

01/28/2025

# Barometer of mobile Internet connections in Israel

01/01/2024 - 12/31/2024



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nPerf**

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**nPerf Network  
assessment**

### Expert in the telecom network optimization

nPerf is an independent French company based in Lyon (France). For over a decade, nPerf has been a trusted partner for both fixed and mobile operators, providing comprehensive network testing solutions and analysis. Our mission is to accurately measure, evaluate, and enhance the understanding of Internet connectivity around the world.

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 **300k+** tests daily worldwide.

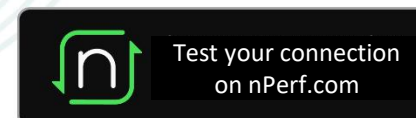
 **26Md+** coverage scans in total.

 **3k+** servers all around the world.

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### Test your Internet connection with nPerf!

nPerf allows you to test the quality of your fixed, mobile, or Wi-Fi Internet connections up to 10 Gb/s! Download our app or visit our website!



## 2. Executive Summary



The subscribers of Cellcom and Partner enjoyed the best mobile Internet performances in 2024.

Mobile Internet connections in Israel

|                            | Cellcom | HOT    | Partner | Pelephone |
|----------------------------|---------|--------|---------|-----------|
| ▼ Download bitrates (Mb/s) | 74,40   | 76,35  | 114,42  | 96,46     |
| ▲ Upload bitrates (Mb/s)   | 17,16   | 13,34  | 15,12   | 19,24     |
| ◀▶ Latency (ms)            | 34,90   | 33,38  | 31,92   | 39,27     |
| 🌐 Web browsing (%)         | 46,18   | 42,26  | 43,83   | 45,12     |
| 📺 Youtube streaming (%)    | 82,80   | 77,52  | 79,73   | 78,19     |
| 📊 nPerf Score (nPoints)    | 73 243  | 67 581 | 74 784  | 71 765    |

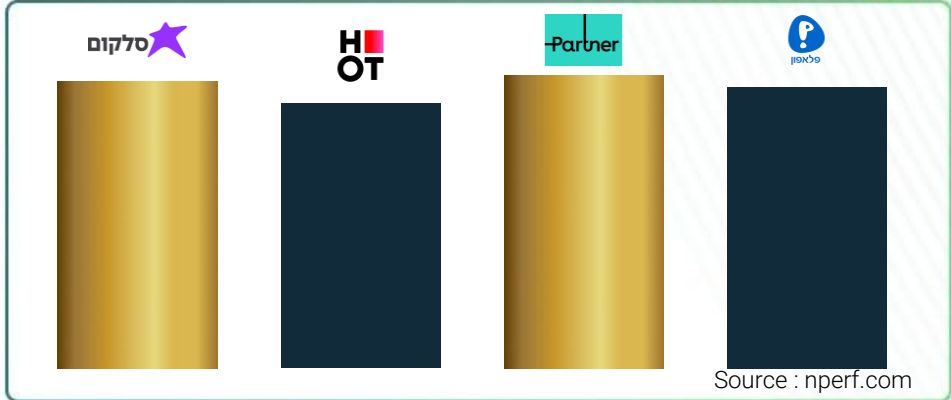
Source : nperf.com



Best mobile Internet performance  
in 2024



Source : nperf.com



Source : nperf.com

The subscribers of Partner enjoyed the best 5G Internet performances in Israel in 2024.

5G mobile Internet connections in Israel

|                                                                                                            | Cellcom | HOT    | Partner | Pelephone |
|------------------------------------------------------------------------------------------------------------|---------|--------|---------|-----------|
|  Download bitrates (Mb/s) | 214,64  | 269,77 | 329,93  | 199,27    |
|  Upload bitrates (Mb/s)   | 30,41   | 31,20  | 34,77   | 33,05     |
|  Latency (ms)            | 23,04   | 25,93  | 21,72   | 30,03     |
|  Web browsing (%)       | 60,30   | 53,48  | 59,09   | 54,19     |
|  Youtube streaming (%)  | 88,35   | 81,49  | 88,26   | 81,84     |
|  nPerf Score (nPoints)  | 106 067 | 97 349 | 111 708 | 93 245    |

Source : nperf.com

### Introduction

In 2024, the focus on mobile technology, particularly 5G, has seen new leaders emerge. The 5G focus winner for this period is Partner, showcasing a significant increase in performance compared to previous assessments. The market co-leaders are Cellcom and Partner, both demonstrating strong competitive standings in the market. The achievements in key performance indicators (KPIs) such as Download speed, Upload speed, Latency, Browsing, and Video streaming highlight the dynamic and evolving nature of the telecommunications sector. Specifically, Partner has excelled in Download speed and Latency, while Pelephone leads in Upload speed. The positive trends and strengths in the market are underscored by advancements in 5G technology and improvements in overall network performance.

### **Cellcom: Co-leader of the market and domination in Browsing and Video streaming**

For the period analyzed, Cellcom shares the market leadership with a focus on exceptional performances in Browsing and Video streaming. With a strong global score, Cellcom maintains its competitive edge, particularly in the Video streaming category where it holds a leadership position. Despite not leading in Download or Upload speed, Cellcom's consistency in providing quality service is evident in its robust browsing and streaming capabilities.

### **HOT: Solid in Download speed**

HOT has shown good improvement, particularly in the Download speed where it achieves competitive speeds. Its overall market score reflects a strategic focus on enhancing download capabilities, contributing to an improved user experience.

### **Partner: Co-leader of the market with exceptional performance in Download speed and Latency**

Partner stands out as a co-leader in the market for the period Q1 2024 to Q4 2024, with notable dominance in Download speed and Latency. Its leadership in these categories demonstrates its capacity to provide high-quality mobile internet services, reinforcing its position in the telecommunications sphere. Additionally, Partner's success in the 5G focus underscores its role as a pioneer in advanced mobile technologies.

### **Pelephone: Excellence in Upload speed**

Pelephone distinguishes itself with excellence in Upload speed, showcasing enhancements in this critical KPI. While not a market leader, Pelephone's focus on improving upload speeds is a testament to its dedication to service quality and customer satisfaction. This strategic emphasis on upload performance positions Pelephone as a strong competitor in the mobile internet landscape.

### Conclusion

The market for Q1 2024 to Q4 2024 is characterized by dynamic shifts and the rise of new leaders. Cellcom and Partner emerge as co-leaders, each excelling in different aspects of mobile internet performance. Key victories in KPIs and the focus on 5G technology highlight the competitive and innovative nature of the current market. The positive outlook for the telecommunications sector is driven by continuous advancements and the robust capabilities of leading operators.

## 4. Methodology



nPerf provides a free application to assess Internet connection quality via its website and mobile apps (Android, iOS). Daily, thousands of people rely on nPerf for speed tests in their country, contributing to a comprehensive crowdsourced database covering all operators.

The study employs a strong filtering method to reflect real customer experiences on a specific network (mobile or fixed line). Measures are taken to prevent probes and measurement robots from affecting the results.

We assess:

### ▼ Download bitrate

Indicates the amount of data your connection can receive in one second from the nPerf server. The highest the measured value, the best is the bitrate of your connection.

### ▲ Upload bitrate

Indicates the amount of data your connection can send in one second to the nPerf server. The highest the measured value, the best is the bitrate of your connection.

### ◀▶ Latency (ping)

It indicated the delay a small packet of data requires to make a round-trip from your computer to the nPerf server. The shorter the delay, the most reactive your connection is. The main is the minimum value

### 🌐 Browsing performance

The browsing test assesses the load time of the fully loaded pages, including images, javascript, CSS, and fonts, for the five most popular sites. This indicator reflects the perceived quality by the user.

### 📺 Streaming performance

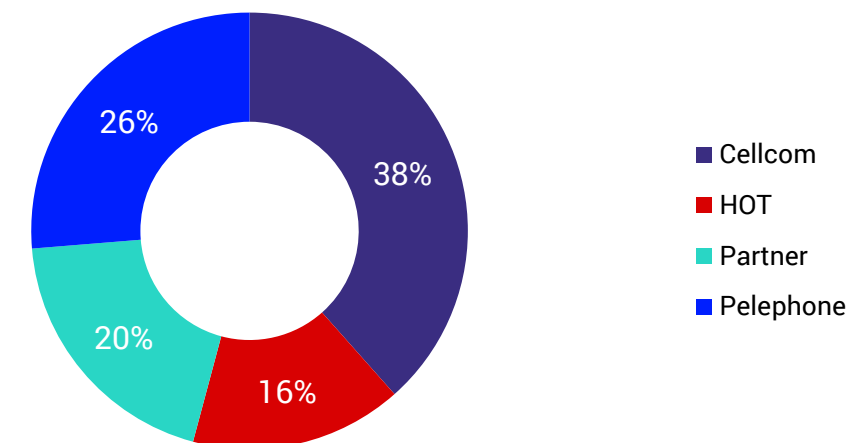
The video streaming test gauges the load time of a fully loaded video in three resolutions on YouTube, considering stalls during playback. This indicator reflects the perceived quality by the user.

Statistical precision is crucial in accurately determining winners. At nPerf, we prioritize test quality, precise reporting, and transparency. Analyzing a large volume of tests in this study, we've achieved 3% precision for absolute values, highlighting the reliability and accuracy of our data.

For a more comprehensive understanding of the user experience, our report features test results during both Busy hours (6 PM to 11 PM) and Idle hours (the rest of the day). Busy hours, marked by network strain, can impact user experience through congestion. This approach helps in understanding how network performance fluctuates throughout the day.

We only include national Internet service providers with test share above 5% share. The chart below shows the overall test distribution for each service provider.

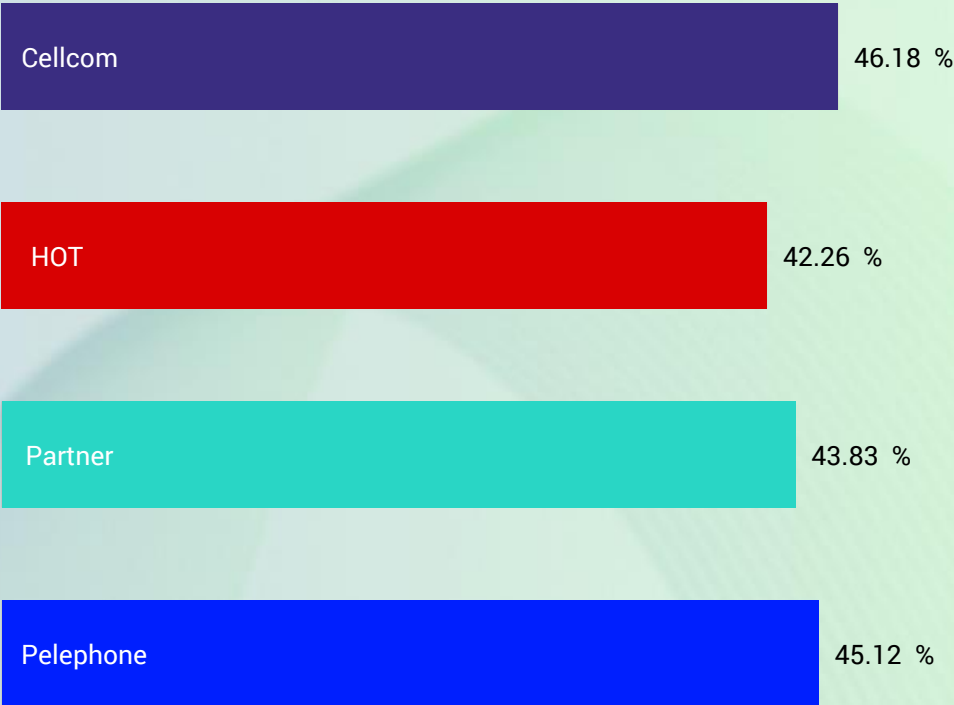
Overall distribution of the tests per provider (ISPs Share)



Source : nperf.com



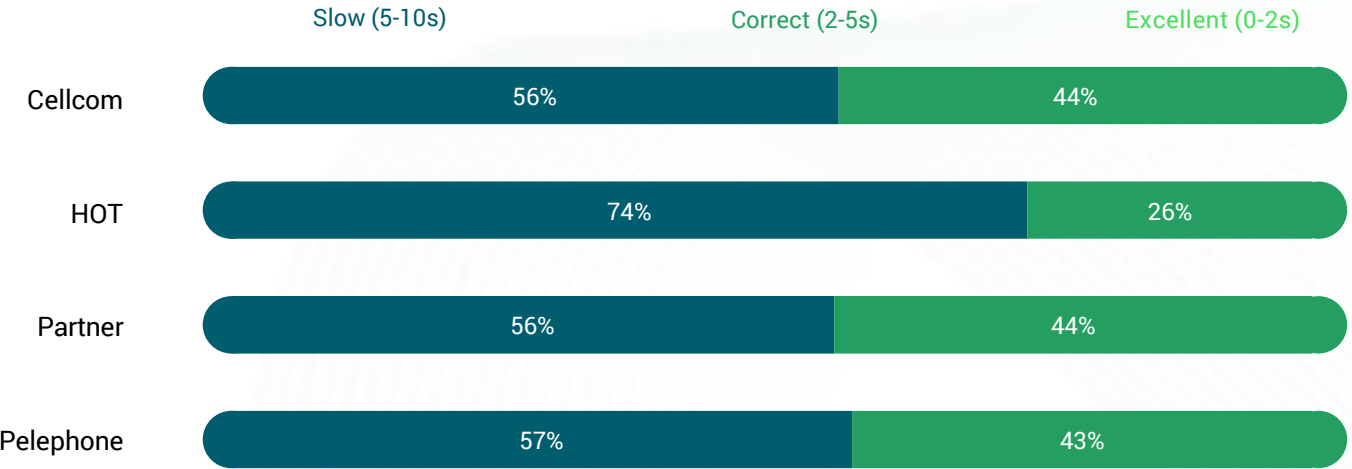
Browsing Performance rate (average)



Source : nperf.com

The subscribers of Cellcom enjoyed the best mobile Internet Internet browsing performance in 2024.

Browsing Performance results ventilation (average)



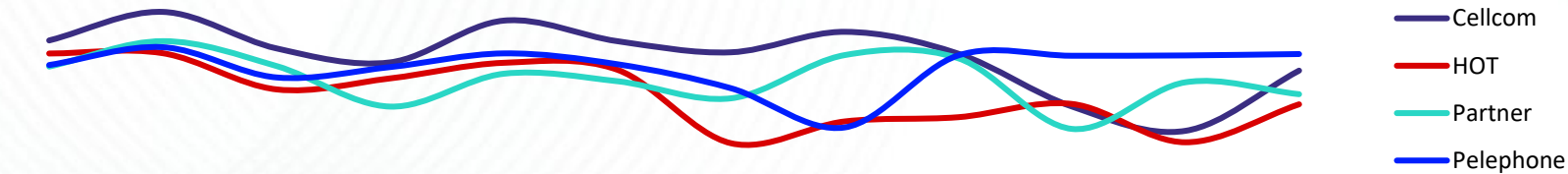
Source : nperf.com

Browsing Performance rate (average)



Source : nperf.com

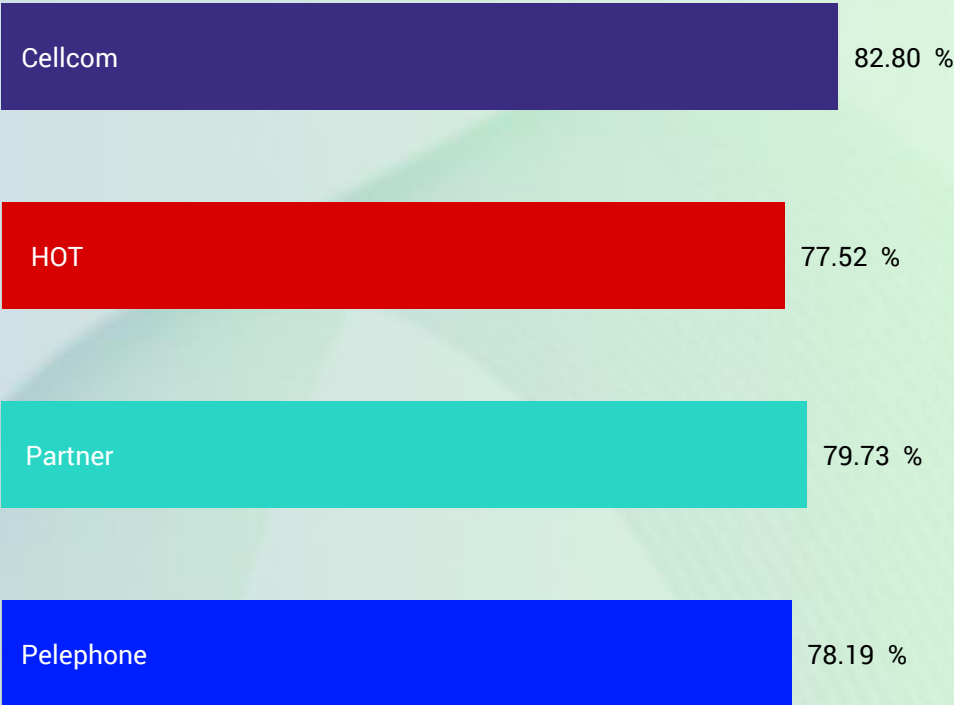
Browsing performance rate (average) evolution over the year



Source : nperf.com



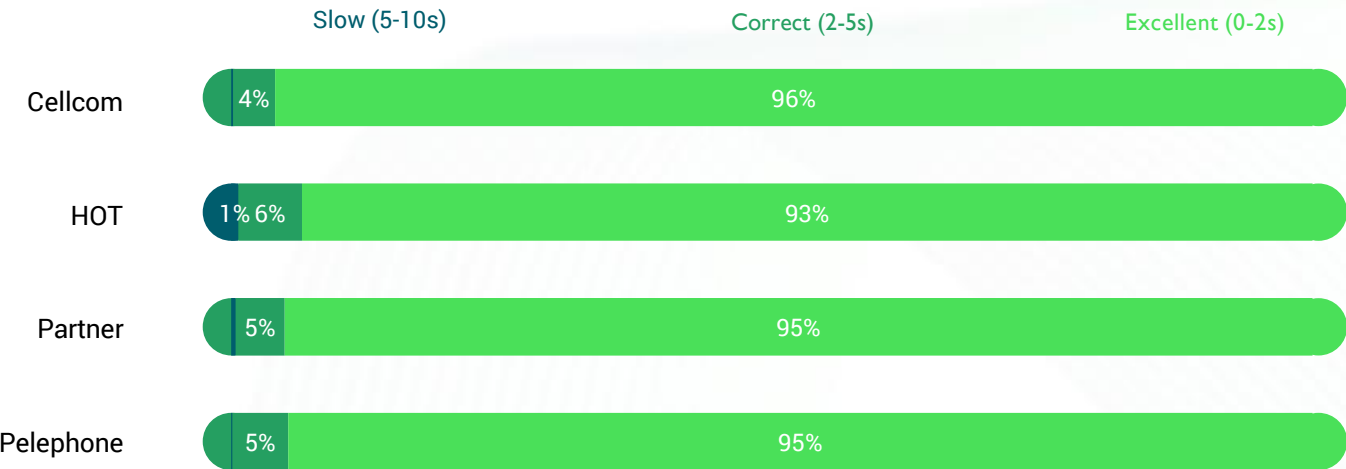
Streaming Performance rate (average)



Source : nperf.com

The subscribers of Cellcom enjoyed the best mobile Internet streaming performance in 2024.

Streaming Performance results ventilation (average)



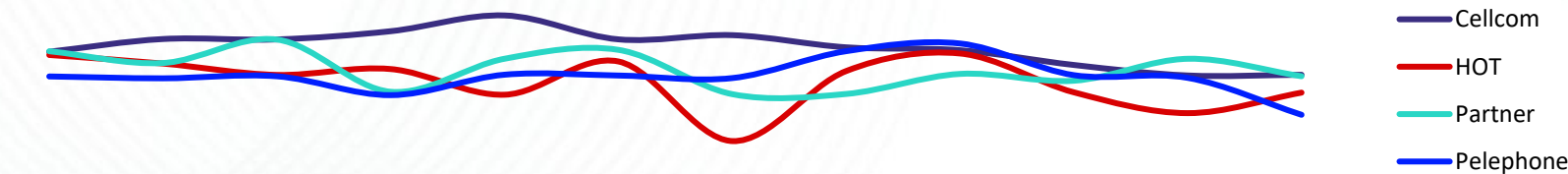
Source : nperf.com

Streaming Performance rate (average)



Source : nperf.com

Streaming performance rate (average) evolution over the year



Source : nperf.com



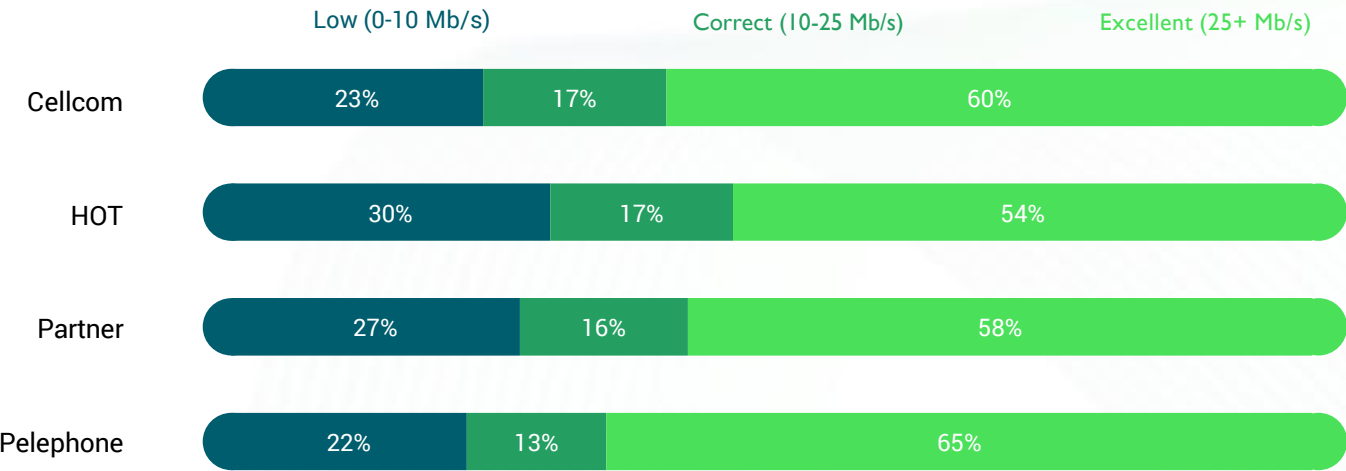
Download Speed (average)



Source : nperf.com

The subscribers of Partner enjoyed the best average mobile Internet download speed in 2024.

Download Speed results ventilation (average)



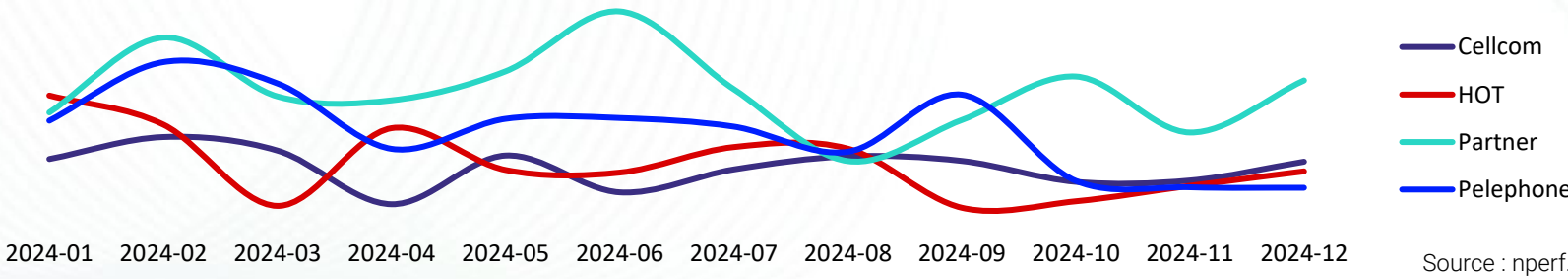
Source : nperf.com

Download Speed (average)



Source : nperf.com

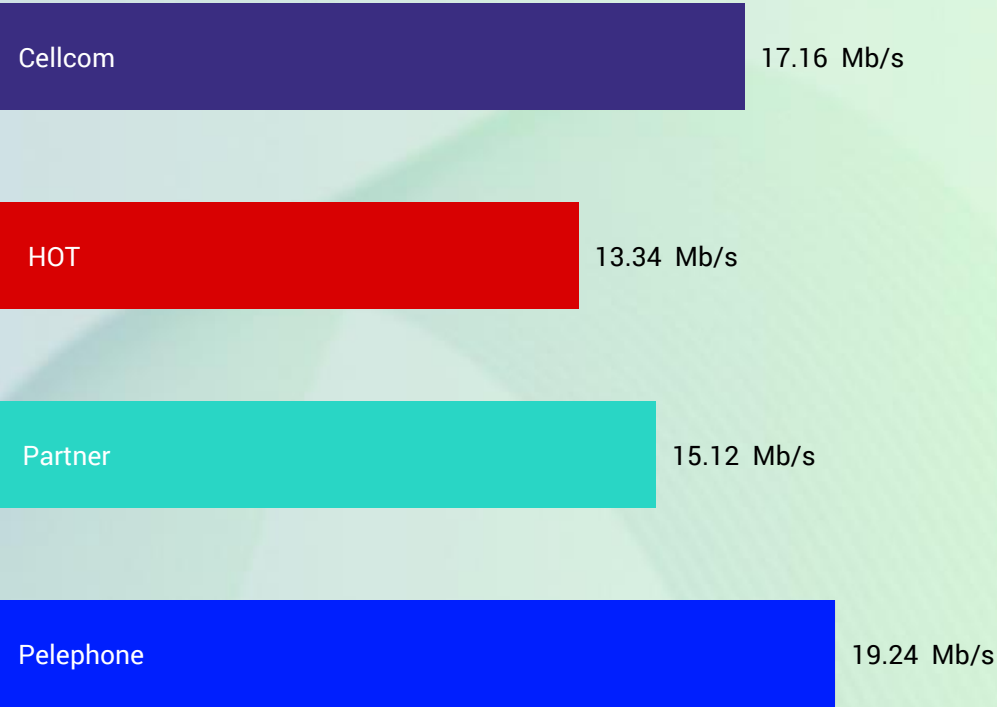
Download Speed evolution over the year (average)



Source : nperf.com



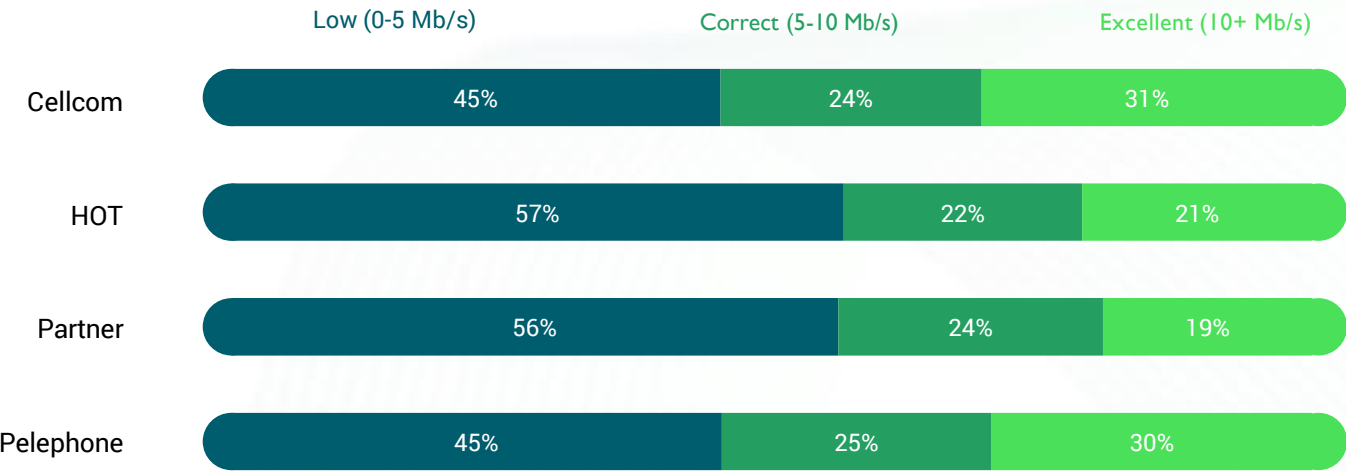
Upload Speed (average )



Source : nperf.com

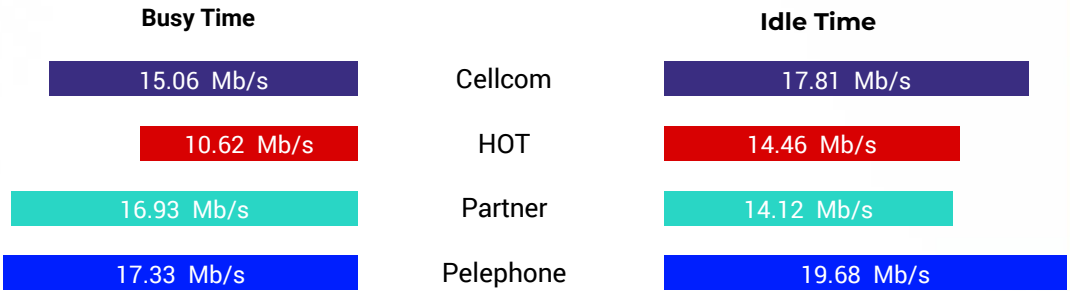
The subscribers of Pelephone enjoyed the best average mobile Internet upload speed in 2024.

Upload Speed results ventilation (average)



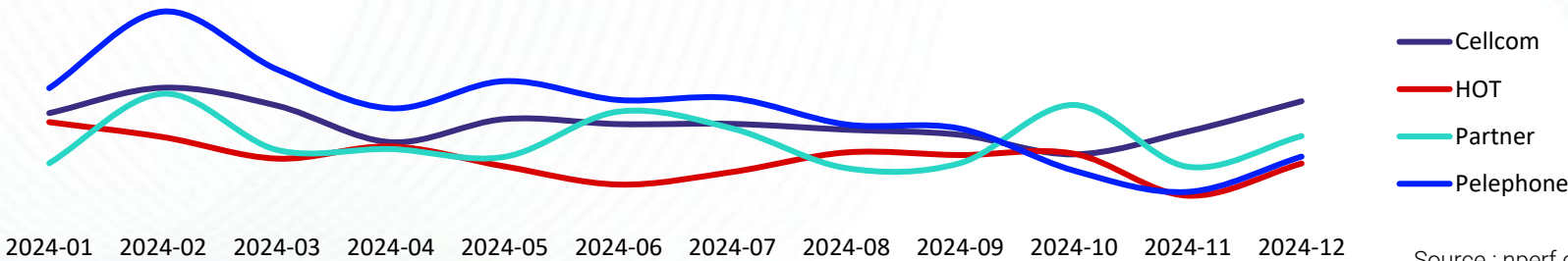
Source : nperf.com

Upload Speed (average )



Source : nperf.com

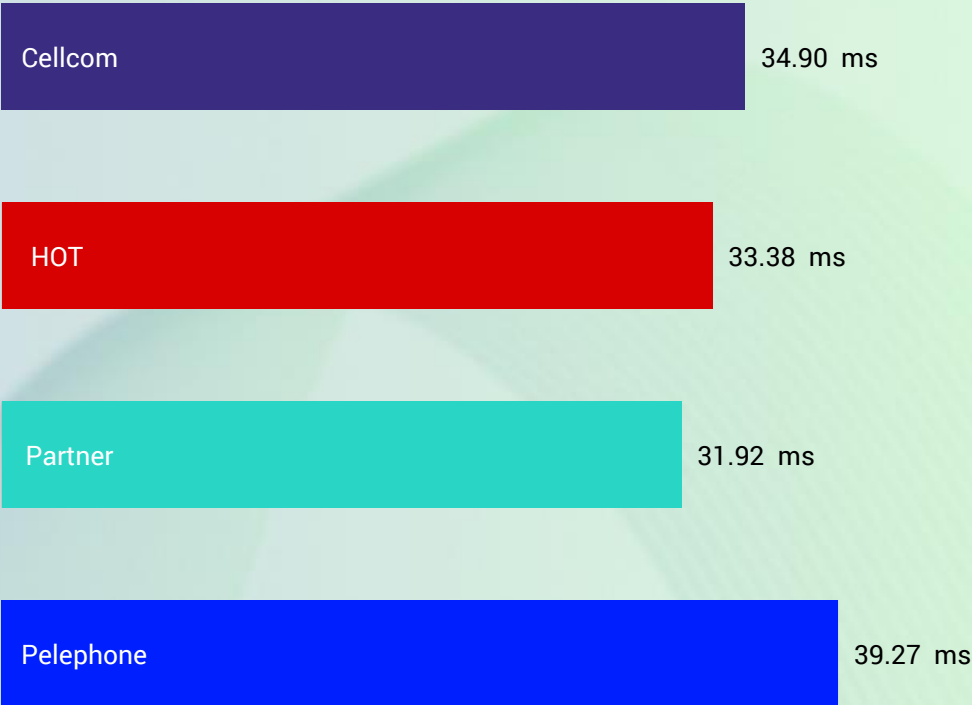
Upload Speed evolution over the year (average)



Source : nperf.com



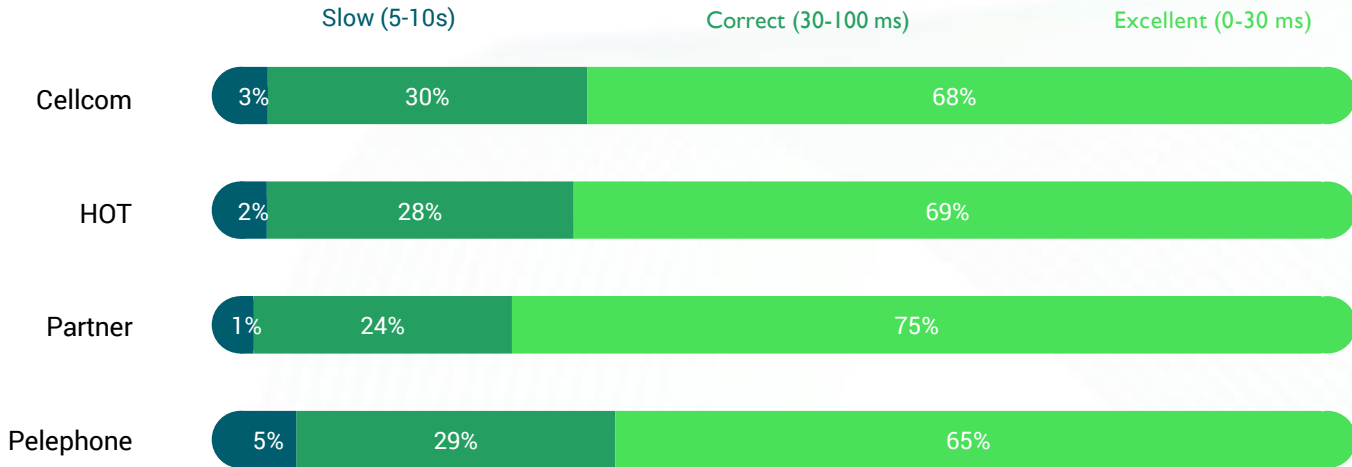
Latency Speed (average)



Source : nperf.com

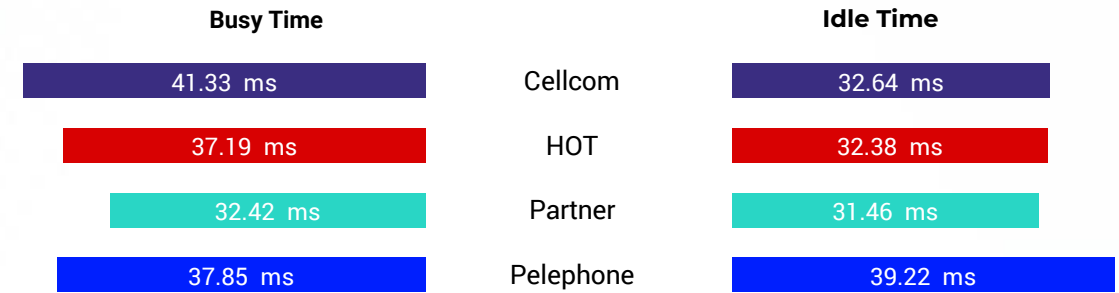
The subscribers of Partner enjoyed the best average mobile Internet latency speed in 2024.

Latency Speed results ventilation (average)



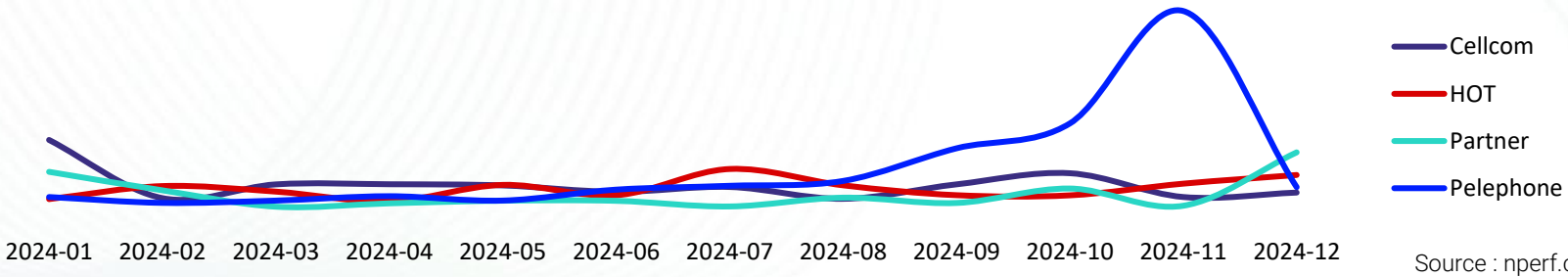
Source : nperf.com

Latency Speed (average)

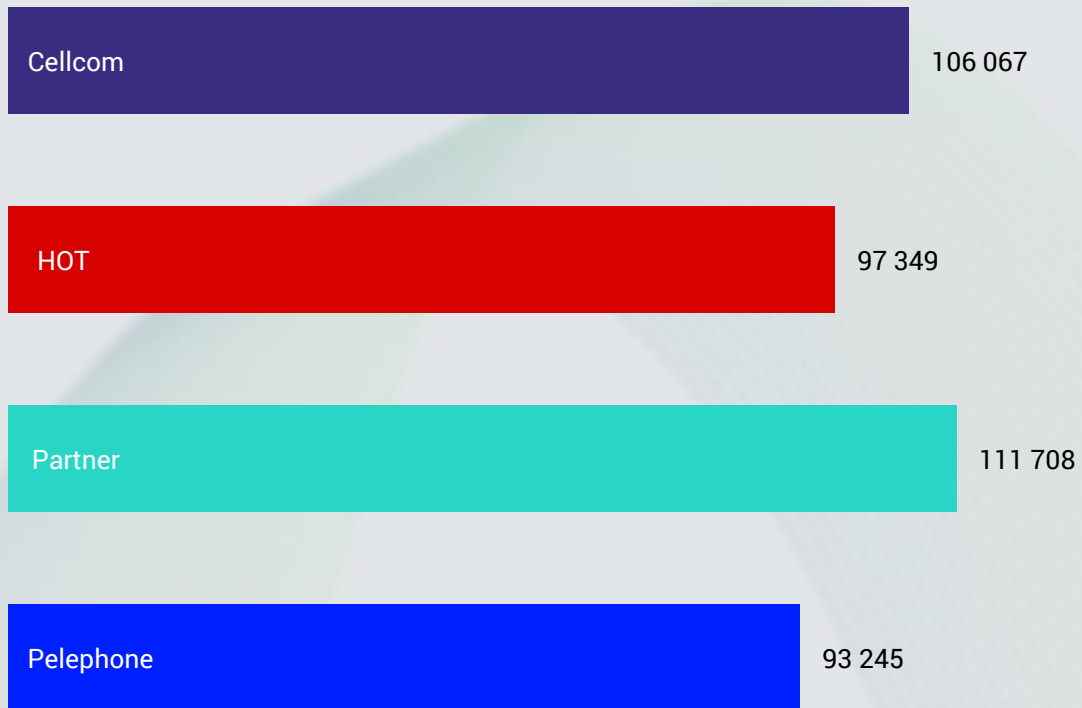


Source : nperf.com

Latency Speed evolution over the year (average)



## nPerf Score (nPoints)

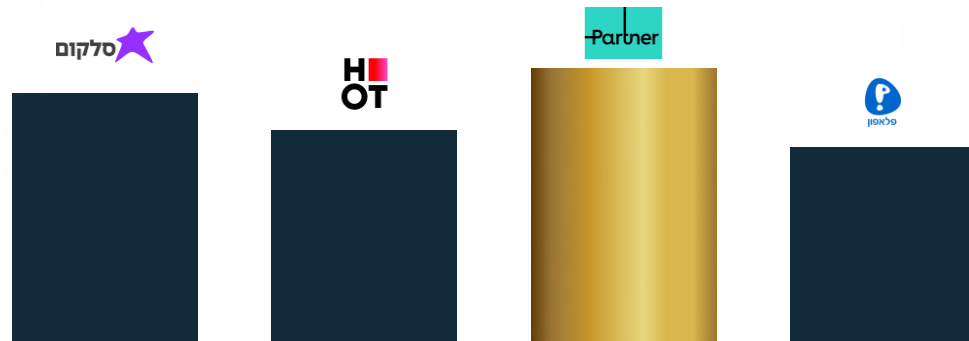


Source : nperf.com

The subscribers of Partner enjoyed the best 5G Internet performances in 2024.

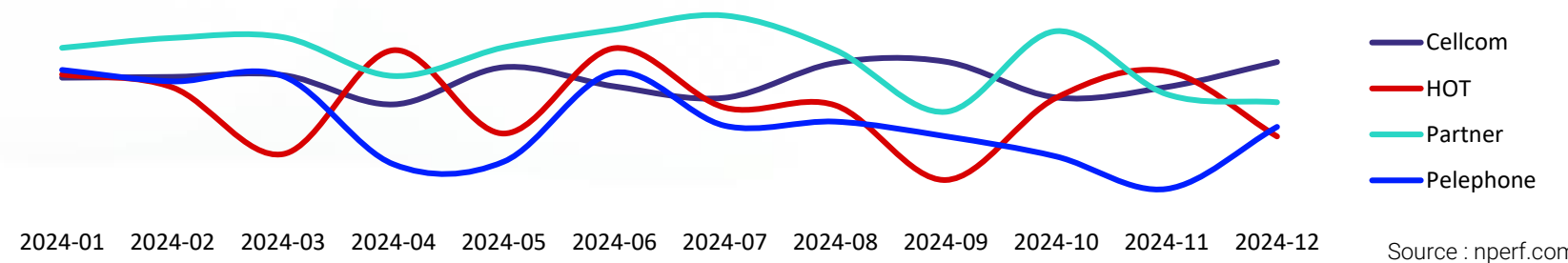
- Best performances 5G: Partner
- Best web browsing performances 5G: Cellcom and Partner
- Best video streaming performances 5G: Cellcom and Partner
- Fastest performances (Download) 5G: Partner
- Fastest performances (Upload) 5G: Partner
- 5G connections with the lowest latency: Partner

Source : nperf.com



Source : nperf.com

## nPerf score evolution over the year (average)



Source : nperf.com



nPerf Score (nPoints)

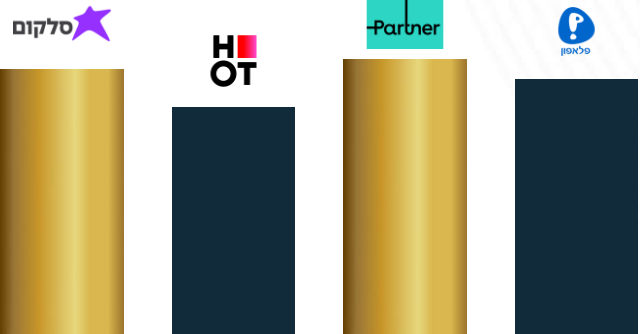


Source : nperf.com

The subscribers of Cellcom and Partner enjoyed the best mobile Internet performances in 2024.

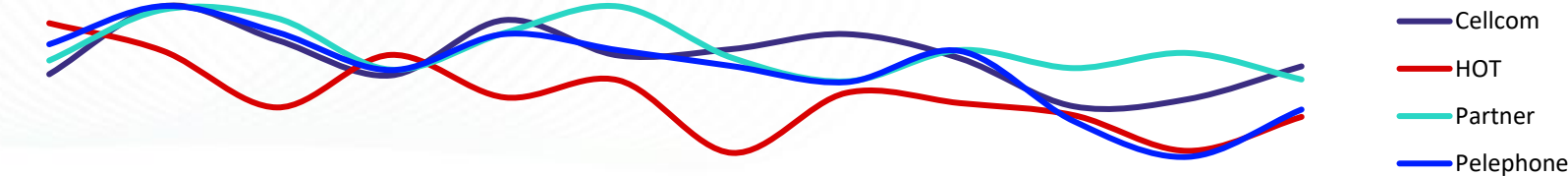
The nperf score takes into account the measured bitrates, the latency and the Qoe tests. The value of the points for the rates and the latency is calculated on a logarithmic scale, to better represent the perception of the user. Thus, this score reflects the overall quality of the connection experienced by the user.

Source : nperf.com



Source : nperf.com

nPerf score evolution over the year (average)



Source : nperf.com

The background of the image features a series of thin, light-colored wavy lines that create a sense of motion and depth. These lines are layered and curve across the frame, adding a dynamic visual element to the dark blue background.

inperf