



# Press release

Brussels, 23 June 2021 – 9.30 a.m.

## Red Devils' goals clearly visible in the frequency with which KBC Mobile is used

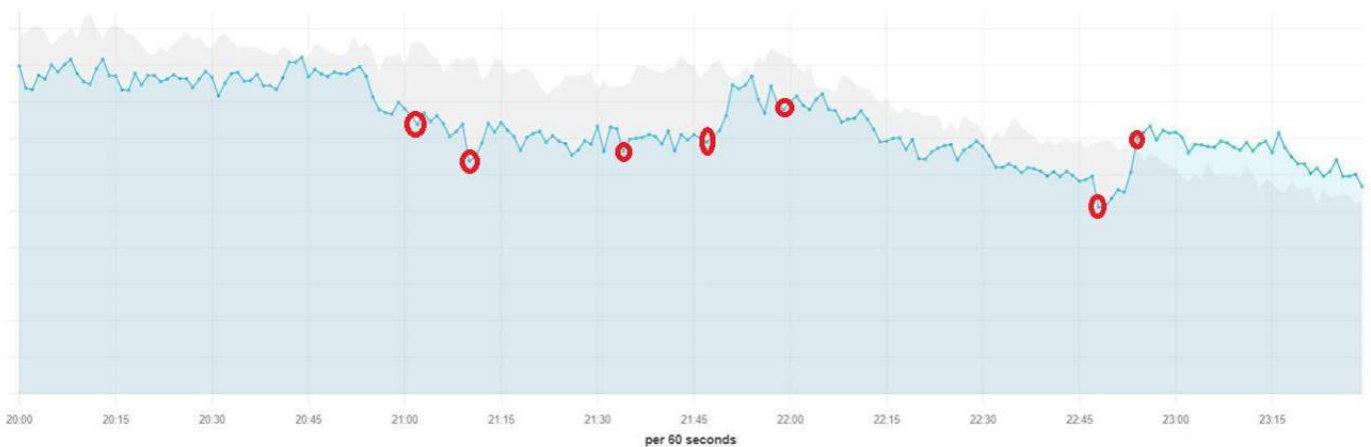
An analysis of the use of KBC Mobile during the Red Devils' last three matches clearly shows when our team scores. Goals and exciting parts of the matches are consistently reflected in a sharp decline in the use of KBC Mobile. KBC's IT people don't even have to watch TV to know when goals are being scored.

### Match against Russia on 12 June (3–0 win) (this is the least pronounced graph)

What does this graph show? Light grey shows the previous day's use for comparison. The use of KBC Mobile remains fairly stable and gradually decreases as the evening progresses.

- 9 p.m. Kick-off. The use of KBC Mobile begins to decline
- **9.10 p.m. Opening goal from Lukaku. The first clear dip in the graph**
- 9.34 p.m. Goal from Meunier, but this isn't reflected in the graph
- 9.45 p.m. Half-time. The use of KBC Mobile quickly climbs again
- 10 p.m. Start of second half. The use starts to decline again
- **10.43 p.m. Second goal from Lukaku. Another sharp dip**
- **Just after 10.45 p.m. The match is over and the use quickly climbs again**

Total active users (plot) and alert status (verticals)

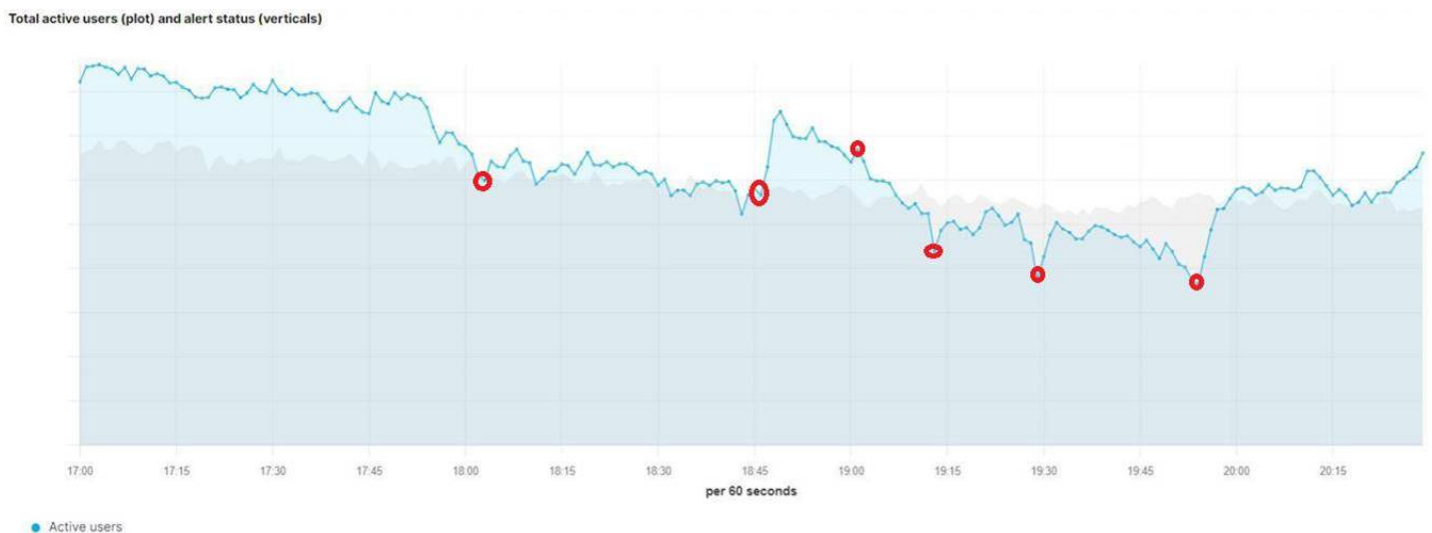


### Match against Denmark on 17 June (2–1 win)

What does this graph show? Light grey shows the previous day's use for comparison. The use of KBC Mobile remains relatively stable.

- 6 p.m. Kick-off. The use of KBC Mobile begins to decline
- 6.02 p.m. Denmark scores. Slight dip in use.
- 6.45 p.m. Half-time. The use of KBC Mobile quickly climbs again
- 7 p.m. Start of second half. The use starts to decline again
- **Around 7.09 p.m. Sharp dip at goal from T. Hazard**
- **Around 7.25 p.m. Sharp dip at goal from De Bruyne** (so sharp that the KBC Helpdesk gets a technical alert...)
- **Around 7.45 p.m. Longer dip at the end of the match** (party time?)

Afterwards, the use rises again to normal levels.

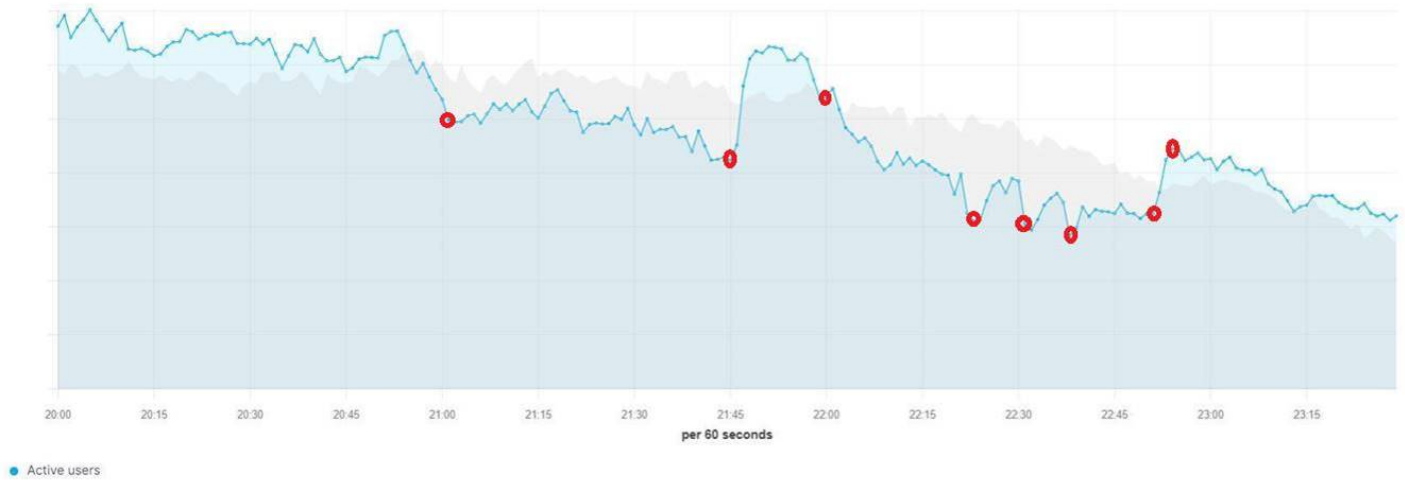


### Match against Finland on 21 June (2–0 win)

What does this graph show? Light grey shows the previous day's use for comparison. The use of KBC Mobile remains fairly stable and gradually decreases as the evening progresses.

- **9 p.m. Kick-off. The use of KBC Mobile begins to decline**
- 9.45 p.m. Half-time. The use of KBC Mobile quickly climbs again
- 10 p.m. Start of second half. The use starts to decline again
- **10.21 p.m. Disallowed goal from Lukaku. Sharp and long dip in use (long wait for VAR decision)**
- Around 10.29 p.m. Own-goal from Hrádecký. Another sharp dip and our helpdesk receives another alert
- **Around 10.32 p.m. Goal from Lukaku and another sharp dip**
- **Just after 10.45 p.m. The match is over and the use quickly climbs to a normal level again.**

Total active users (plot) and alert status (verticals)



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