IMPACT ANALYSIS: HOW IS THE TELCO INDUSTRY RESPONDING TO CORONAVIRUS?
A DATA-BASED REPORT RELATING TO THE CHANGES IN THE TELCO SECTOR BECAUSE OF COVID-19

CHALLENGES AND OPPORTUNITIES IN THE TELECOMMUNICATION INDUSTRY

Saturated Market
With over 778M mobile subscriptions and 193M fixed broadband connections, the market for telecommunication across Europe is saturated. Turnover stagnates enforcing providers to invest into new revenue streams (e.g. data monetization) as well as innovative product bundling strategies (e.g. media-telco convergence, volume upselling).

Consumer-Centredness
While other industries have setup consumer-first approaches, such as online retail (free return) and online services (monthly cancellation), for a long time telcos have failed to create trust in their brands. They suffer from roaming charges, hidden price increases, sloppy customer care, subscription traps and over-promising of speed connections.

Network
The net is at the core of telco providers’ value proposition. Connectivity and digital services are on the rise for years and new innovations based on artificial intelligence and blockchains are awaited eagerly. Transitioning to fibre networks and 5G will fuel this innovation path. Its expansion lies in the hands of telco companies, comes with high investment costs but also tremendous opportunities.

McKinsey Quarterly; ETNO: Europe 2030 A shared ambition for digital leadership.
With the global lockdown end of February 2020, quickly iconic hashtags (#stayhome, #stayhealthy, #iorestoacasa) were established which are still widely in use, only showing little tendencies of decline. Providers around the world started launching programs with teachers and students, fund to support parents, across Italy. 

Donate 1M EUR each TIM Foundation & WindTre. 

Launched initiatives to support society, marketing with focus on needs. 

Adapted marketing communication. 

Economic impact: COVID-19 impact on TELCOs economic growth. 

Lockdown raises consumers' interest in telco brands has slightly increased in most EU markts interest in telco brands across markets.

Consumers require stable broadband for online entertainment, i.e. gaming & workouts.

Telco providers act social for state of emergency. 

Telco’s hashtags during COVID-19.
THE DIGITIZATION OF SOCIETY IS ACCELERATING

FORCED LOCKDOWN IS PUSHING PREFERENCES FOR REMOTE ACTIVITIES

THE NET IS OF CRITICAL INFRASTRUCTURE

COVID-19 HAS PUSHED GOVERNMENTS TO PUT INTERNET ACCESS AT THE TOP OF THE AGENDA

AN ACCELERATING DIGITALIZATION OF SOCIETY GIVES GREATER RESPONSIBILITY FOR TELCOS

ECONOMIC GROWTH OPPORTUNITIES

TECHNOLOGY TRENDS

IN RESPONSE TO COVID-19, IOT IS ASSUMED TO ACCELERATE

ALL EYES ON TELCO PROVIDERS, NOW IS THE TIME TO COMMUNICATE THE VALUE THAT YOUR BRAND BRINGS TO CONSUMERS