

**VERIZON  
UP TO SPEED LIVE**

**February 9, 2024 12:00 PM ET**

>> We're Verizon of course we're in Las Vegas for the Big Game.

>> We're Verizon, of course we're out here in full force testing and prepping the network.

>> We're Verizon, of course we're creating the best experiences for our customers and NFL fans.

>> We're Verizon of course we're giving customers a chance to experience all the excitement.

>> We're Verizon.

Of course we're surprising an 86-year-old customer with tickets to the Big Game.

>> We're Verizon.

Of course we're excited for the Big Game.

Whoo!

[MUSIC PLAYS].

>> JEN MARIN: What a way to open the show.

Oh, my goodness Jess looks like she's having a blast in Vegas.

>> RAQUEL WILSON: I love that, oh, my gosh well we are having our own little party over here.

Cheers.

Folks, we are two days away from the biggest night in football.

And we want to dive right into the show by kicking things back to Jess in Vegas whose got a roster of special guests, Jess, take it away.

>> JESS: Hey, everybody.

[APPLAUSE].

>> JESS: There is some serious Vegas energy in here.

We have taken over the Jimmy Kimmel Comedy Club.

It is now Verizon Live.

So many events in here all week long we have some special guests we have

Joe, Kyle, Leslie and Hans and Matt Carr and the entire Frontline Team, Test Force, the retail folks.

Tell us the excitement around having your team out here in one of the biggest weekends of the entire year.

>> Here is what we're excited about.

This weekend is no different than any other weekend for us we just get to show everybody how good we are.

[APPLAUSE].

>> MATT CARR: There's three things I want to say we by far have the best network I went to the Command Center yesterday unbelievable team they are prepared for this weekend prepared to go.

No. 2 we have by far the best Sales Team, SMB and consumer.

[APPLAUSE].

>> MATT CARR: And No. 3, we have better promos, you know, Kevin calls Frank the wizard.

He is the wizard and he's given us the best promos we have ever seen since I've been here in 27 years but it doesn't really matter what I think.

What do you guys think?

[Cheers and applause].

>> JESS: Thanks, Matt, awesome.

So before we get into it we just want to show you guys all the amazing things we've been doing this week.

So let's roll the video.

>> We're in Vegas, baby.

It's the Big Game.

And Verizon is the network football fans and America relies on.

Let's go.

Man, do we know how to make an impression we took over the Jimmy Kimmel Comedy Club.

And rolled out the red carpet.

As only Verizon knows how to do.

Test Force was out in full force.  
And our retail teams, they always bring their game.  
Even made an impact in the community.  
Our small business grant made a huge difference.  
From teaming up with Gooder and a local dream program to introduce the next  
generator of reporters.  
Command Center, check.  
Emergency mobile assets, check.  
The best network on the strip.  
Check.  
Check.  
Check.  
Viva Las Vegas or should I say Viva Las Verizon.

[Cheers and applause].

>> JESS: Viva Las Verizon.

That was great.

Wow.

Everyone has been very busy.

And I want to toss it now to Hans.

To give us some comments about the weekend ahead and all of the work we  
have done out here in Vegas, Hans.

>> HANS VESTBERG: Thank you, great to be here.

It's crazy.

[Cheers and applause].

>> HANS VESTBERG: I'm just going to start by thanking you all here in  
Las Vegas of course the V Teamers but especially to all of you here that have  
prepared the network.

Selling the network.

Meeting our customers.

It is a big showup for us.

I mean Super Bowl is the biggest sports event in the United States by far.

We are showing up here at a very, very important event but it's just a long  
journey we have.

We've been working with NFL for over a decade.

We have been to all of the stadiums with private networks but not only that seeing we're at capacity and I think some of my colleagues will talk more about it but I'm proud of what we're doing in the networks and how we're showing up with NFL.

But not only that, it's also a time for us to see the -- to show our brand.

And I guess Leslie will talk a little bit more about that because if you go around in Las Vegas and you see what we're doing here it's just pumping out Verizon, which I think is just amazing.

Because our customer base is actually very much glued to the sports and NFL.

And this morning we actually released our Consumer Connect report.

That's the first report where we actually take data in a good way.

Meaning particularly with privacy.

And to share with the world what we see in the network.

And I'll give a couple of stats which we saw in the first report.

Because three sections the first section is actually about the NFL.

Almost 50% of all fans going to stadiums during this season has been Verizon customers.

47%.

To be exactly.

That's enormous that almost every second fan going to one of the 30 stadiums is a Verizon customer.

They also increased the usage of the network with almost 50%.

47% growth in the network between this season and previous seasons.

So clearly we see how important it is not only being in the stands and look at the game but also being connected.

Uploading, downloading, sending messages I think it was 8 million calls, as well so a lot of people are calling during the event.

But it's a way for us to show how we understand the network.

And then how we build the network.

Because all that data is telling us what our customers, the fans are using the network.

So very excited about that.

We'll talk about it through the day.

Already started in the morning on TV but going through the day but just showing how important our customers are and we try to understand how they use the network.

Almost 50% of all users on the network is going to video that would be everything from TikTok to YouTube or streaming service so 50% which Joe is building in the network is actually capturing some sort of video enabled. That's also enormous then we also know huge investment here but we've done huge investment in network across the country in order to see that we can meet them.

So I'm very excited to be here.

We're just kicking it off and I would like to thank everybody here but also the V Teamers out looking at Up to Speed.

Just coming to see that you're excited what's going to happen this weekend.

And we're not going to tell you what's going to happen on the Super Bowl ad we have but if you miss it I'm sorry for you.

It's going to be great.

It's going to be great.

[APPLAUSE].

>> HANS VESTBERG: Maybe Leslie will tell you.

>> LESLIE BERLAND: First of all I can tell you, you definitely will not miss it.

It will be everywhere.

I hope for all of you watching I hope you can feel the energy in this room right now it is 9 something and the energy is absolutely palpable so first of all, thanks to all of you.

[APPLAUSE].

>> LESLIE BERLAND: Thank you.

And a huge thank you to the Marketing Team I think to Hans' point we're literally everywhere.

We are on the ground.

We're on digital.

You can literally see us from the sky.

You cannot miss us.

And to me this is the most powerful and vibrant manifestation of the brand.

The electricity.

The energy.

The swagger.

We power what people love and what they are excited about in their lives.

So at every single type of point whether you're here on the ground whether

you're watching anywhere you are across the country you will see this come to life I think also just the care for our customers, the care for our partners. We're spending tons of time with partners and collaborating the NFL is incredible the partnership we have with them it's not just a sponsorship it's deep it's a 360 innovative partnership that keeps pushing further and further what I love most about what we're doing this year and I haven't been here years past with Verizon is there's so much new.

This is new.

Every single part of the programming is new.

How we're showing up is new.

Who we're bringing forth is new how we're rolling out our advertising is new so I could not be more excited I want to say thank you big thank you to the Marketing Team everywhere that you are, those that are here and those that are back at home cheering us on.

But stay tuned.

[APPLAUSE].

>> KYLE MALADY: All right.

So for me, the Super Bowl has changed for me over time.

You know as a kid you're growing up watch football this is the biggest thing of the year in sports and all of that now for me this is the biggest day for Verizon we show up and show off now it's changed for me we fly in yesterday and we could just see this place is enveloped by Verizon I walk around and I talk to all of you guys I talk to our employees, our colleagues and the pride that we have and the network that we have built here and how we're going to show up.

The confidence.

We're not worried that people are going to use their phone inside the venue we want them to because they are going to see how good we are and that manifests itself out throughout the whole country so every year we focus on wherever the Super Bowl site is and we get to show off what we do.

So everybody is showing up.

I'm super excited for it.

It helps the brand.

It helps us sell.

Get out there.

Be proponents of the brand and just show your pride.

Listen, guys, we talk a lot about coast-to-coast communication.

Yeah, that's super cool but think about everything else that we're powering around here.

You have the first responders out there.

You have small-medium business running their shops, you have our consumers coming to the game everybody has different use cases we need to support it all this guy and his team have built an unbelievable network and people should feel confident and be super excited so show it off, show the pride.

We own this thing.

And I look forward to seeing what kind of sales we make after we're done with this thing.

[APPLAUSE].

>> JOE RUSSO: Kyle I can echo some of those statements first thing I got a ton of folks from the Network Team who have been busting their hump. Everybody stand up.

Give it up.

Stand up.

Let's hear it.

All right.

[APPLAUSE].

>> JOE RUSSO: Thank you, guys, so much for all of the -- I heard my team competing about how many thousands of steps they got every single day. Testing the network I think I heard 23,000 steps yesterday.

Unbelievable the way that we show up and show the power of our network.

And the performance that our customers demand to stay connected.

As Kyle said, we have so many different customers that are relying on us.

Not only here in Vegas but around the country.

And the thing I love about the Super Bowl is it gives us the opportunity to take all of the great technology that we have and showcase it in one place.

This team has been working for three years to triple the capacity in this area for this weekend.

That's not just happening here in Vegas.

That's happening all across the country so that our customers can stay connected.

And do things they could never do before.

When you get hundreds of thousands of people, businesses, first responders, who are all using the power of our wireless network. So a special shoutout and thank you to you all.

And I can't wait to see what's in store for this whole weekend.

Thanks.

[APPLAUSE].

>> HANS VESTBERG: I would like to ask Joe a question.

>> JOE RUSSO: Uh-oh this is unscripted here we go.

>> HANS VESTBERG: Everything is unscripted anything can happen so just be prepared.

No, one thing even though we talked a lot about it this is the first Super Bowl we also have the private network from coast to coast.

The importance of that, that it's working.

Because if that's not working, it's enormous.

>> KYLE MALADY: Yeah but that's why they chose us to do it because we have gone through the whole season thanks to everybody working on coast to coast knock on wood this hasn't been a problem we have the tech we put it through its paces we didn't just do it in the 30 stadiums in the United States we did it internationally, too, the games that were international they used our technology here is the thing, though, once again it's back to the proof of what we do.

So the NFL needed to modernize what they do, how they do their business.

We helped them do it.

But we help thousands of businesses throughout the United States do the same thing the same reliability that we talk about here for the NFL we give to every single customer but now is the chance to show it off one other thing I want to give a shoutout to I just saw a screenshot of a speed test that we did 5.3 gigabits per second.

Hold on a second that's a big number there's nobody in the world who can do that.

Only us.

Right now.

We're the only one.

[APPLAUSE].



>> JOE RUSSO: I'll echo because yesterday I was on the phone with the CIO of the NFL doing our final checks we were a little nervous but two things one is he couldn't thank this Verizon team enough for the way we show up. And he certainly had complaints about a lot of other vendors and partners that he deals with.  
Nothing but praise for this team.  
And our readiness for this weekend that they rely on so much.  
To Kyle's point.  
The other thing is, he immediately was talking about next year and all the things he wants to do next year.  
Right?  
So it's all about building the brand.

[APPLAUSE].

>> JOE RUSSO: And getting that.

>> HANS VESTBERG: I think about it how we -- and I just want to frame this in the strategy that we're doing with sports.  
First of all, our customers are into the sports and first responders and all of them.  
So that's of course important.  
But also how we actually over time have been signages on stadiums, that's what we had.  
Now we sell technology -- not only do we sell technology to the leagues to the stadiums, we have totally changed the mode and on top of that we extend our relationship with the brand.  
I mean, the Marketing Team, Leslie and the team have done this around the playlist for example.  
Where basically all of the 32 teams have done their playlists.  
So we take this to another level.  
So this is not only about putting up a signage, we are Verizon.  
We like that.  
But it's much more today.  
We build and sell technology.  
We use it for our customers.  
We do it locally here in Las Vegas.  
We do a lot.

I also know we do a lot in Kansas and a lot in San Francisco because apparently they are playing in the game.

I don't know.

[CHUCKLES].

>> HANS VESTBERG: This is a much more crafted strategy that sometimes we had from 10 years ago where it was a Verizon stadium and you two will remember it.

We wouldn't because we're new.

[CHUCKLES].

>> HANS VESTBERG: How we have changed it.

And I have to thank all of you all the way from marketing, Consumer Group, Business Group, and technology how we have shifted this to be a revenue-generating partnership rather than, hey, okay we can have the signage that's great.

Everybody knows Verizon in the United States.

I mean the recognition is I don't know something 99% brand recognition.

It's more about what we can do for our customers and for our partners.

And I see this as Joe said, it's manifested today because you see everything you want.

You usually don't see it.

And I have the chance to talk about everything around the playlist what we do with the Sphere what's happening with the technology how we try to sell what type of models we have.

So I think this is sort of an evolution that's just starting we can do so much more you can hear it from the three panelists together with me, of course Sampath would have the same opinion that we can continue to leverage this in a great way.

But you guys in this room and all the V Teamers, you are part of that delivery. It's more than sort of a signage for me it's a strategy, it's a business strategy.

>> KYLE MALADY: Agree, that's awesome.

>> HANS VESTBERG: Are you okay with that should we have it back or do we say something more.

>> KYLE MALADY: I've got nothing.

Let's get on.

We need to get to work.

Sell, sell, sell.

>> HANS VESTBERG: Okay.

Thank you.

[APPLAUSE].

>> JESS: Thank you.

Well said, I've had a great time, team, it is true you cannot go anywhere without seeing Verizon.

We are everywhere.

And thank you so much for all of your hard work.

The people, the network, we are the best.

Now, who are you guys rooting for this weekend?

Who have you got in the game.

>> (Off microphone).

[APPLAUSE].

>> JESS: All right back to you Jen and Raquel, thank you, thanks, everybody.

[APPLAUSE].

>> RAQUEL WILSON: What a blast listen we all feel your pride we're feeling it here, as well and clearly there's a lot of back and forth about who will take home the Vince Lombardi trophy and V Team we want to thank those of you who took a moment to participate in that very poll on our Inside Verizon Slack channel.

>> JEN MARIN: Yeah we asked for your predictions and it was close but the majority of the votes were in favor of Kansas City.

>> RAQUEL WILSON: Boo.

That's all right.

Okay, well, in a little bit we're also going to share two more ways that you can win some fun prizes.

But first I want to turn the attention to another huge reason to tune in this weekend, the commercials.

>> JEN MARIN: Yep.

They will make you laugh, cry, maybe even both at the same time.  
And team, this year Verizon has three commercials.

>> RAQUEL WILSON: Be on the lookout for our Verizon commercial and if you haven't had a chance to watch the tease we dropped on Verizon's Instagram handle be sure to check it out there's been a couple of rumors around who the star is besides our network of course.

>> JEN MARIN: Uh-huh, of course, now we're also excited to share that we'll be running two commercials in Spanish during Univision's Spanish language telecast of the game one is a Verizon commercial and the second will be for our Total By Verizon value brand.  
(Speaking in language other than English).

>> JEN MARIN: Two commercials this year.  
You cannot miss it.

>> RAQUEL WILSON: All right.  
I can't wait to watch those and Jen I will be texting you for translation.

[CHUCKLES].

>> RAQUEL WILSON: V Team that brings us to another way to win a prize we know these commercials will strike a chord with many of you we want to know who you'll be texting when they do I know Jen is someone I text but who is in your Super Bowl group chat for a chance to win an awesome prize.

>> JEN MARIN: Family here is another cool way to get in on the commercial fun did you know you can actually register to vote for your favorite Super Bowl commercials it's a great way to make your voice count as a consumer so here is a quick tutorial of how you can register.

>> Hey V Team the Big Game is almost here and we need your help to make sure Verizon is No. 1.

It's time to get excited for the game.

The parties.

And of course the commercials.

And this is where we need you.

USA Today Ad Meter has become the industry leading tool used to measure public opinion surrounding ads from the Big Game we need your support to make sure Verizon takes the top pod it's super easy go to

admeter.USAtoday.com to register.

As soon as the commercial is done it gets added to the platform cool right but here is the important thing you won't be able to vote for the Verizon ad until after the game so register now but you need to head back to Ad Meter once you see it in order to vote for it and make sure you vote for every eligible ad otherwise your votes won't count it will remain to 1 a.m. Eastern Time and the winner will be announced Monday February 12th we already know the V Team is Unstoppable together let's make sure the Verizon ad is on top Monday morning.

>> RAQUEL WILSON: All right super cool I know I'll be voting team stay up to date with more exciting updates be sure to follow our social handles on @verizon and @insideverizon.

>> JEN MARIN: Team we're excited to share you can now also follow the newest social handle @tuVerizon which translates to your Verizon for all of the latest happening en Espanol go follow us now and check out our post featuring my fellow Colombian J Balvin who teased a huge supplies what will it be. You have to tune in to find out.

(Speaking in language other than English).

>> RAQUEL WILSON: So many surprises.

All right folks we hope you enjoyed today's episode and we want to encourage you to head over to the Verizon LinkedIn page at 10:30 a.m. Pacific Time where Hans will be joined by Eli Manning and the new Head Coach of the Los Angeles Chargers Jim Harbaugh for an exciting conversation ahead of the big game.

>> JEN MARIN: You will not want to miss that we'll share a link for easy access in today's story.

And with that, happy Super Bowl weekend, V Team.

>> RAQUEL WILSON: Until next time.

>> You're up to speed.

[MUSIC PLAYS].