 40,000 emails
- Spending 13 hours browsing the web
- Streaming 2.8 hours of video content
- Video chatting for 4 hours with friends and family
- Streaming 814 songs on Guvera, our music streaming partner

In light of this, Virgin Mobile is turning Australia’s biggest data losers into the biggest winners by launching the world’s first online auction powered by unused mobile data.

1 Survey of 1,004 respondents conducted by Pureprofile on behalf of Virgin Mobile 18 April 2016
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As the only mobile provider in Australia to offer Data Rollover on Postpaid plans, Virgin Mobile is bringing down the hammer on other telcos stealing back their customers’ unused data at the end of each month.

A reflection of its pledge to make mobile better, Virgin Mobile is sticking up for consumers by giving their unused data – the data they paid for – a second chance, as bidding currency in a unique auction of 30 exciting items over 30 days.

From new phones to drones, music tickets to Mardi Gras, and even a holiday to one of the most exclusive locations on the planet in Wadigi Island in Fiji, the world-first auction ensures that winners aren’t left empty handed at the end of their billing cycle.

The one-of-a-kind experience is being hosted on Virgin Mobile’s Facebook page now, with one item listed nightly between 7pm and 8pm AEST until 15 May 2016.

Philippa Durant, Head of Brand & Customer Marketing at Virgin Mobile Australia, said: “Terabytes upon terabytes of unused mobile data are being taken back from consumers every month by other telcos.

“At Virgin Mobile we don’t think it’s fair that something they’ve paid for is snatched away – they should get a second chance to use it and what better way than through a unique auction that offers the opportunity to live like Sir Richard Branson on your own private island.”

**How to Participate**

**What you bid with?**
Your unused data – the amount of unused data you have left on the last day of your billing cycle is your bid.

**How do you bid?**
On Facebook – to bid, just show how much unused data you had leftover on your recent bill as a comment in the auction post.

**Can you only bid once?**
More than once – you can bid any day of the auction as long as you have proof of the amount of unused data you had left on the last day of your monthly billing cycle.

**Who wins?**
Highest bidder wins – the person who bids the highest amount of unused data by the end of the daily auction will win the prize for that day. If
there are multiple bids of the same amount, the winner will be the person who placed their bid first.

To follow or participate in Virgin Mobile’s ‘Data Auction’ visit its Facebook page.

ENDS

Notes to Editors:
The major prize is a trip for two people to Wadigi Island in Fiji, valued at up to AU$40,000. The prize includes two return economy airfares to Wadigi Island and seven nights’ accommodation at Wadigi Island.

About Virgin Mobile Australia: Making Mobile Better

Virgin Mobile launched in Australia in 2000, based on Richard Branson’s belief that we could do mobile better. Better for you, and better for our planet. We’ve been rocking the boat ever since, and we’re not stopping now, because it’s just how we work. Innovative products and a commitment to great value for money are in our DNA.

Just look at Data Rollover: in an Australian-first innovation, we rescue your unused data and roll it over to the next month on all new Postpaid mobile plans, so now you don’t lose what you don’t use. We also roll over your unused calls and text: hey, you paid for it, so we figure you deserve a second shot at using it.

We also think you should be able to call or text your friends and family on our network within Oz as much as you like. So if you’re on a Postpaid plan, you can. Voicemail is free within Oz too, because answering the phone should be your call. And backing all this is the power of the Optus 4G Plus network, which just keeps getting stronger, and allows us to focus on what’s most important – you.

Best of all, because people and planet matter to us, we’re turning your mobile phone into a force for good. We’ve already tasted success with #mealforameal, our initiative to turn your social food pics into a feed for someone in need, and there’s plenty more where that came from!

We’re Virgin Mobile, and we’re making mobile better.

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