



# TELECOMMUNICATIONS SERVICES RESIDENTIAL MARKET SURVEY 2019

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- This survey fulfills the requirement to undertake research and publish information as set out in Article 54 of the Law. It also fulfills the requirements of Article 25 to provide information to the Regulator as set out in the Individual Licenses granted to the Operators mentioned in this survey.

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**International Calling  
service**



# Context

- TRA conducts annual surveys with the objectives of understanding the current level of service provided to the consumers, assess associated satisfaction to identify problem areas and look into their future requirements to direct further investments.
- Nielsen was commissioned in 2019 to conduct the 2019 telecommunications service market survey.

# Objectives

**01**

Enable TRA to gain better understanding of consumers' access to and usage of telecommunications services, and its evolution over time

**02**

Enable TRA to identify any market failures and assist in its decisions to take appropriate regulatory action as may be required

**03**

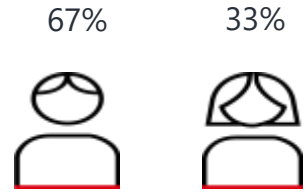
Give an indication of consumer satisfaction and assist in the identification of any issues of concern

**04**

Identify the changes in consumer needs and find their new trends in terms of telecommunications usage

# Sample Distribution

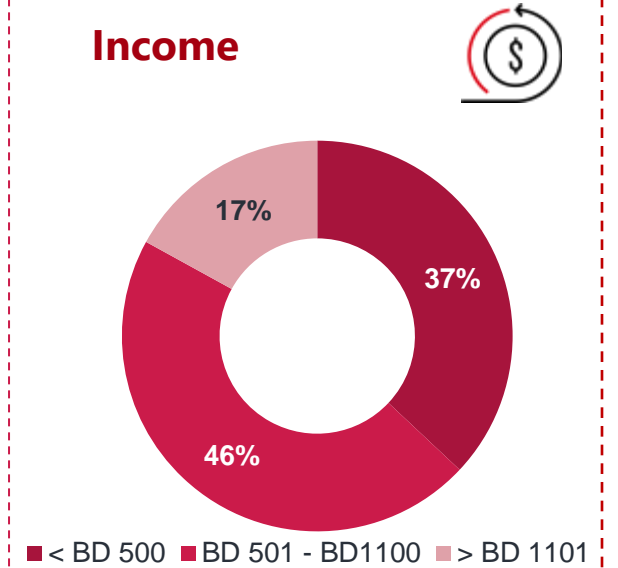
## Gender



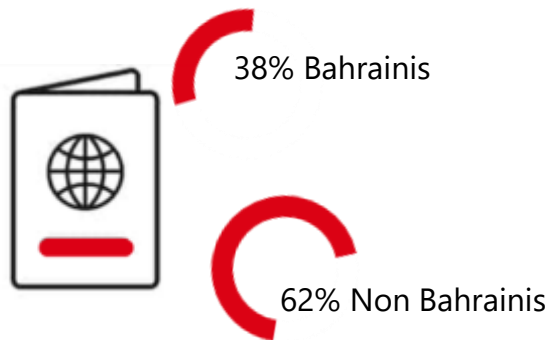
## Governorate



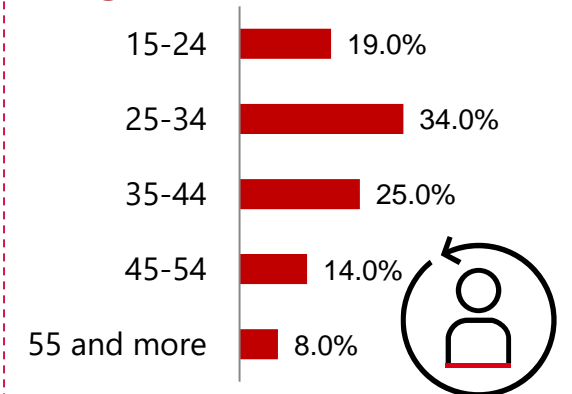
## Income



## Nationality



## Age



# SUMMARY



## FIXED LINE SERVICES

8% OWN A FIXED LINE SERVICE, DECLINING SINCE 2016

60% OF THE HOUSEHOLDS HAVE IT BUNDLED WITH FIXED BROADBAND



## INTERNET SERVICES

100% HAVE USED INTERNET IN THE LAST 3 MONTHS, AND AT HOME

MOST POPULAR ACTIVITIES DONE ONLINE:

- STREAMING/DOWNLOADING IMAGES, VIDEOS: 91%
- CALLING VIA VOIP: 89%



## MOBILE SERVICES



100% OWN AND USE A SMARTPHONE

86% ARE SINGLE SIM USERS

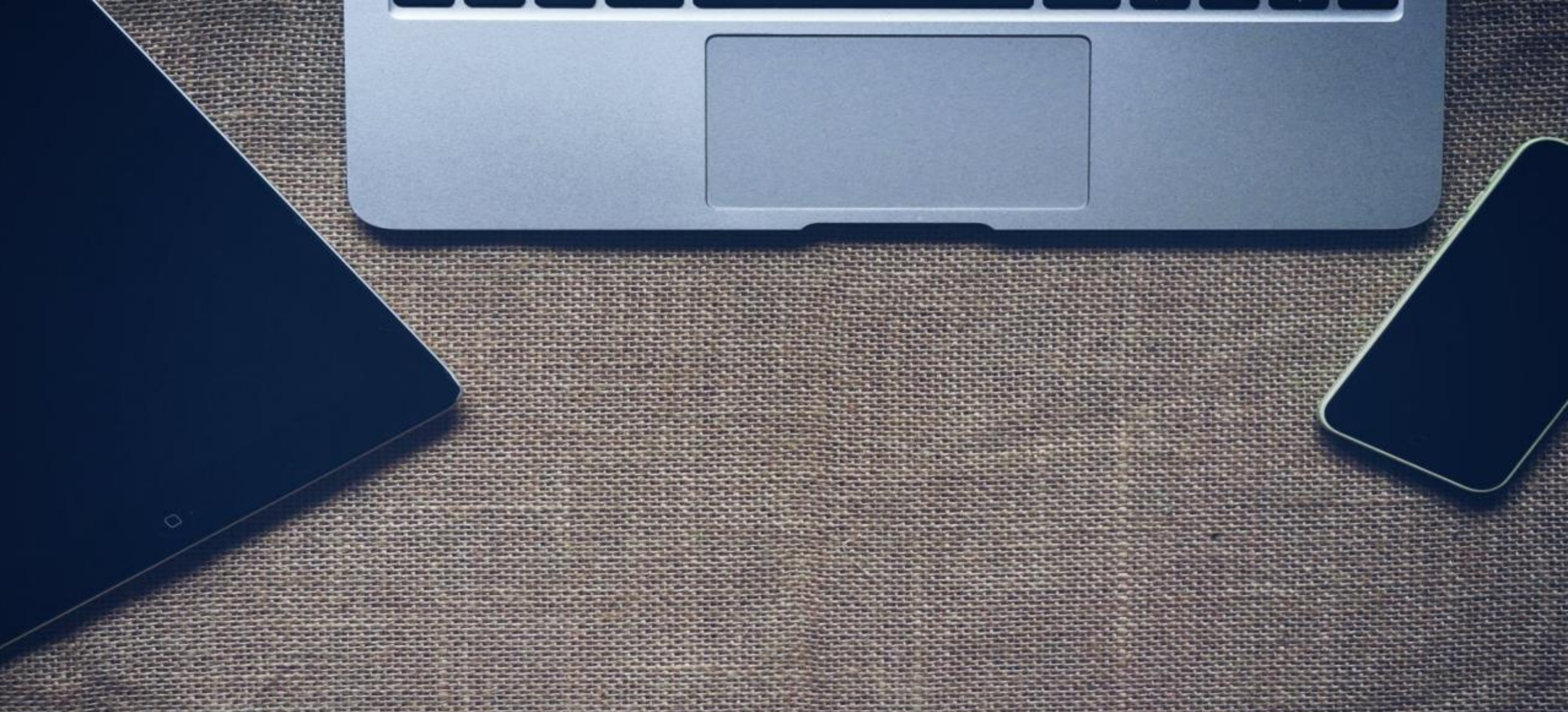
87% SUBSCRIBED TO A MOBILE DATA PLAN



## INTERNATIONAL CALLING

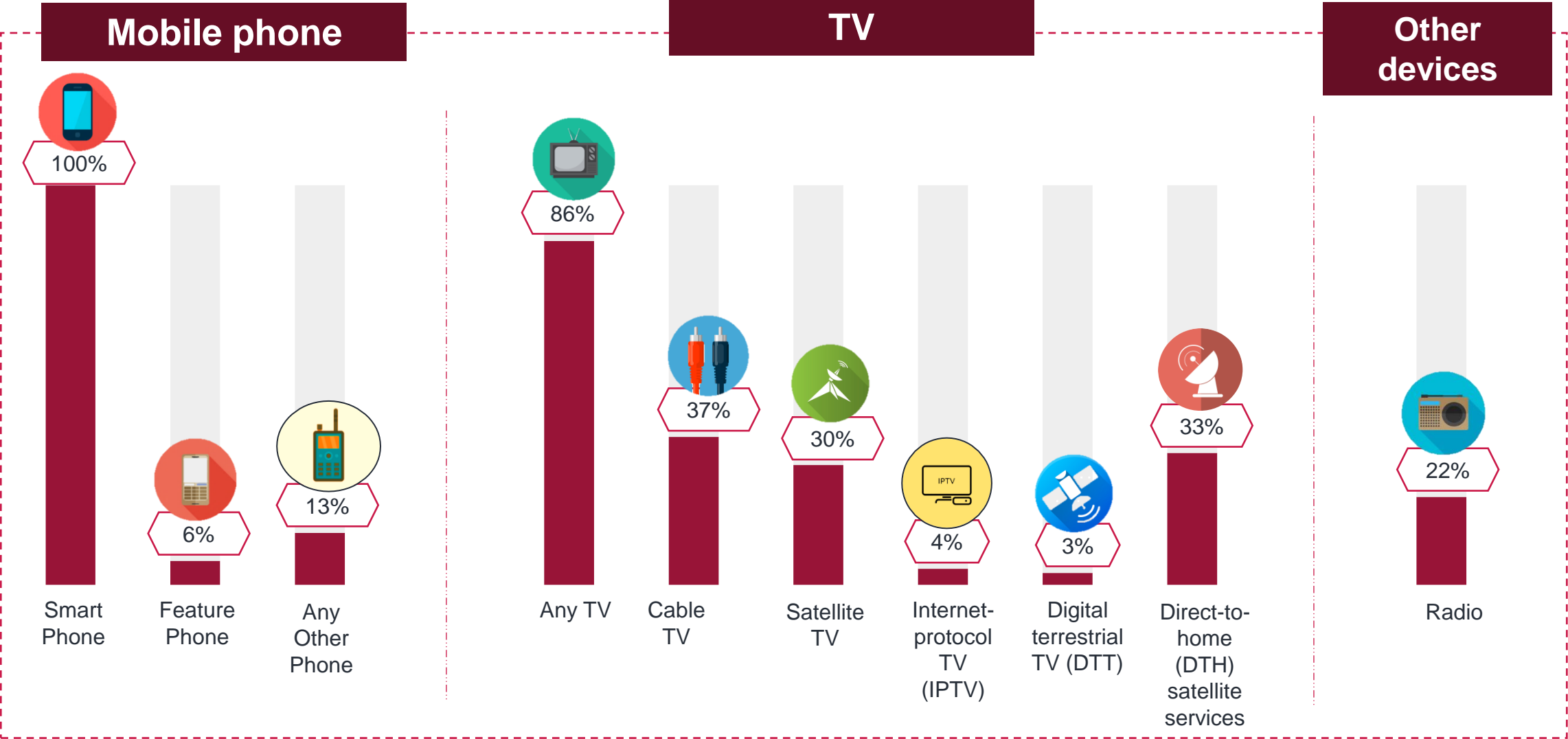
68% OF RESPONDENTS MAKE INTERNATIONAL CALLS THROUGH THEIR MOBILE PHONE'S DATA USING VOIP APPS

71% OF RESPONDENTS RECEIVE INTERNATIONAL CALLS THROUGH THEIR MOBILE PHONE'S DATA USING VOIP APPS



# DEVICE OWNERSHIP

# Device Ownership amongst Respondents



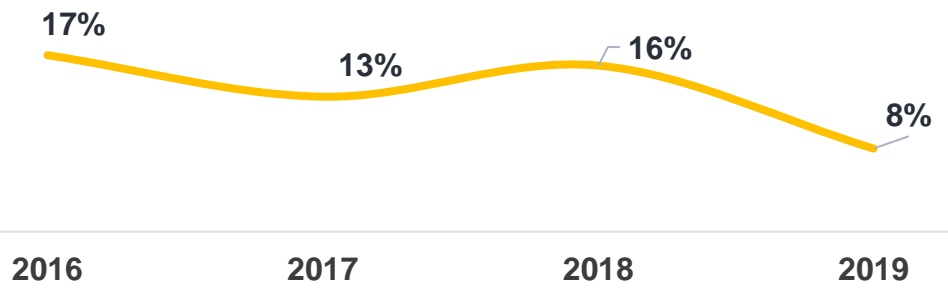
Base: All Respondents



**FIXED LINE SERVICES**

Households with fixed line service have almost halved in the last 4 years and are largely used to call mobile phones and other Fixed lines

**Households with Fixed Line Services**



Base: All Respondents

**Type of Fixed Line**

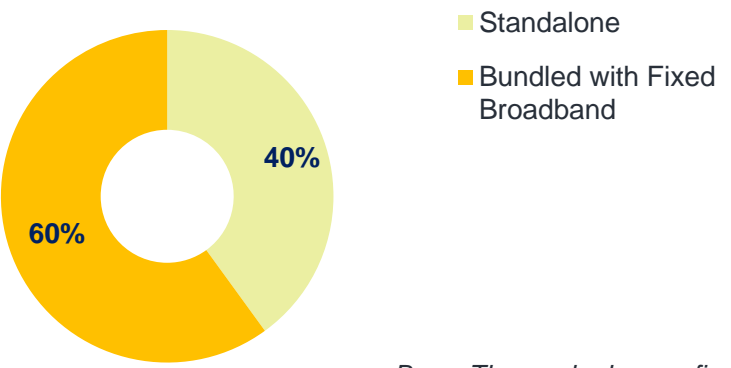
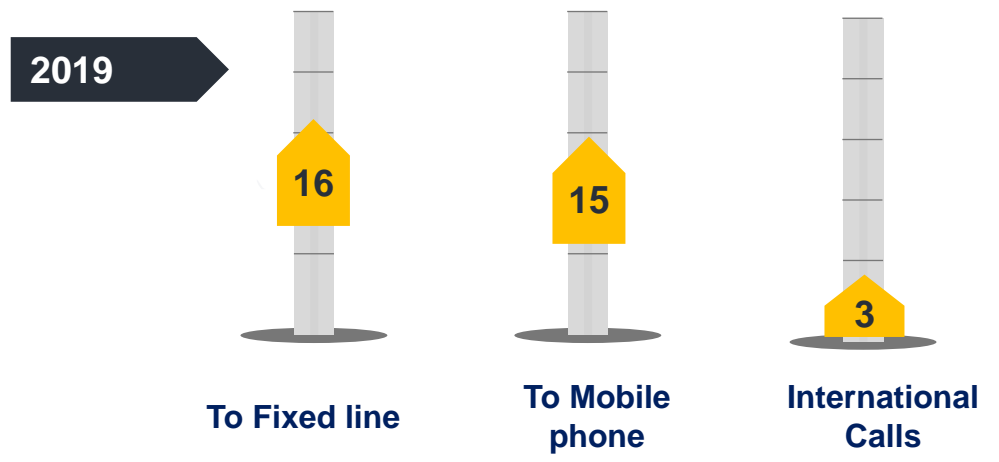


Fig in %

Base: Those who have a fixed line

**Fixed line Calls/ Week (average number)**



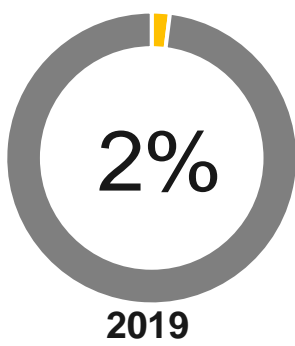
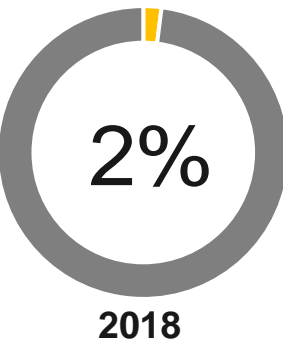
2018	9	16	5
2017	5	12	1
2016	11	16	6

Base: Those who have a fixed line

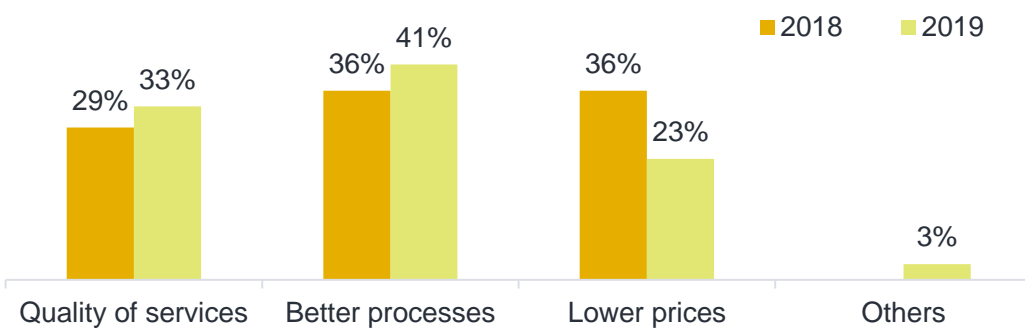
Only 2% of respondents have switched their fixed line service provider in the last one year. Average monthly spends on fixed line services increased to BD13.4.

### Service provider Churn

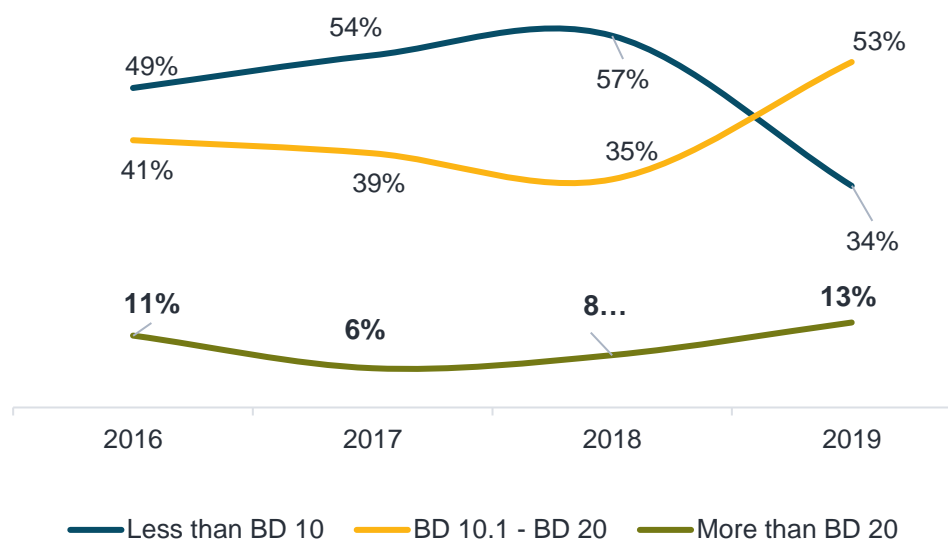
Respondents who switched their fixed line providers in the last 1 year



### Reasons for Churn



### Fixed line service monthly expense

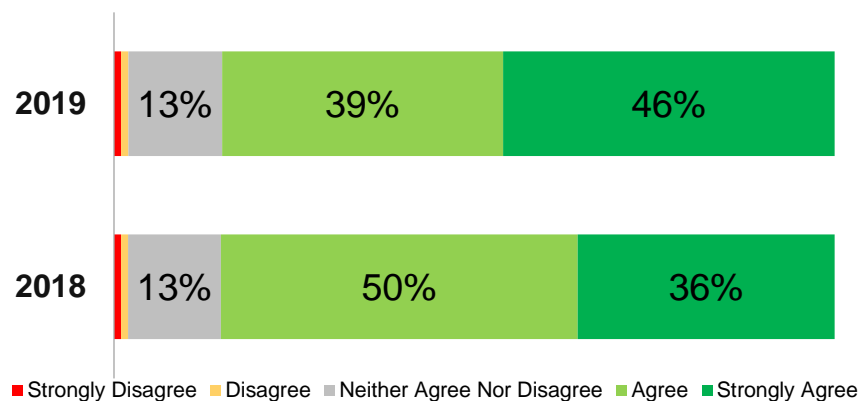


Average	2016	2017	2018	2019
	11.3	10.4	10.5	13.4

Base: Those who have a fixed line

# Satisfaction with Fixed line services is high and is improving in 2019 – quality of national calls is the key reason for this improving satisfaction

## Overall Satisfaction with Fixed Line Services

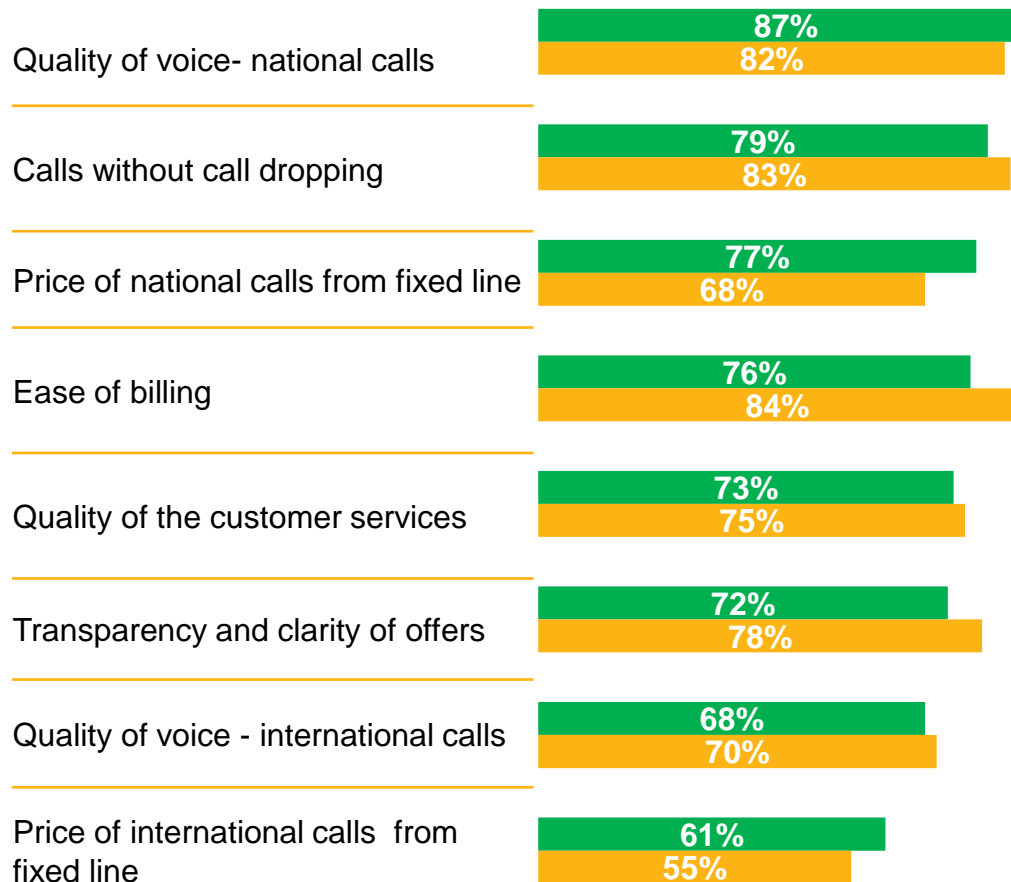


### Average Overall Satisfaction (out of 5)

2019	4.29
2018	4.21
2017	4.22
2016	4.16

## Fixed line Service Satisfaction

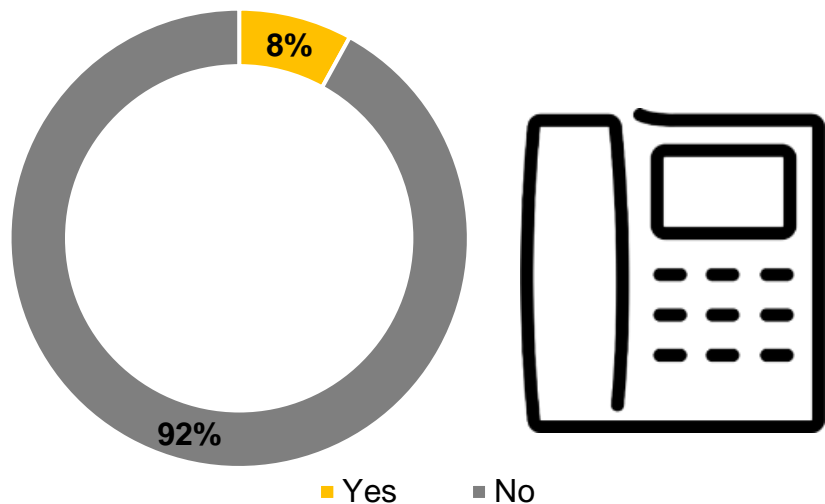
(Top 2 Box score in % - 5 point scale)  
■ 2019 ■ 2018



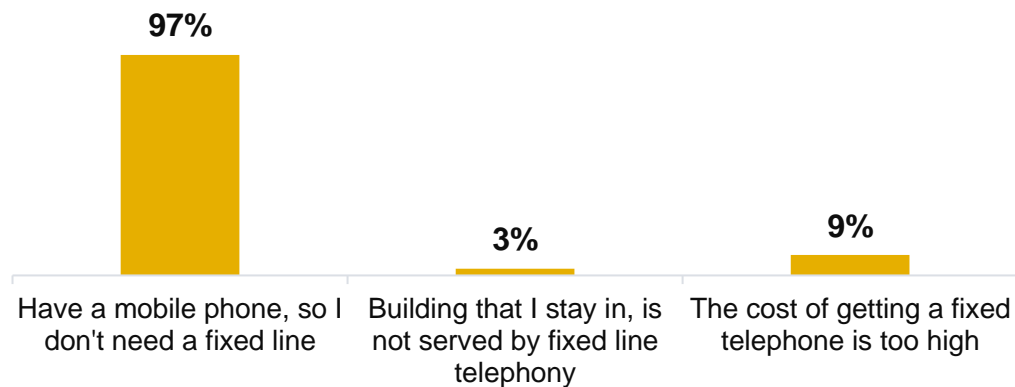
Base: Those who have a fixed line

8% of households have fixed telephony services. Mobile phone is the main reason for those who do not have a fixed line service at home.

### Households with Fixed Line service



### Reasons for not having a fixed line




*Base: Those who do not have a fixed line*


2019	8%
2018	16%
2017	13%
2016	17%

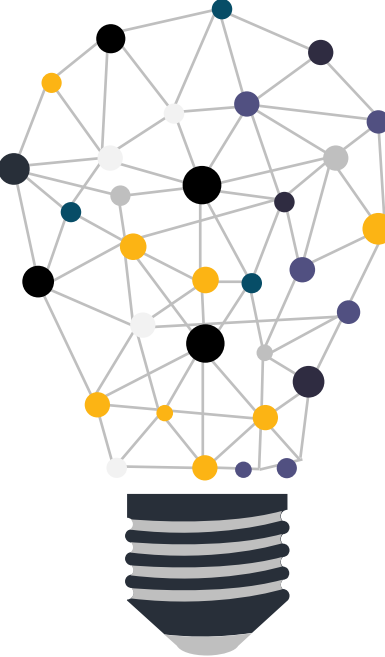
*Base: All Respondents*

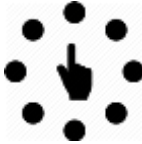
For fixed Line Telephone Services, prices/charges are the key concerns for Customers (61% in 2019 versus 47% in 2018).


### Suggestions to improve Fixed Line Services

  
Reduce Charges  
61% (+14)

  
Improve the Quality of fixed line  
49% (-5)



  
Improve the range of service  
44% (-15)

  
Improve quality of customer service  
31% (-26)

Figures in bracket signify the increase or decrease from 2018 Telecommunications Market Survey Results

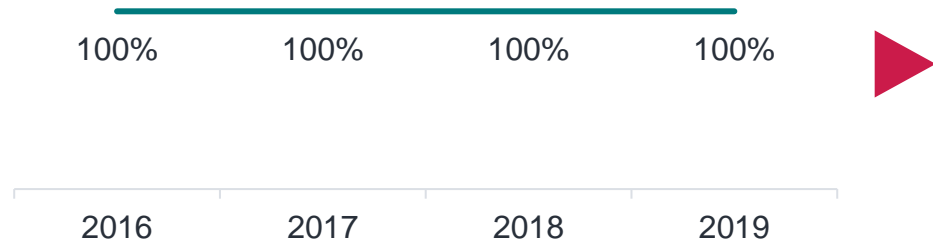
Base: Those who have a fixed line



# MOBILE SERVICES

2019 survey shows universal smart phone ownership and usage among respondents with Multi-Sims declining by 2% in 2019. Separate SIMs for business and personal usage is still the key reason for having Multi-Sim cards.

### Mobile Phone ownership



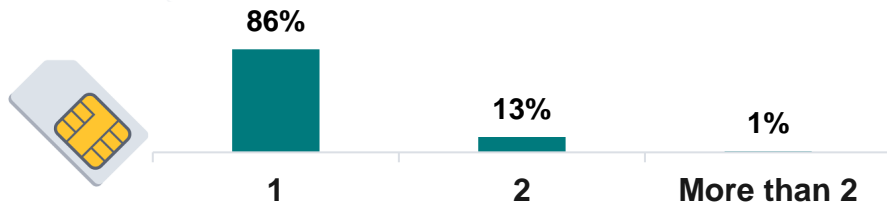
### Smartphone ownership & usage



**100%**

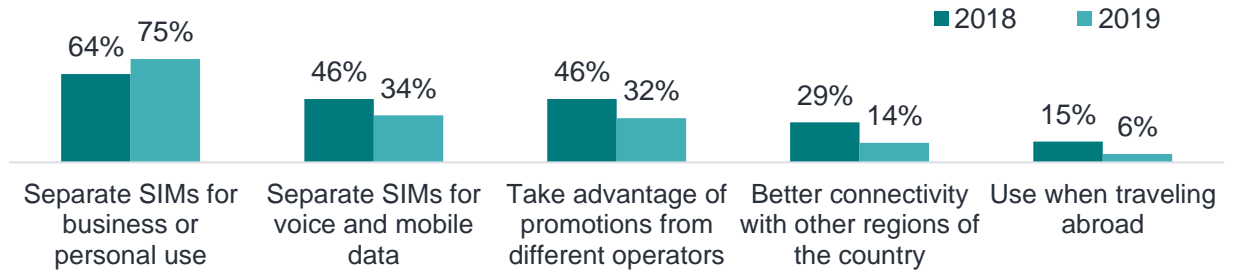
Own a smartphone and have used it in the past 3 months

### SIM cards used (active SIMs)



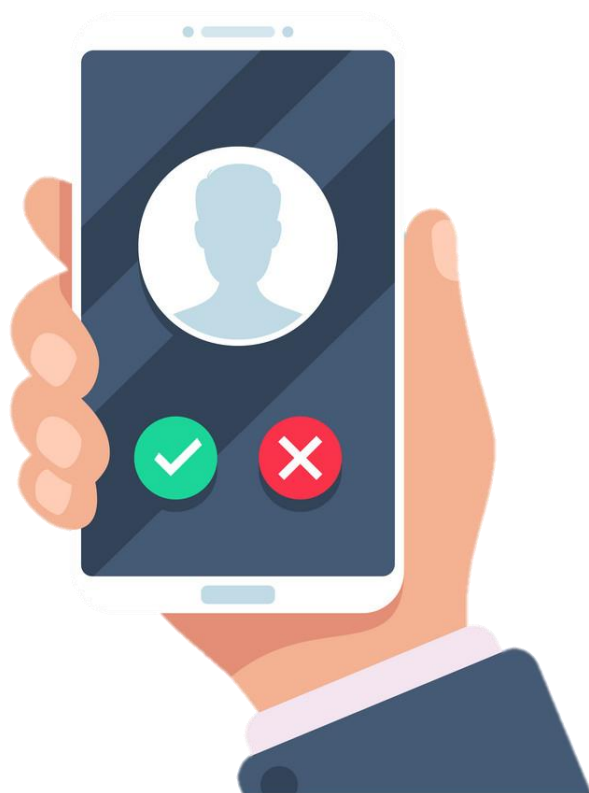
Year	1	2	More than 2
2018	84%	15%	1%
2017	62%	32%	6%
2016	69%	26%	5%

### Reasons for Multi SIM

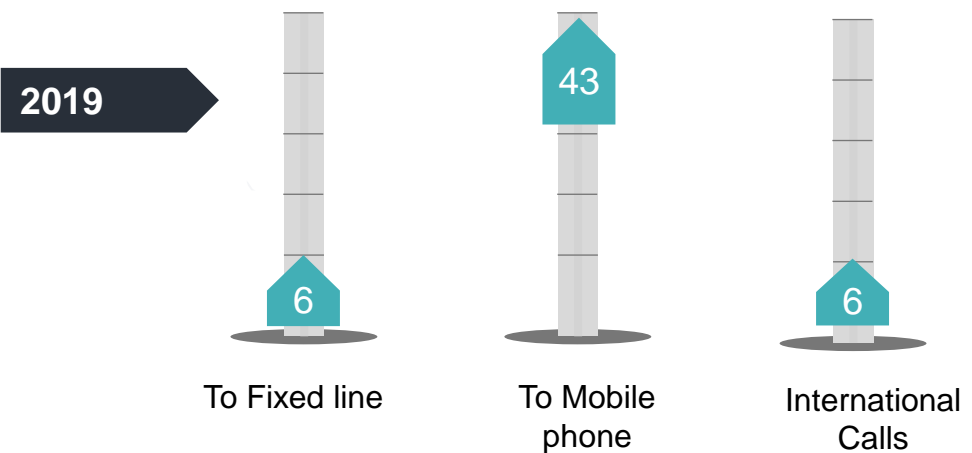


Base: Those who own a phone/smartphone

Mobile to Mobile calls have the highest incidence rates among respondents.



### Mobile Phone Calls / Week (average number)

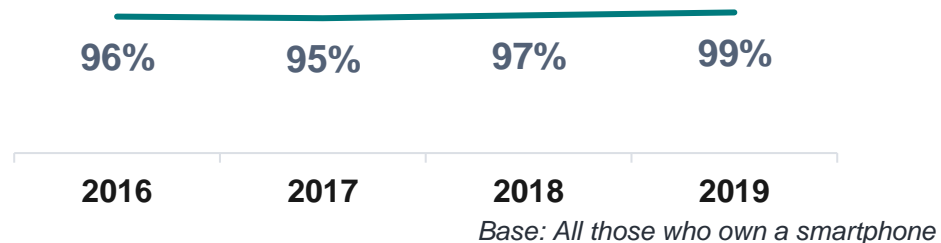


2018	6	25	6
2017	9	60	8
2016	9	26	11

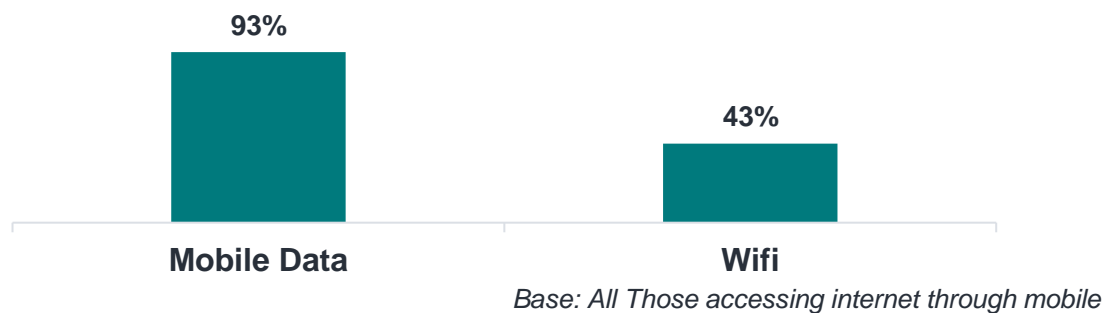
Base: Those who own a phone/smartphone

99% of respondents access the internet through their mobile phone, with 93% accessing internet through their mobile data and 43% use Wifi.

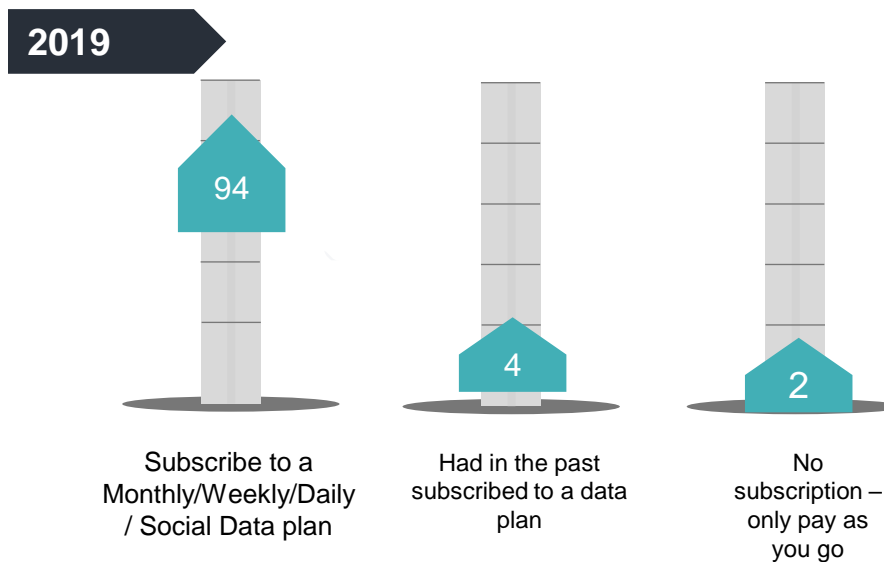
### Internet Access on Mobile



### Type of Internet through Mobile



### Mobile Data Subscription

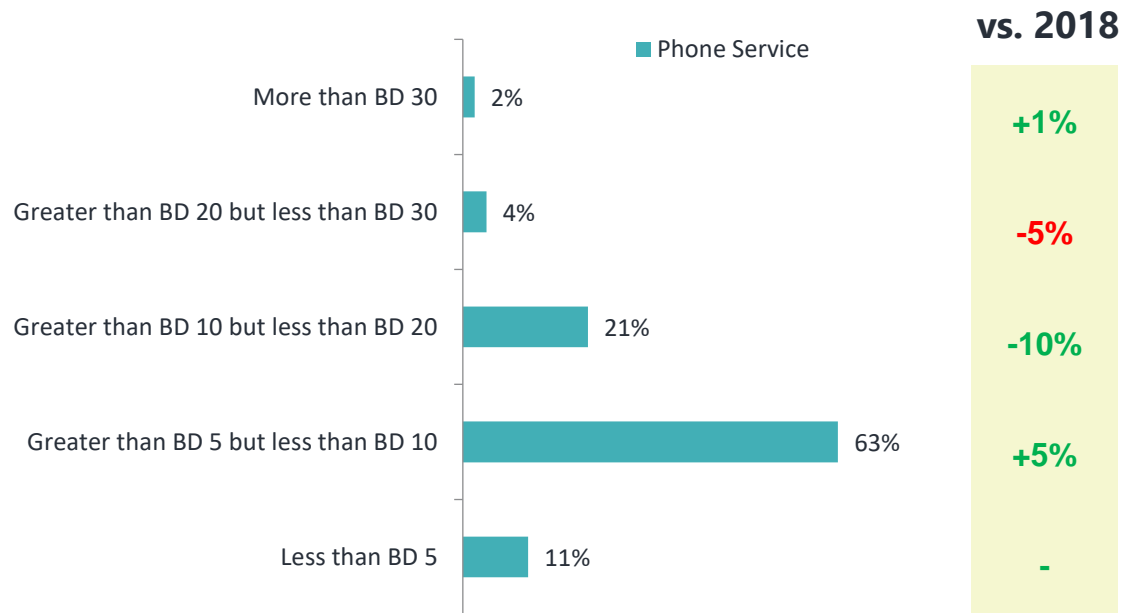


Base: Those who use internet on phone

Average spends lower for data than voice - 83% of respondents spend less than 10 BD on data services vs. 74% on voice

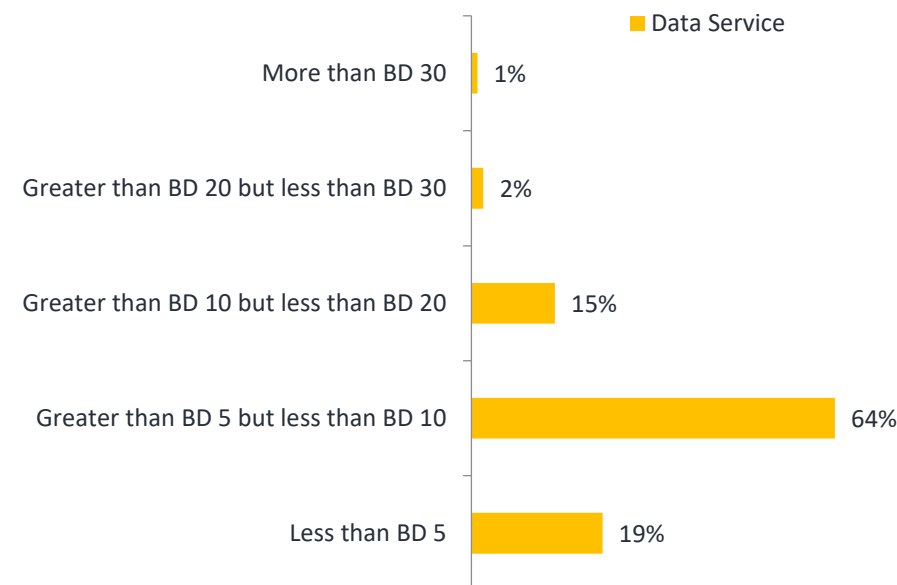
Fig in %

### Monthly Spend on Mobile Phone Services



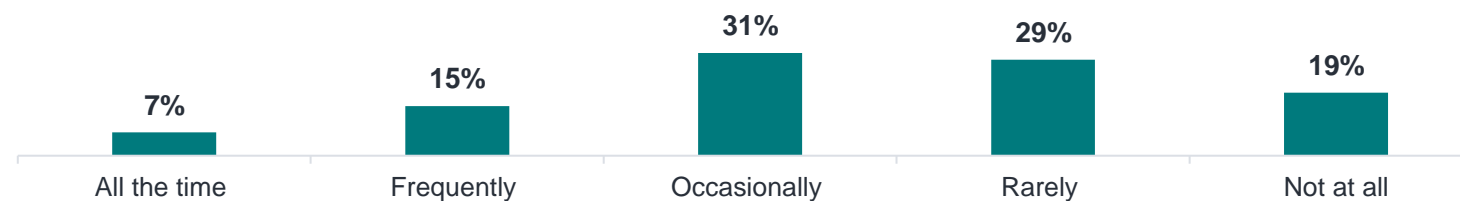
Base: All respondents

### Monthly Spend on Mobile Data Services



Base: Those who use internet through mobile data

### Modification on Mobile Services Spend – for Promotions

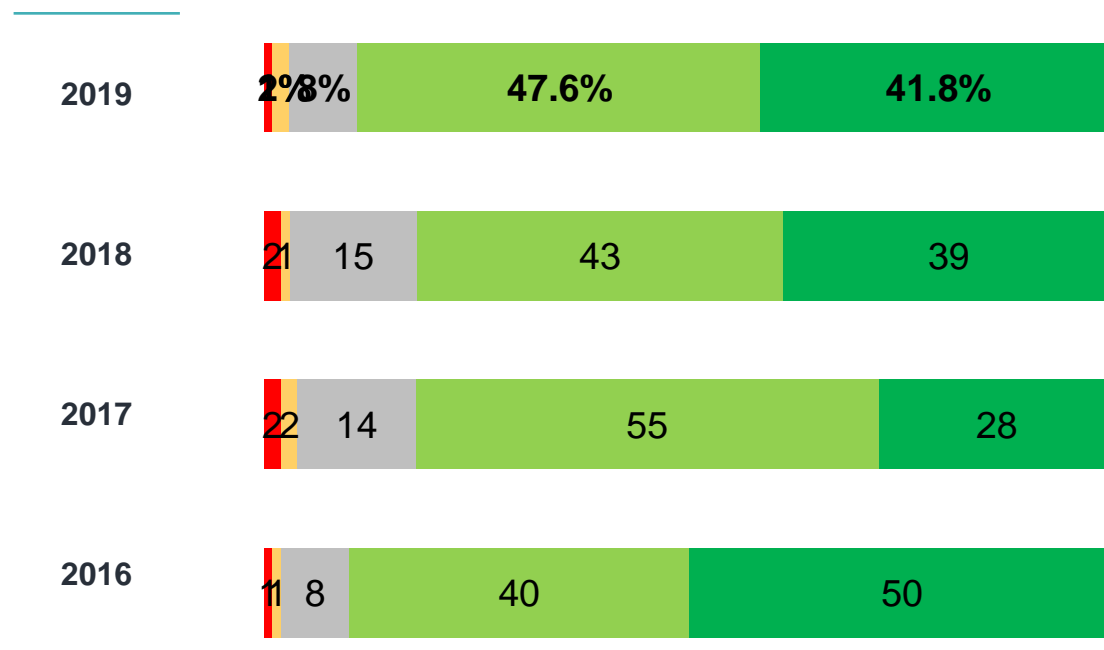


Base: Those who own a phone/smartphone

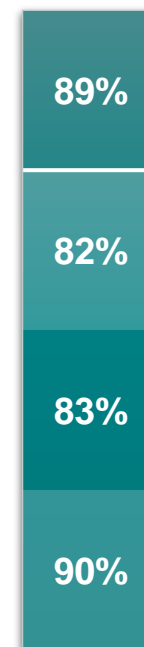
# Overall Satisfaction of Mobile Services improving in 2019 with 89% of respondents saying they are satisfied with their Mobile service

Fig in %

## Overall Satisfaction of Mobile Services



## Top 2 Box



■ Not at all satisfied 
 ■ Not very satisfied 
 ■ Neither satisfied nor dissatisfied 
 ■ Fairly satisfied 
 ■ Very satisfied



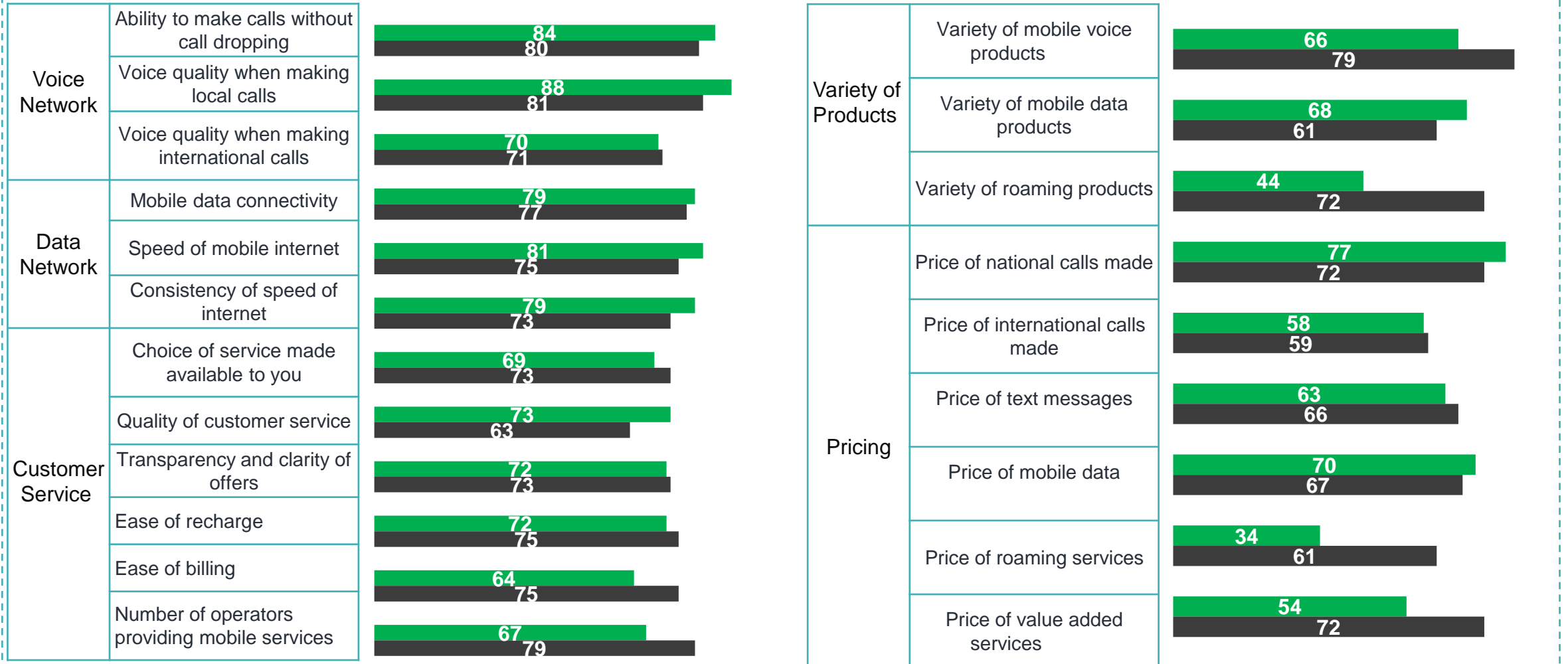
Base: Those who own a phone/smartphone

# Overall satisfaction with network related attributes are higher than pricing and product variety and is largely improving in 2019

Fig in %

## Satisfaction with Mobile Services

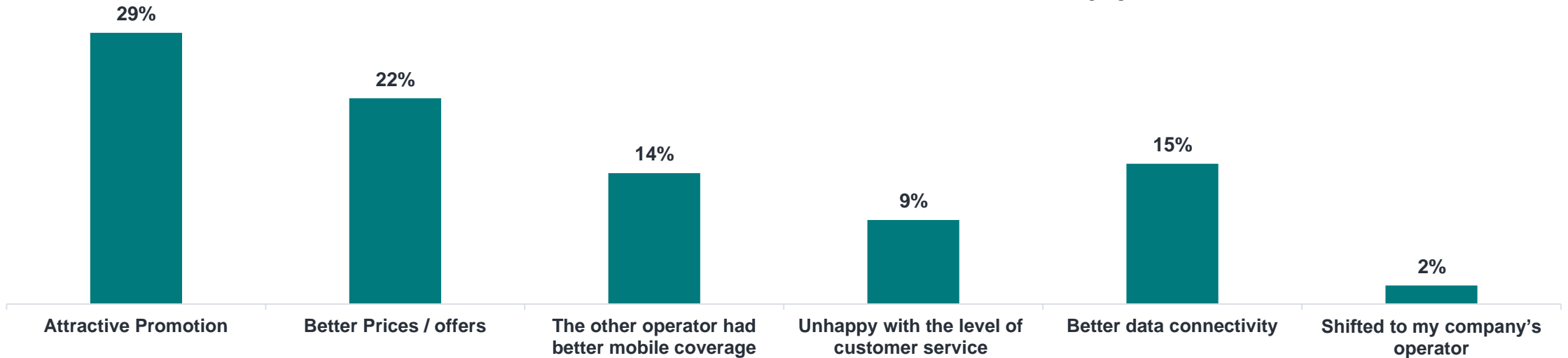
■ 2019 ■ 2018 (Top 2 Box score in % - 5 point scale)



Base: Those who own a phone/smartphone

Usage of mobile number portability facility declined amongst consumers in 2019.

Reasons for Switching Mobile Service Provider



6%

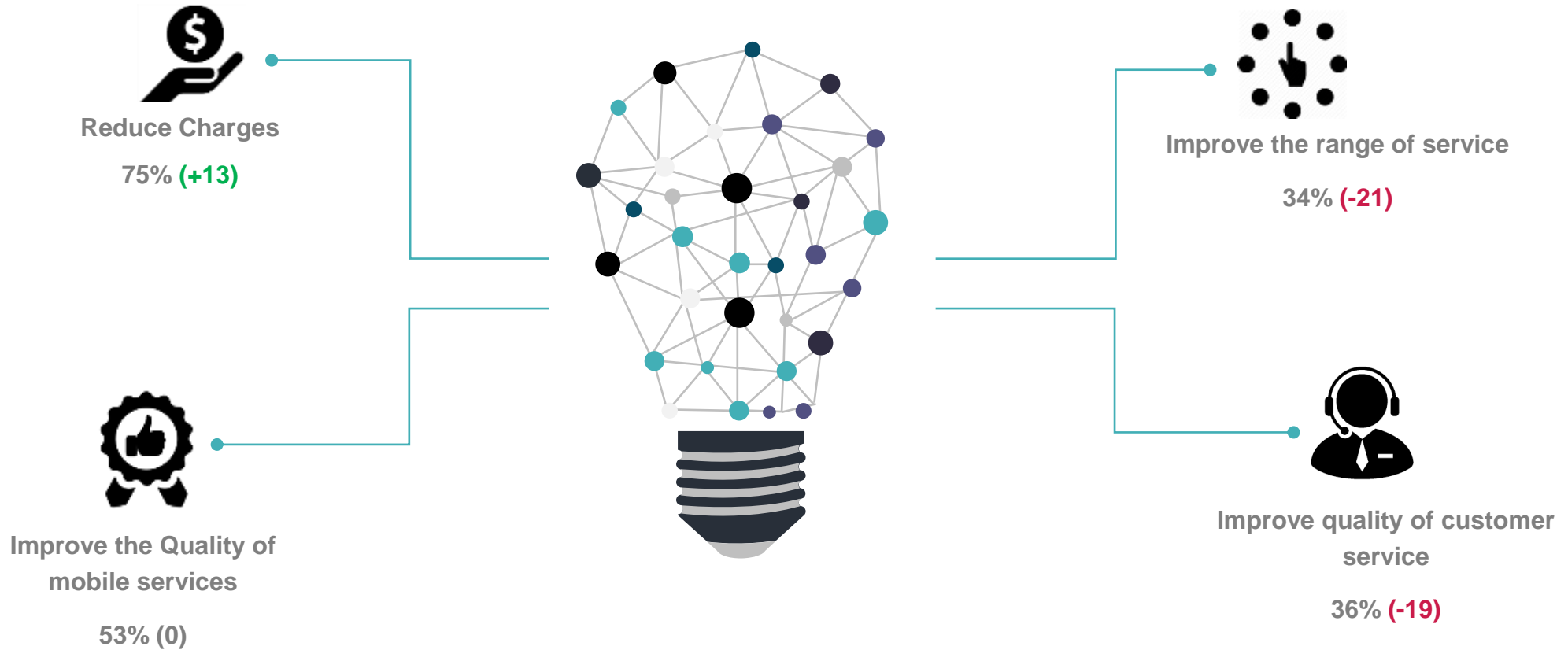
Switched between Mobile Service Providers in Past one year – Vs **13%** in 2018



Base: Those who own a phone/smartphone

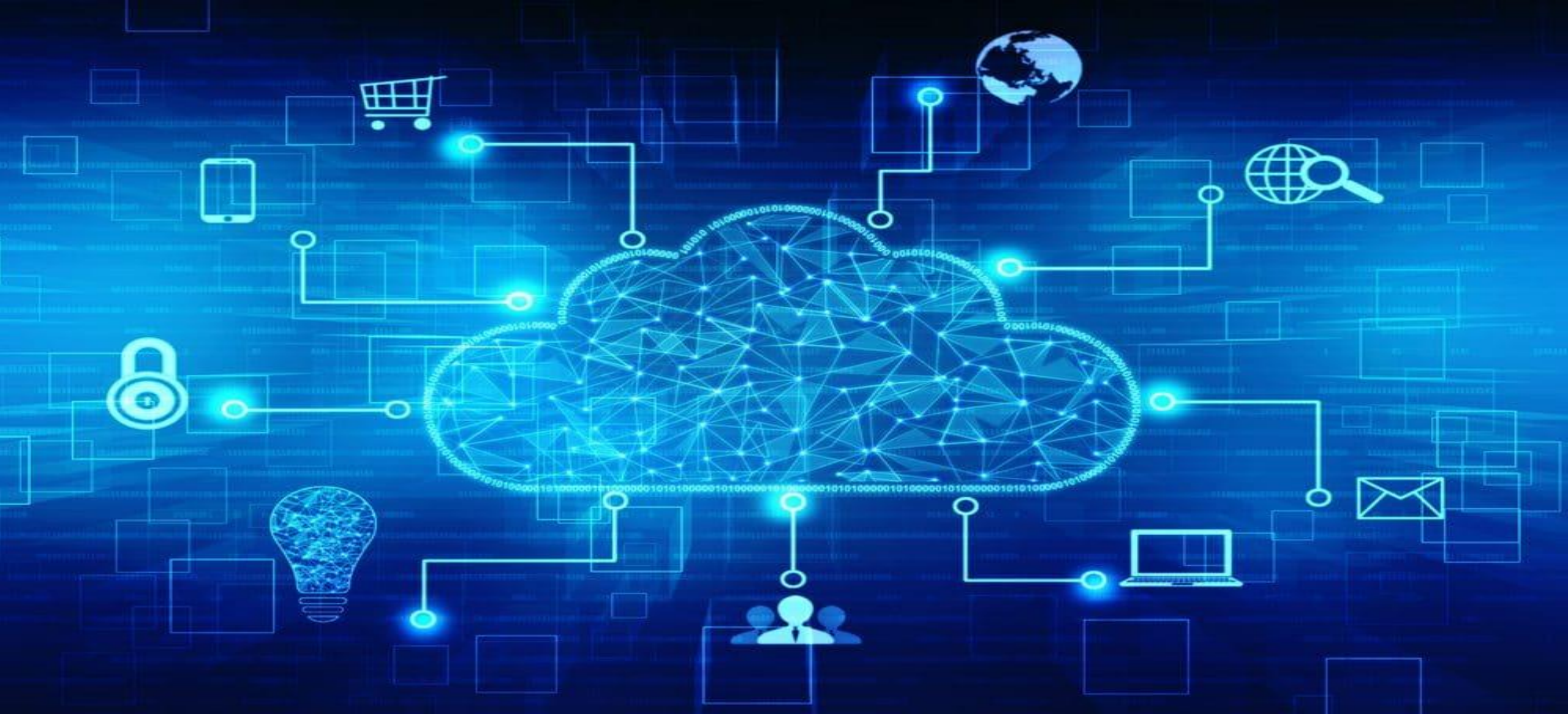
Reduction in service charges coming as the main improvement area in mobile service in 2019, followed by improving the quality of mobile services.

### Suggestions to improve Mobile Services



Figures in bracket signify the increase or decrease from 2018

Base: Those who own a phone/smartphone



# INTERNET SERVICES

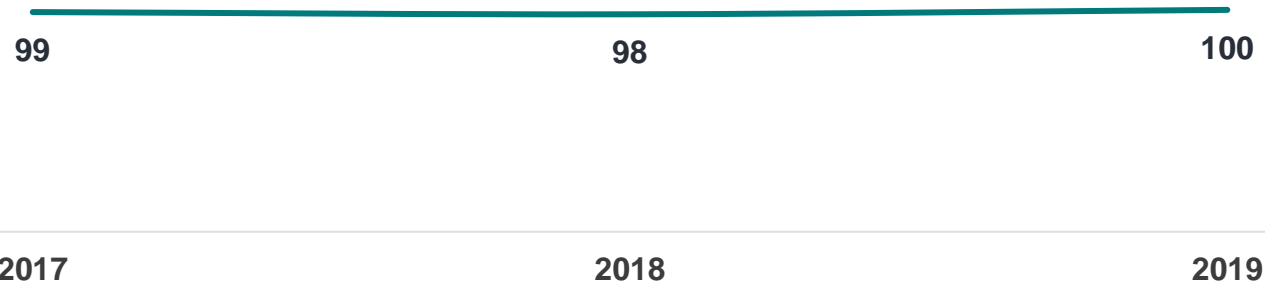
Households with internet access is 100% in 2019.

Fig in %

# 100 % Internet access at home

Base All Respondents

## Internet Access at Home



Base All Respondents

Universal usage of internet amongst consumers in the past 3 months, however daily usage of internet seems to be on a decline.

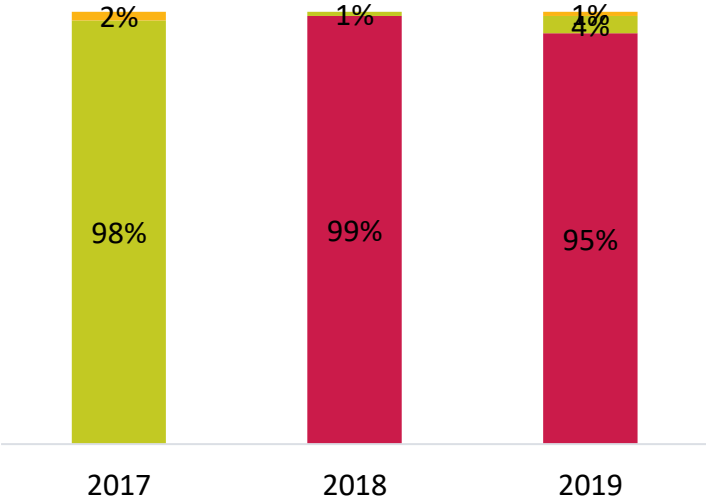
Fig in %

**Internet Usage (last 3 Months)**



Base: All Respondents

**Frequency of Internet Usage (last 3 Months)**



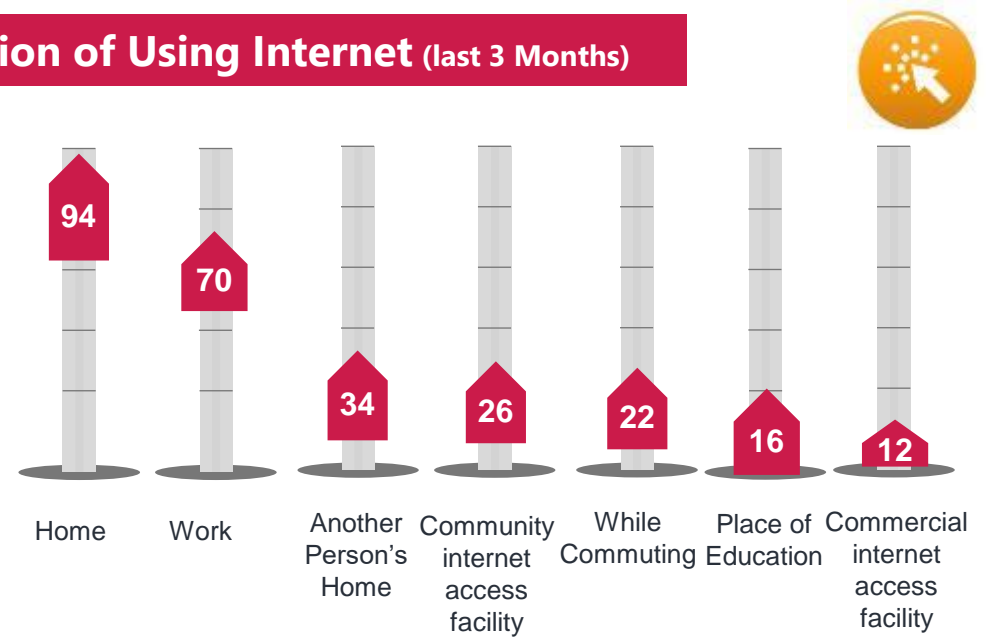
- Less than once a month
- Less than once a week
- At least once a week but not every day
- At least once a day

Base: All Those who used internet in Past 3 Months

94% are using the internet at home ~ a rise vs 2018.

Mobile phone is the most common device used for accessing internet via mobile data

**Location of Using Internet (last 3 Months)**



2018	87	66	25	46	-	34	35
2017	98	73	37	42	-	10	24
2016	76	58	20	14	-	10	16

**Internet usage - in the last 3 months**

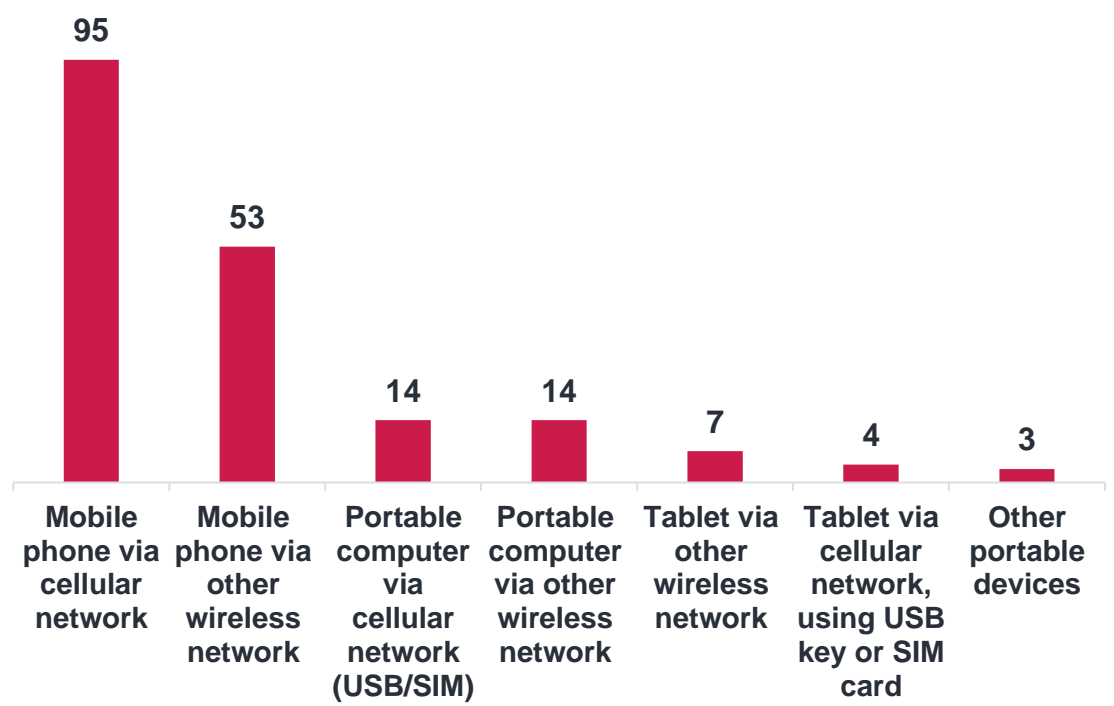


Fig in %

Base: All Those who used internet in Past 3 Months

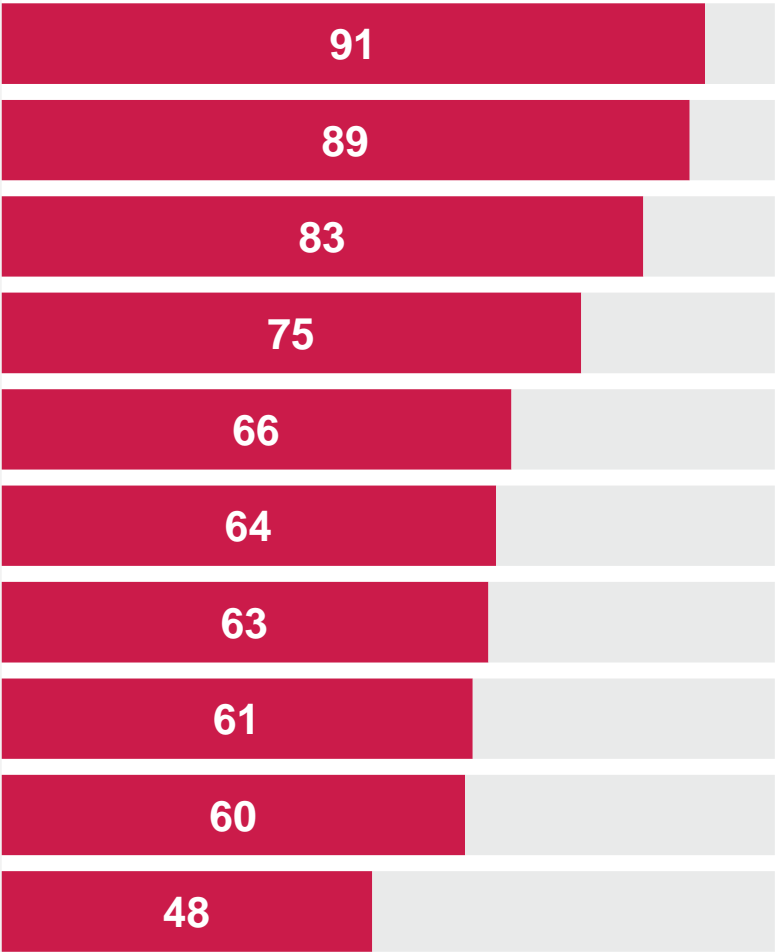
# Internet calling via VoIP is increasing in 2019 while social networking and reading online newspapers, magazines or eBooks are on a decline

Fig in %

## Internet Activities



- Streaming or downloading images, movies, videos or music, playing or downloading...
- Making calls over the Internet/VoIP (includes video calls)
- Sending or receiving e-mail
- Downloading software or applications
- Reading or downloading on-line newspapers or magazines, electronic books
- Participating in social networks
- Using storage space on the Internet to save documents, pictures, music, video or...
- Getting information about goods or services
- Seeking health information (on injury, disease, nutrition, etc.)
- Consulting wikis, online encyclopaedias or other websites for formal learning purposes



Base: All Those who used internet in Past 3 Months

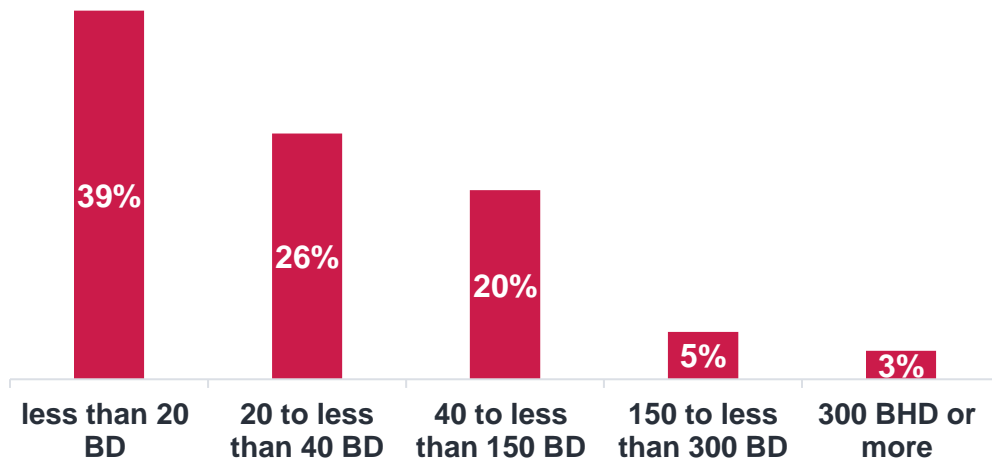
39% of the online purchases are small /mid ticket items below 20 BD. Credit Card and Cash on delivery are the main mode of payment.

Fig in %



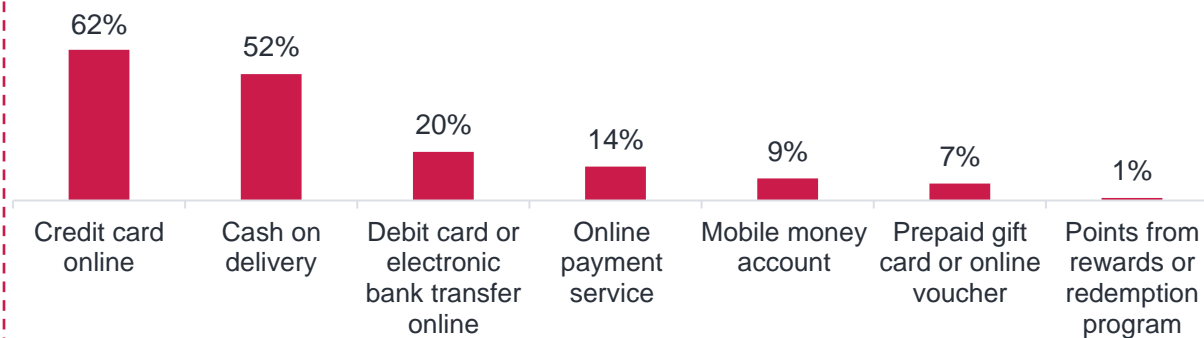
**33%** Purchased or ordered goods or services online in the past 3 months

### Spend on Online Purchases – Past 3 Months



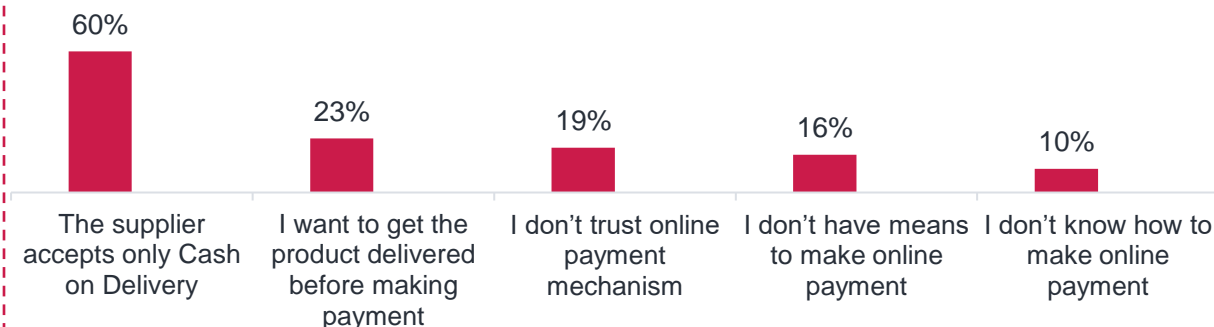
Base: All Those who made purchases online

### Mode of Payment



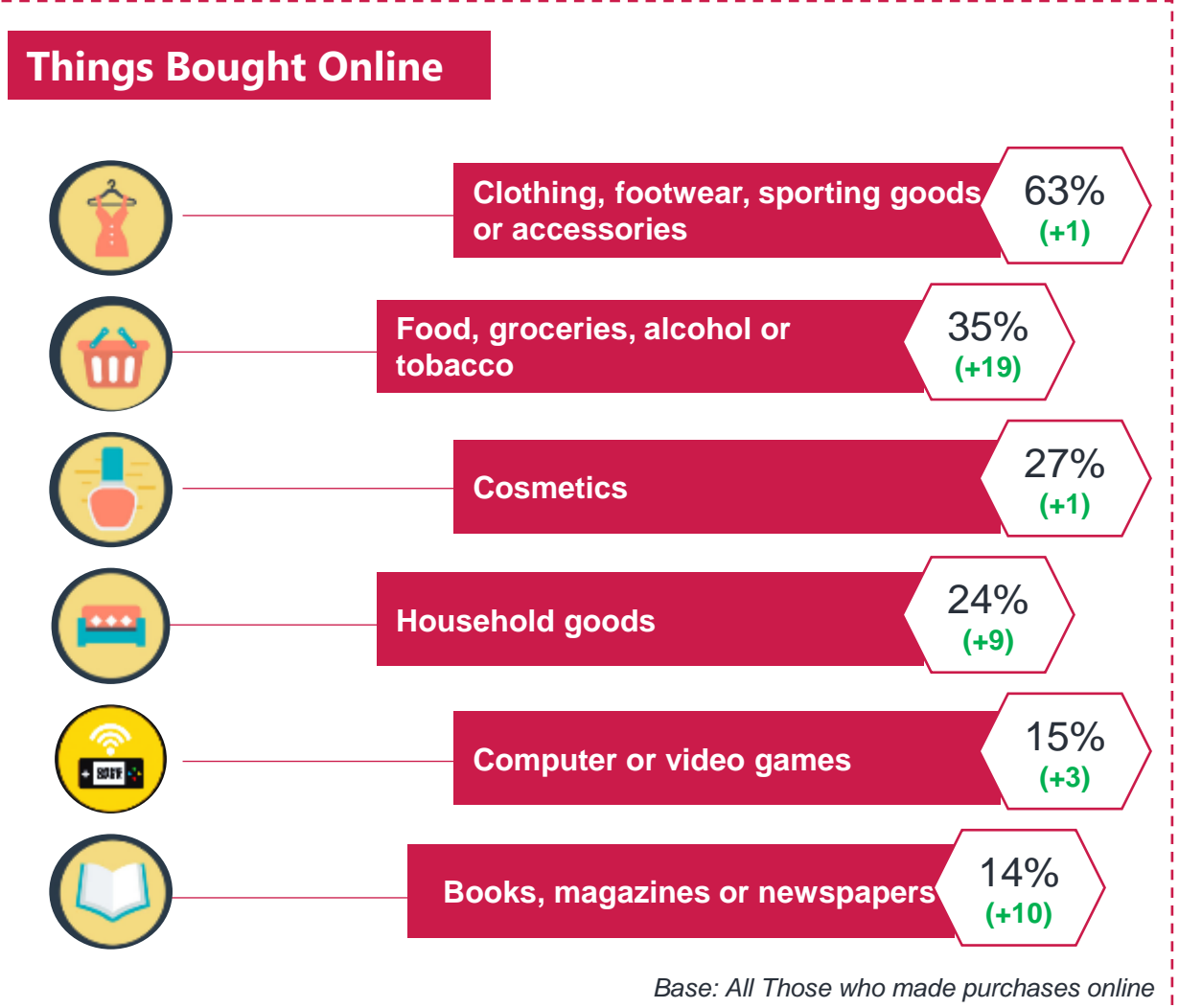
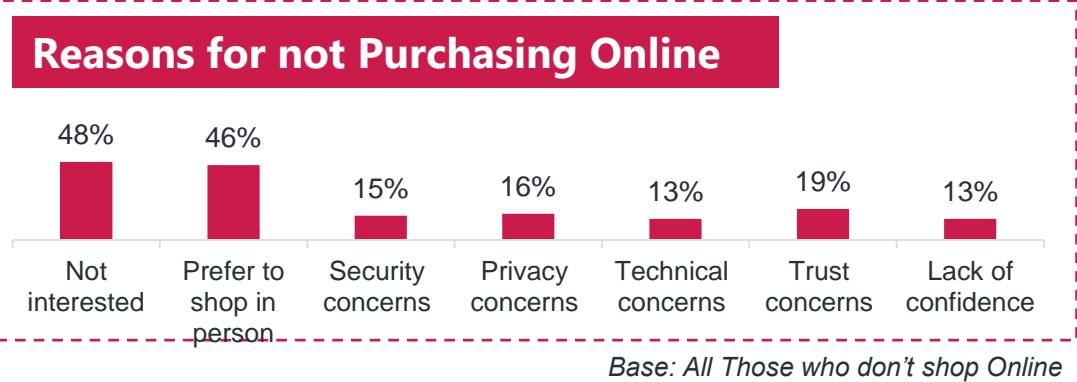
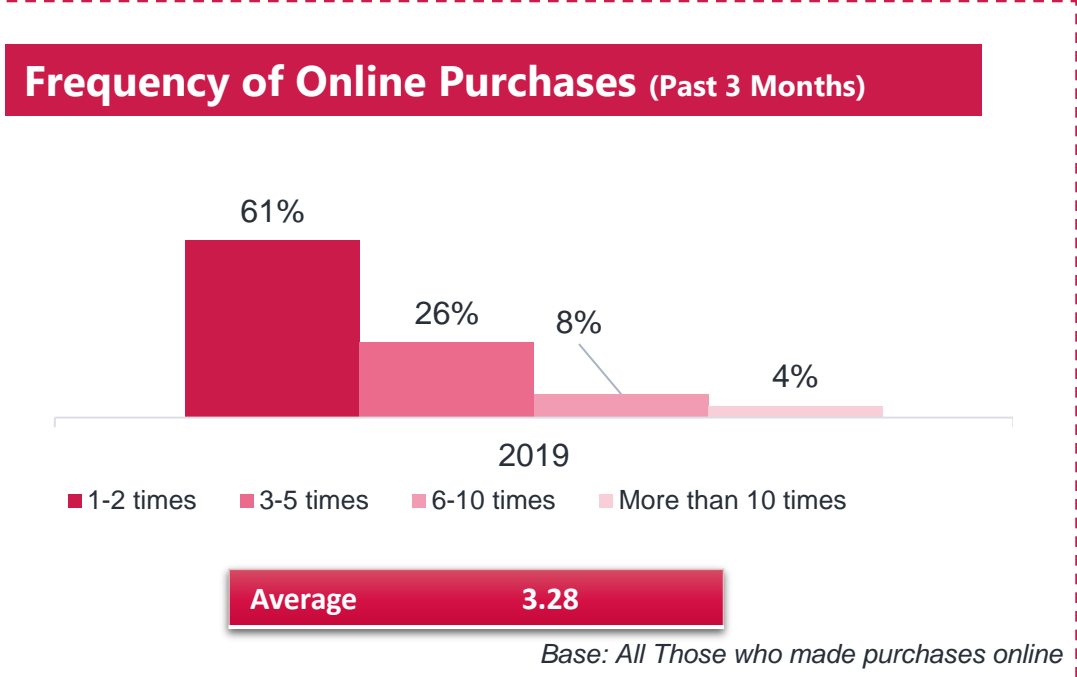
Base: All Those who made purchases online

### Reasons for Mode of Payment



Base: Those paid by Cash on Delivery

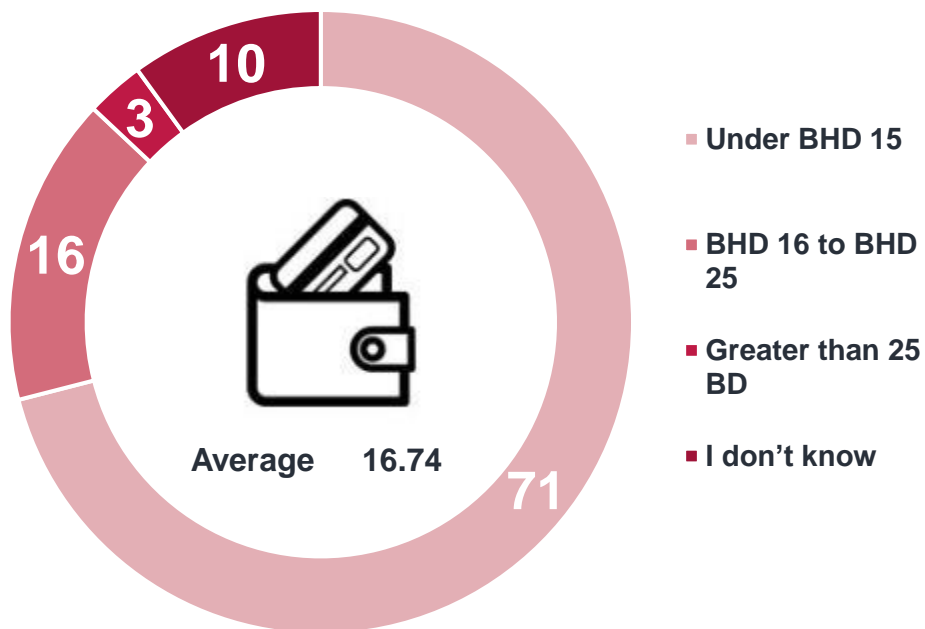
Among those who make online purchases on average make 3 purchases per month – largely clothing , footwear and accessories



70% of the customers spend less than 15 BD on internet service monthly with as less as 11% willing to up their spends by 5 BD to double internet speed

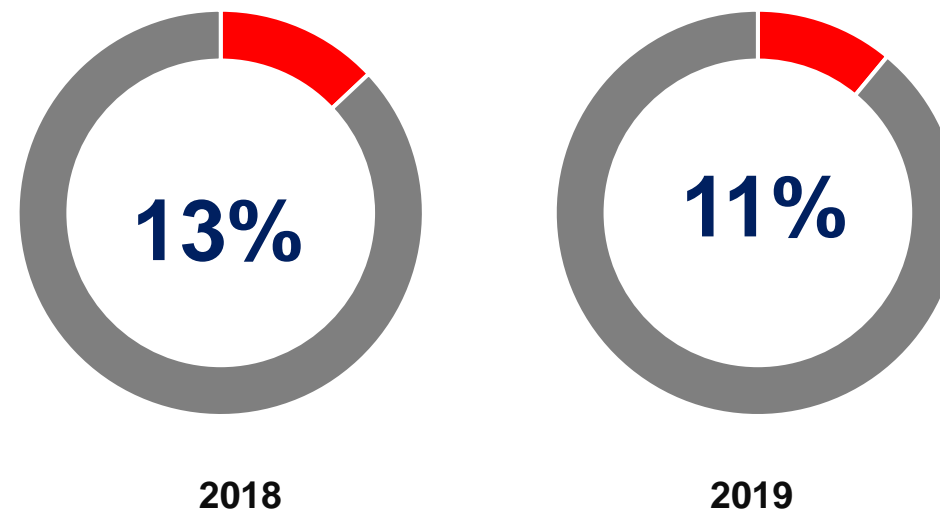
Fig in %

### Monthly Spend on Internet Service



Base: All Respondents

### Willing to pay an additional BD 5 /month to double speed of broadband

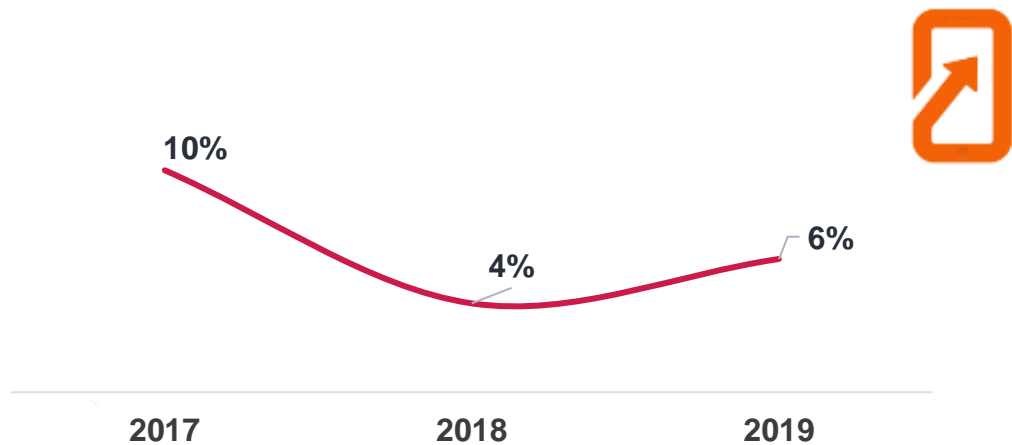


■ Yes ■ No

Base: All those who have Internet at Home

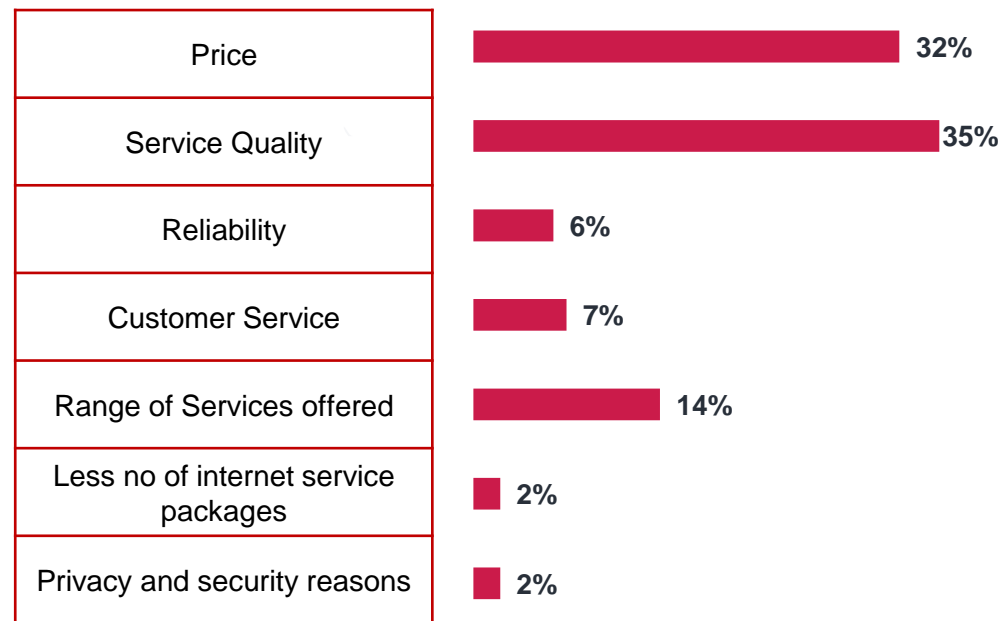
6% of respondents have changed their internet service provider in 2019 – price & service quality are the main reasons for this switch.

### Changing Internet Service Provider



Base: All Respondents

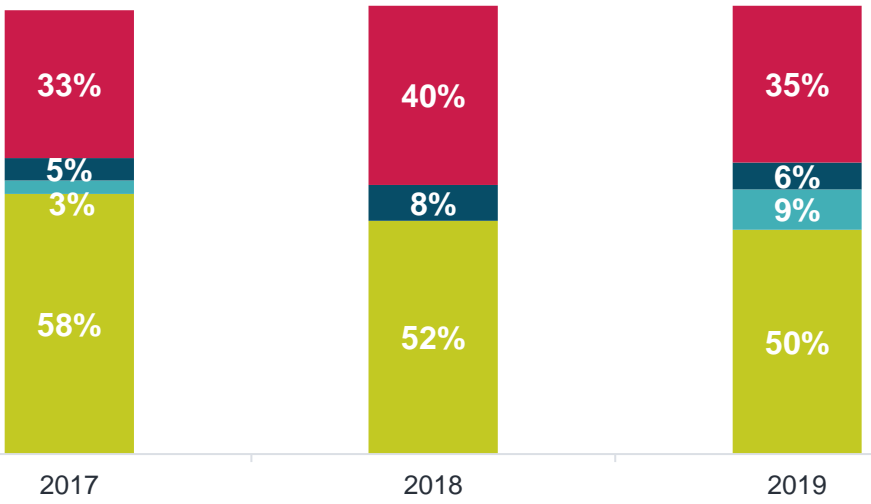
### Reasons for Switching Service Provider



Base: All Those who Switches their MSP

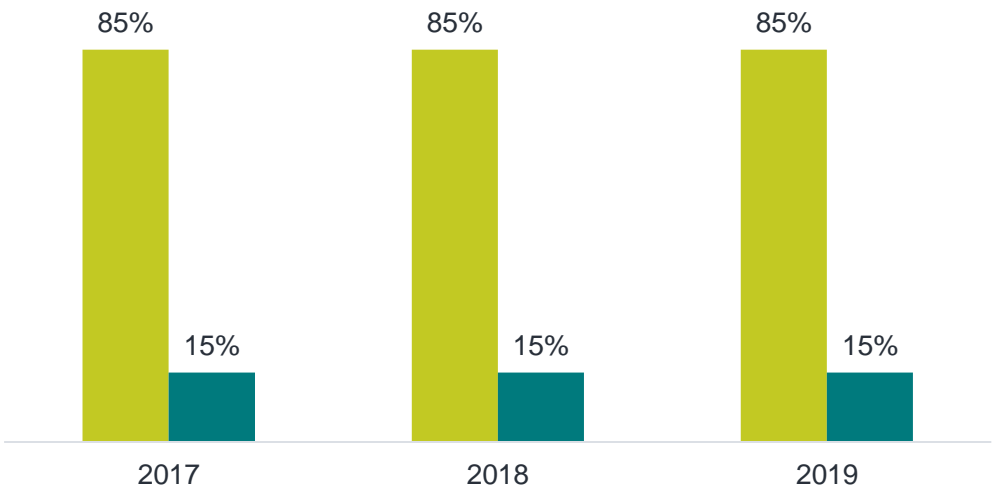
35% of Respondents exceed their monthly data limit and majority accepted to access a slower internet service for the remainder of the month.

**Have you ever exceeded your monthly downloading limit?**



- Yes
- I do not know what my monthly limit is
- I do not have a download limit
- No

**Steps taken after Monthly Data Exceeded**



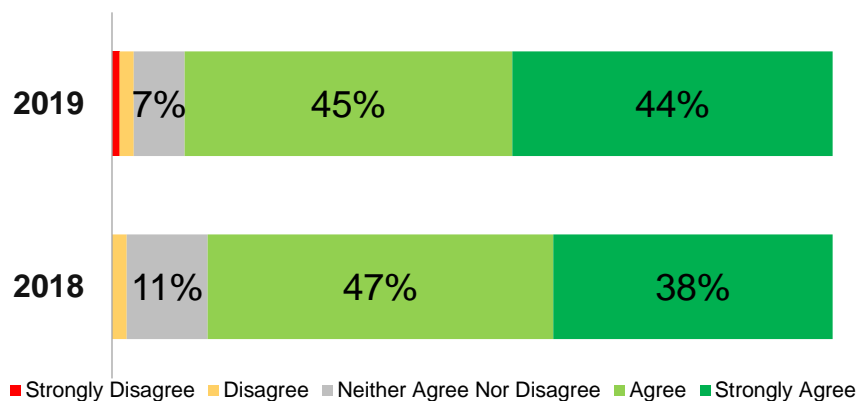
- Accept a slower service at no additional charge
- Pay a fee for additional usage

Base: All those who have Internet at Home

Overall satisfaction with Internet services has improved in 2019 – mainly driven by satisfaction with the “Speed of Internet”

Fig in %

**Overall Satisfaction with Internet Service**



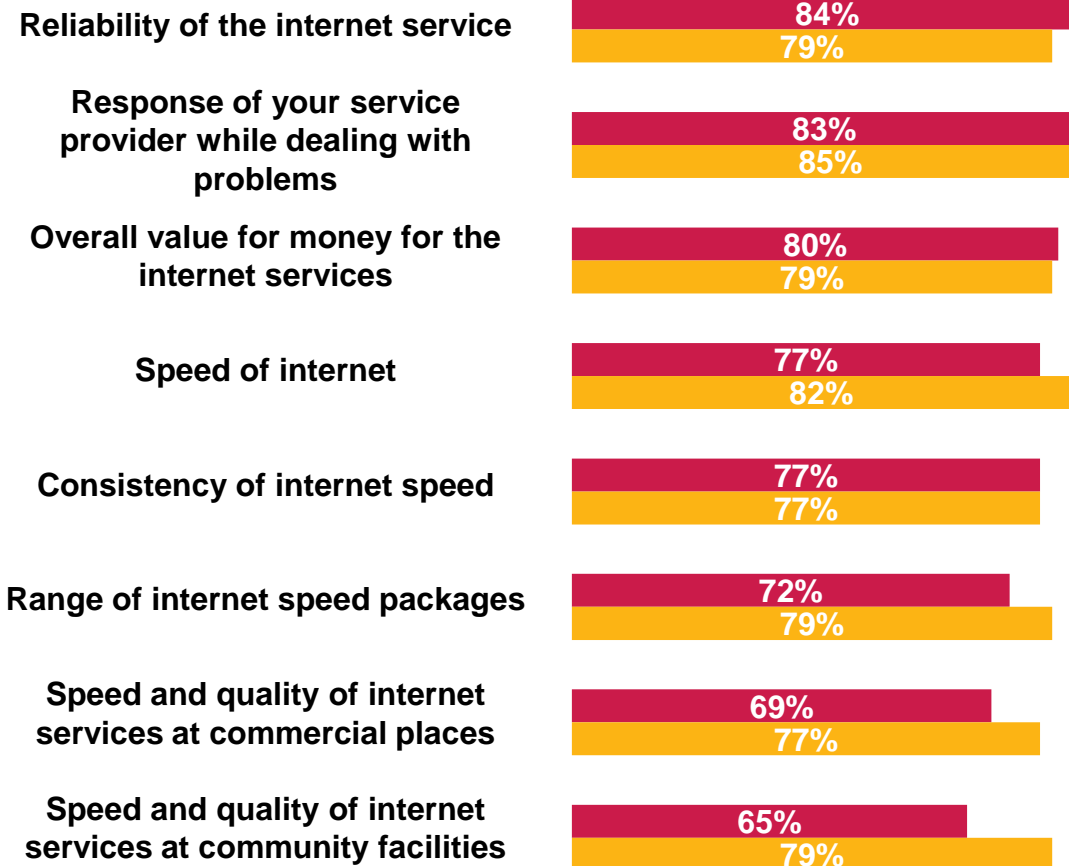
**Average Overall Satisfaction (out of 5)**

2019	4.3
2018	4.23
2017	4.06
2016	4.37

**Internet Service Satisfaction**

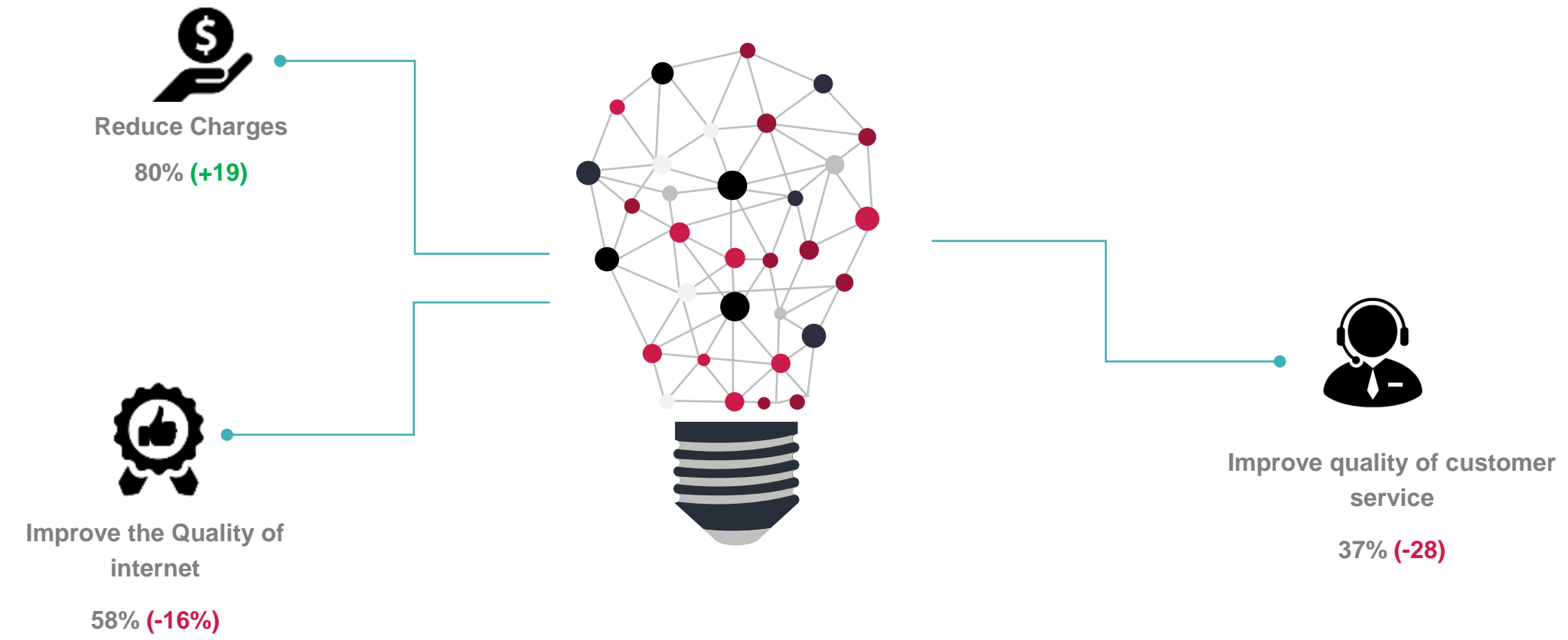
■ 2019 ■ 2018

(Top 2 Box score in % - 5 point scale)



Respondents mentioned the service charges as the primary improvement area for Internet Services. Quality of service & quality of customer service has seen an improvement as compared to 2018.

### Suggestions to improve Internet Services



Figures in bracket signify the increase or decrease from 2018

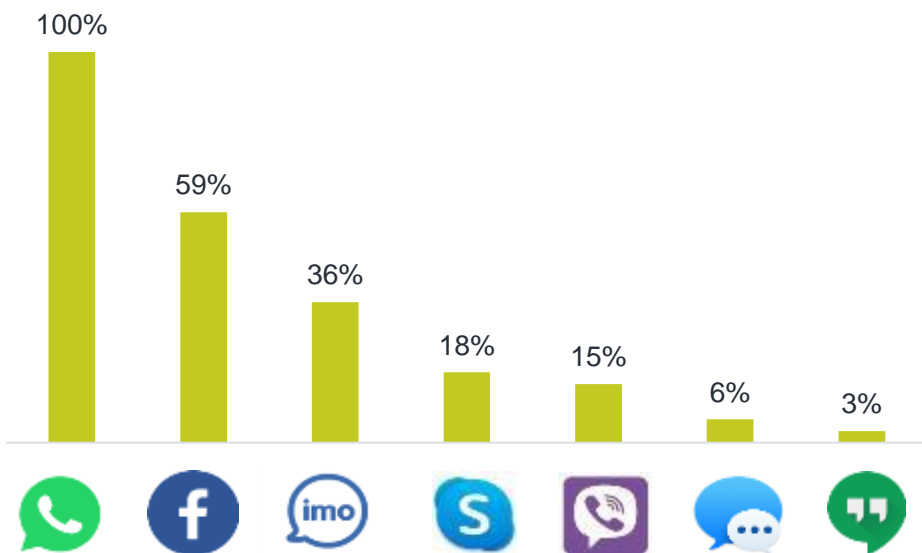
Base: All Respondents



# OTT APPLICATIONS

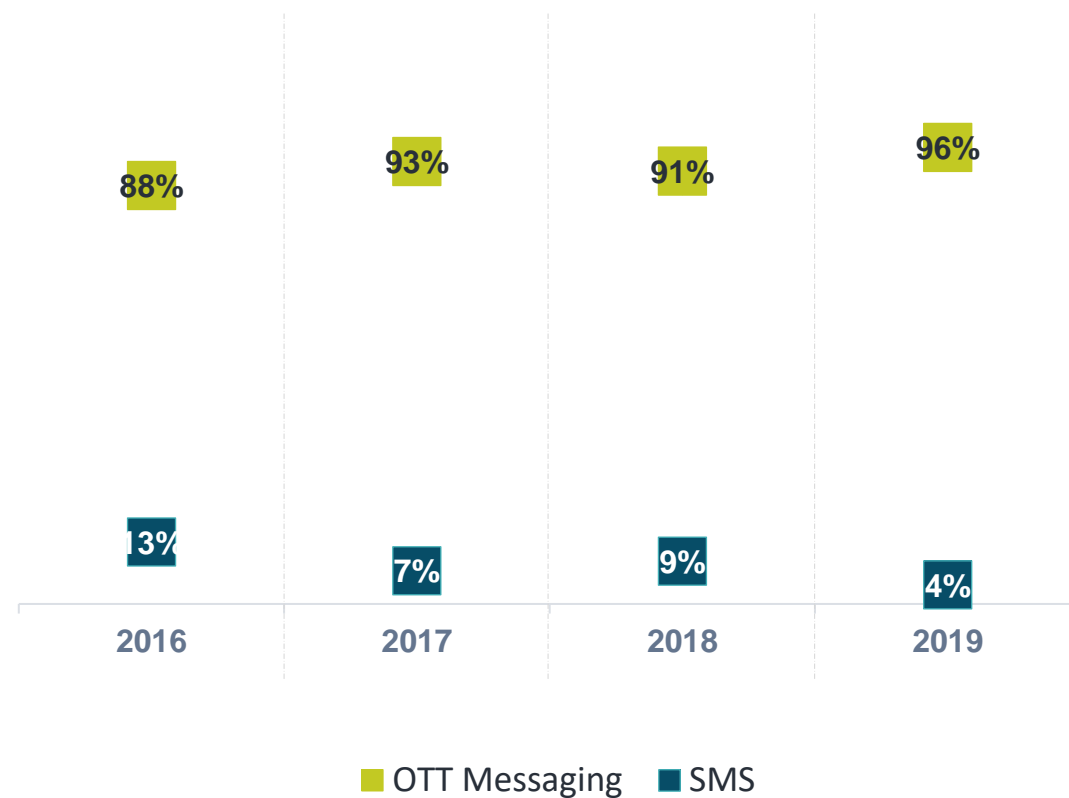
# WhatsApp usage is now universal across consumers – 100% of respondent use WhatsApp for messaging

## Over The Top (OTT) Services Used to Communicate



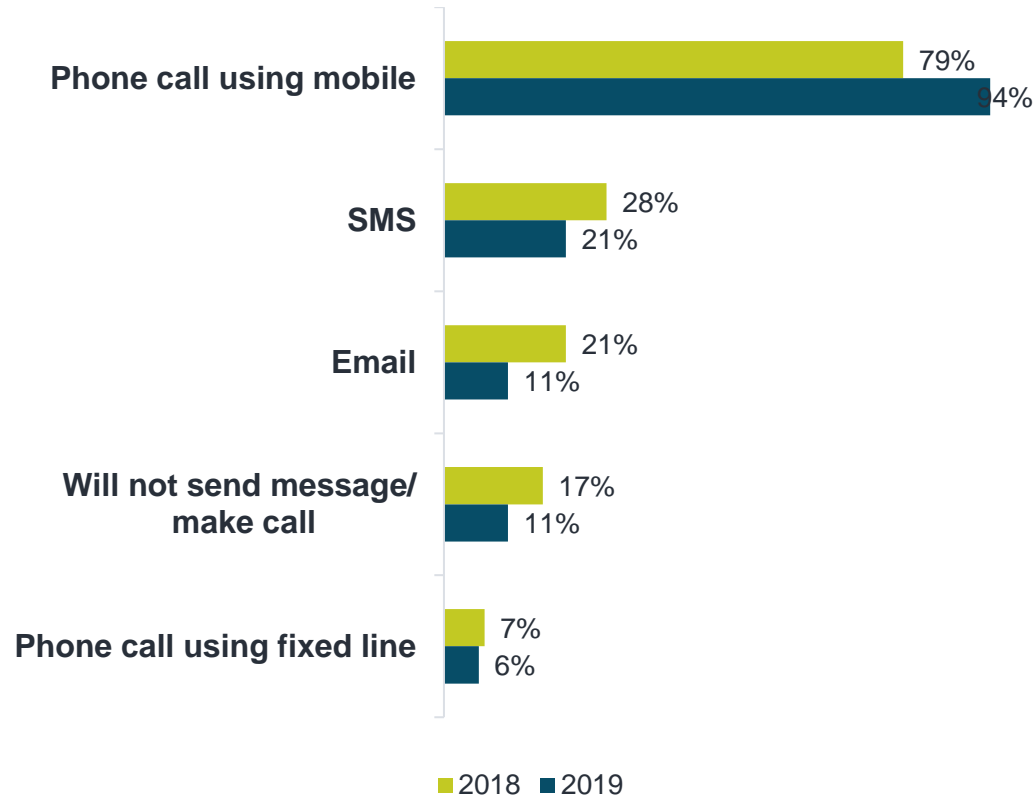
2018	96%	-	-	42%	39%	16%	-
2017	98%	-	-	43%	34%	28%	-
2016	95%	-	-	26%	39%	13%	-

## Proportion of Messaging Over The Top (OTT) vs. SMS

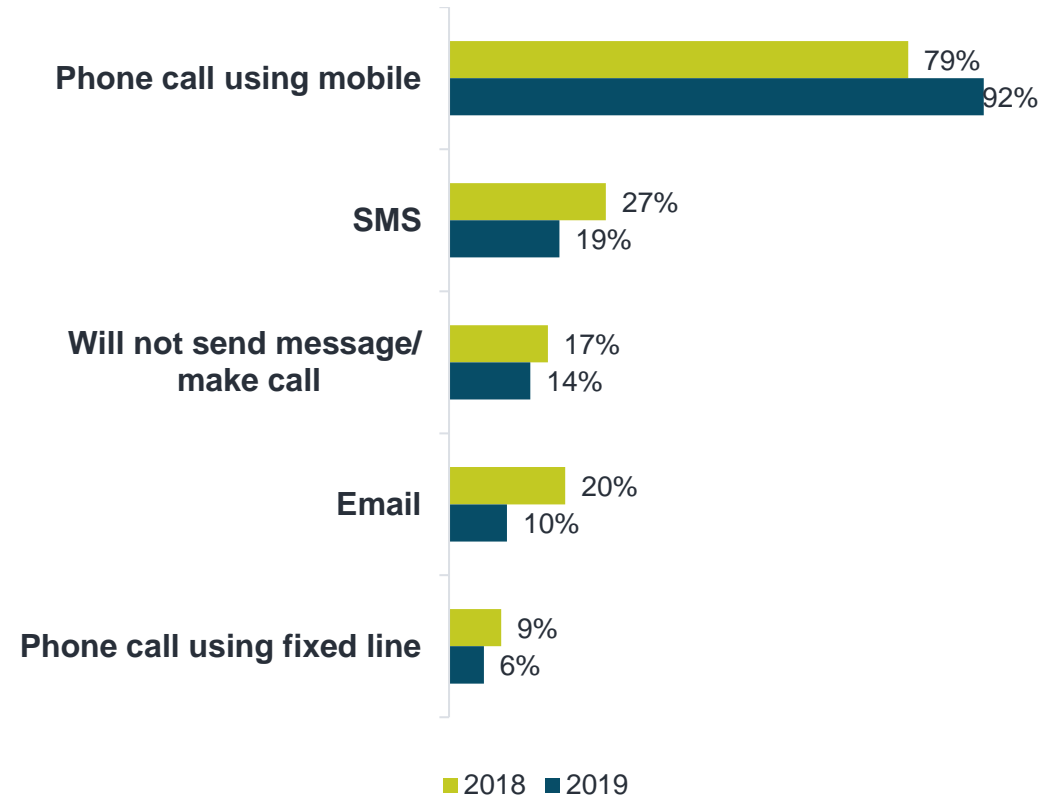


Without Over The Top services, majority of consumers prefer to use direct mobile calls rather than messaging service

**When Messaging APP is not Available**



**When Over The Top (OTT) Calling is not Available**

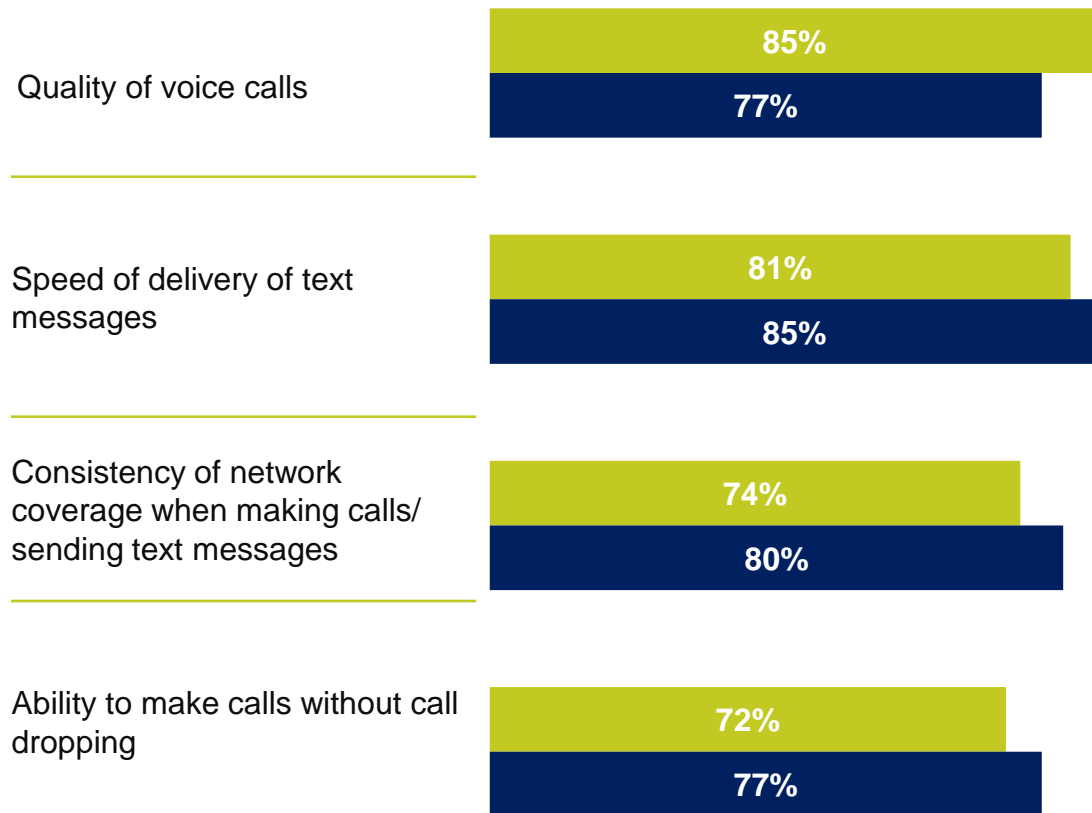


While quality of voice calls improved for Over The Top services, call drops and network consistency saw a drop – Willingness to pay extra also declined to 7% in 2019

### Satisfaction with Over The Top (OTT) Services

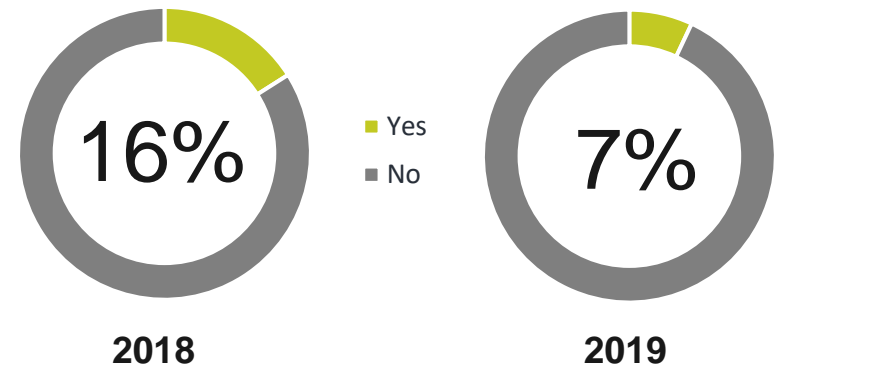
(Top 2 Box score in % (Those who rated Very Satisfied and Fairly satisfied))

■ 2019 ■ 2018



Base: All Respondents

### Willingness to Pay Extra For Over The Top (OTT) Service



Base: All Respondents

**BD 5.34**

**BD 5.72**

Average Amount Willing to Pay Extra  
(among those who are willing to pay extra)

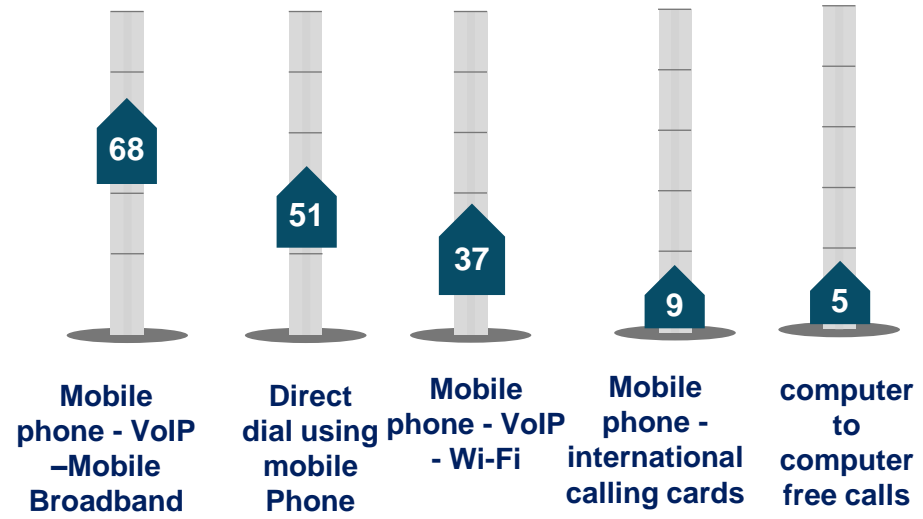


**INTERNATIONAL CALLING**

Mobile phone based VoIP is the most common methods used for International calls and is growing in 2019

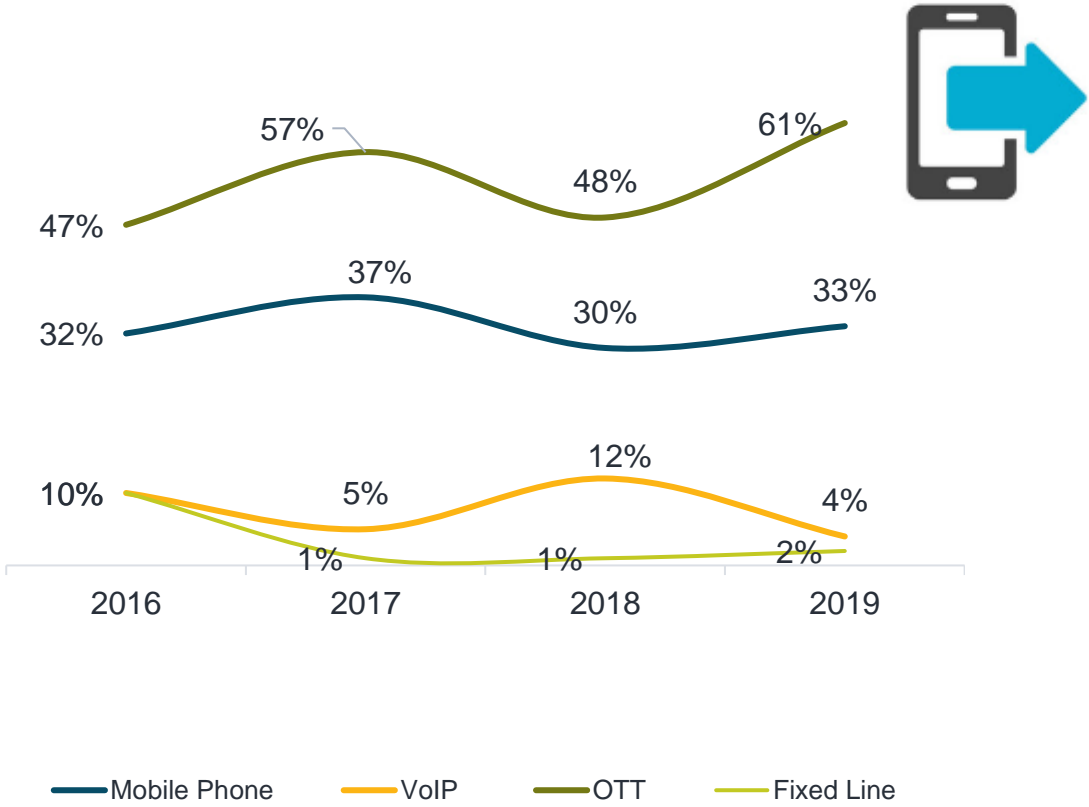
Fig in %

**Methods Used to Make International Calls**



	Mobile phone - VoIP - Mobile Broadband	Direct dial using mobile Phone	Mobile phone - VoIP - Wi-Fi	Mobile phone - international calling cards	computer to computer free calls
2018	48	48	25	22	10
2017	12	51	13	2	1

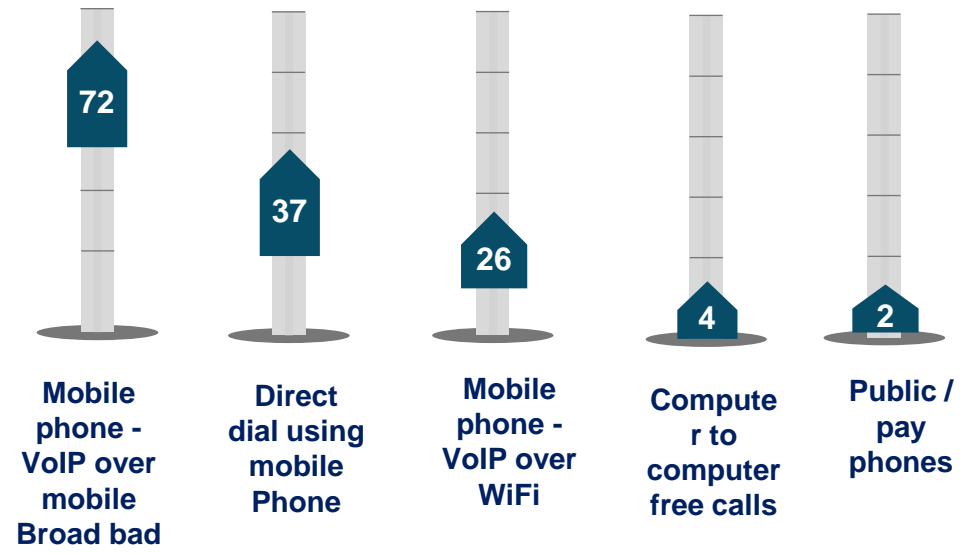
**Proportion of International calls made -mediums**



Base: All Respondents

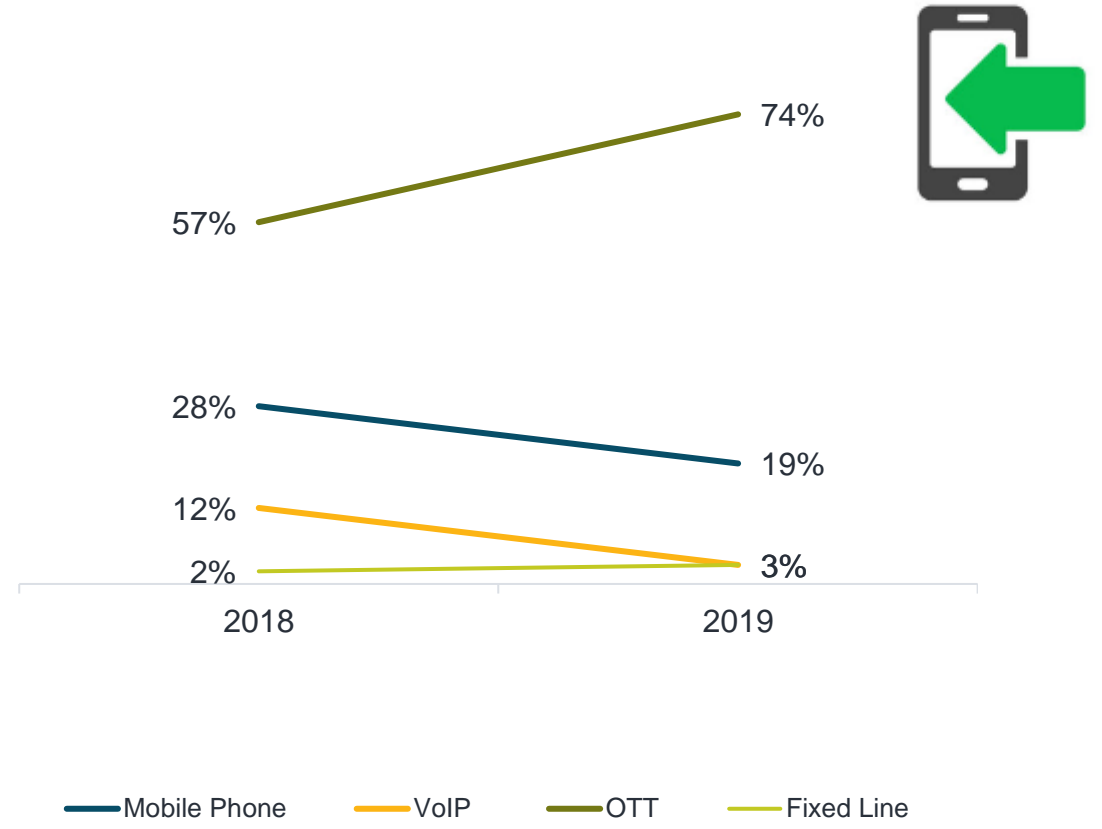
Mobile phone based VoIP is the most common method used for receiving International calls

Methods Used to Receive International Calls



2018	51	46	29	12	4
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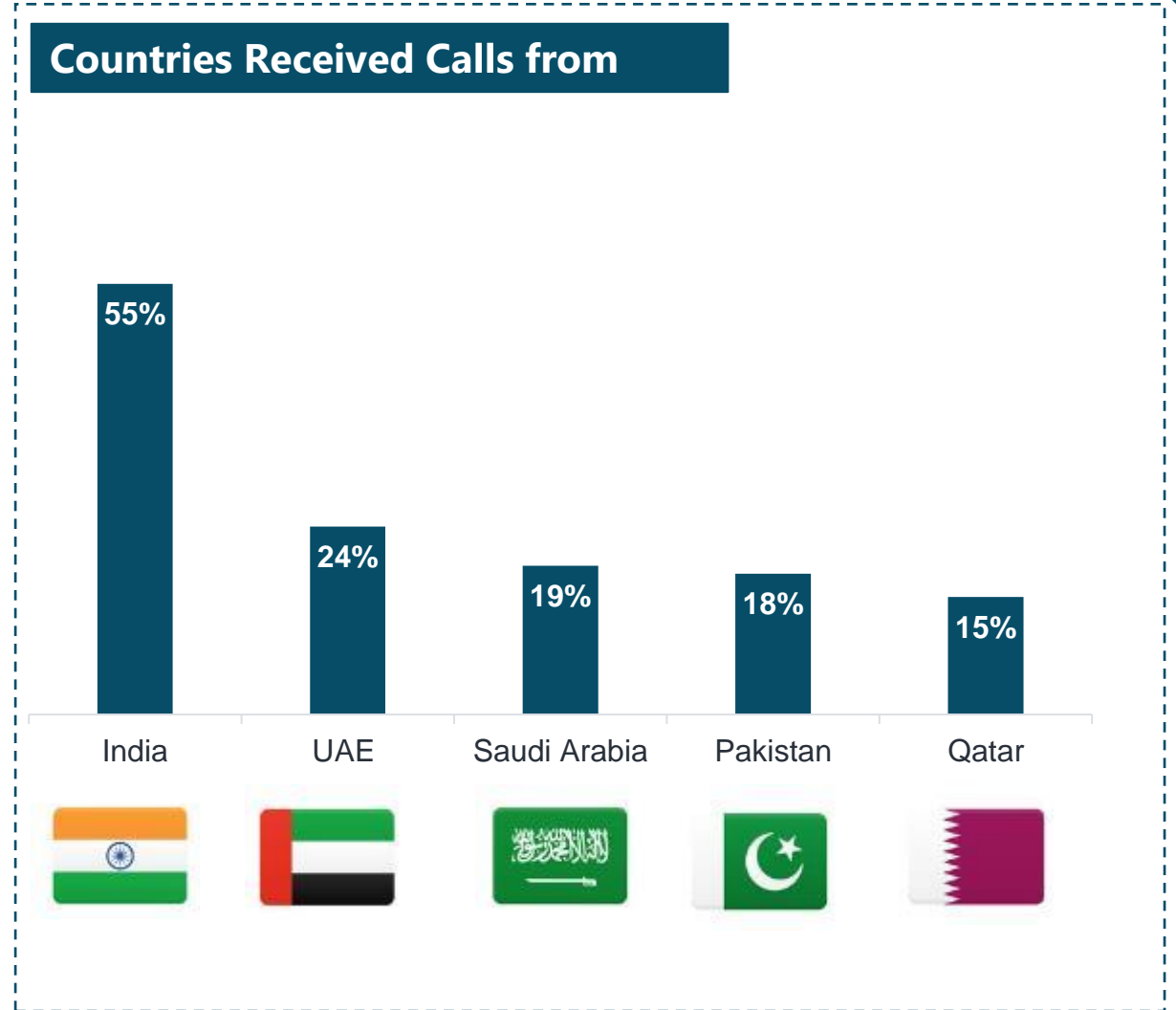
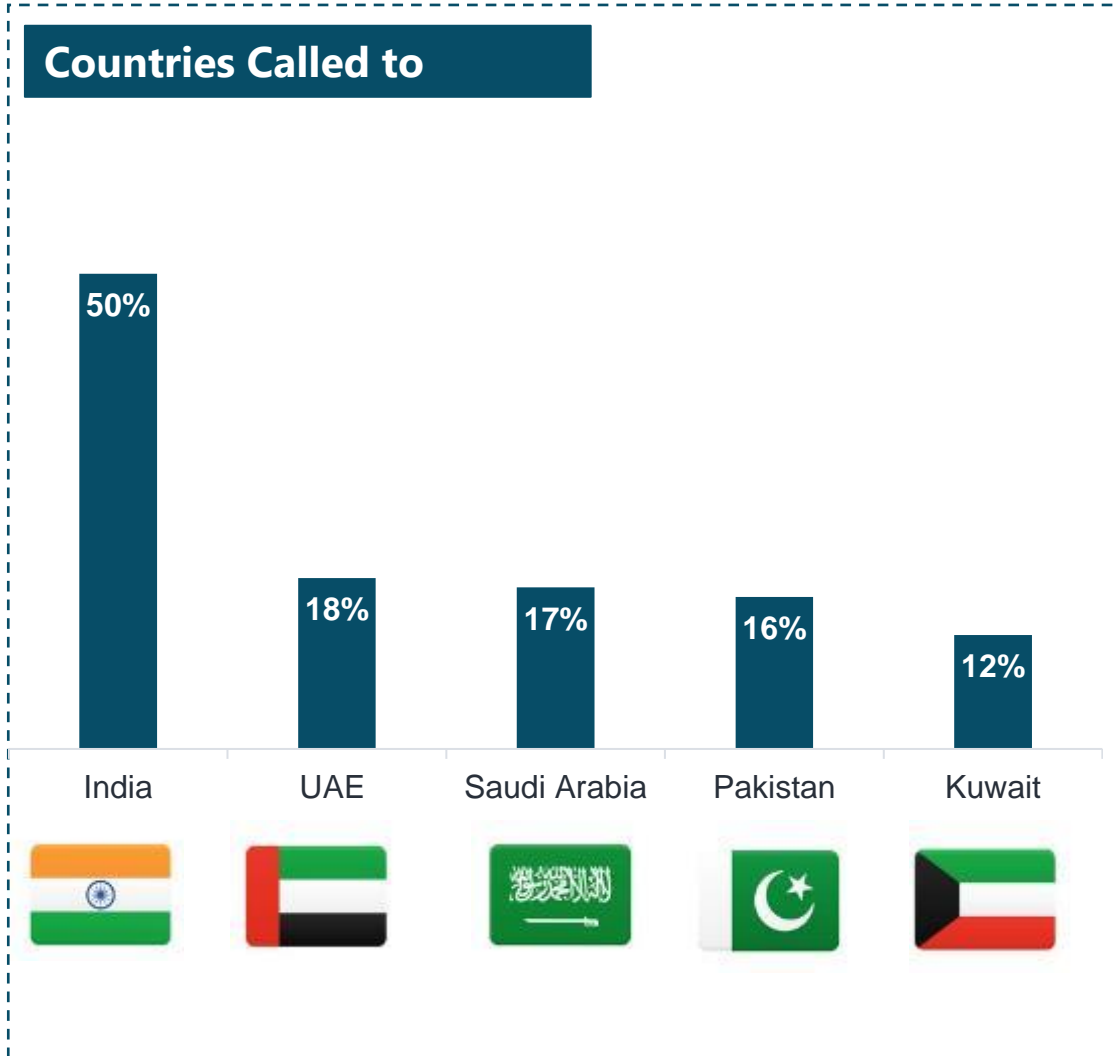
Proportion of International calls made -mediums



Base: All Respondents

# Largely International calls are mostly to and from Asian or GCC region

Fig in %



**THANK YOU**