

# Digital Consumer Insights Spotlight Service

## Part of the Digital Consumer Services Service Area Package

Annual survey data and analysis exploring consumer attitudes to digital services, content and commerce, and service providers' strategic priorities for digital consumer markets.

“ 52% of service providers in Omdia's survey state that increasing data costs and decreasing ways to monetize are their top concern. Finding new ways to monetize 5G and FTTH networks will therefore be essential to future success.

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Michael Philpott  
Research Director

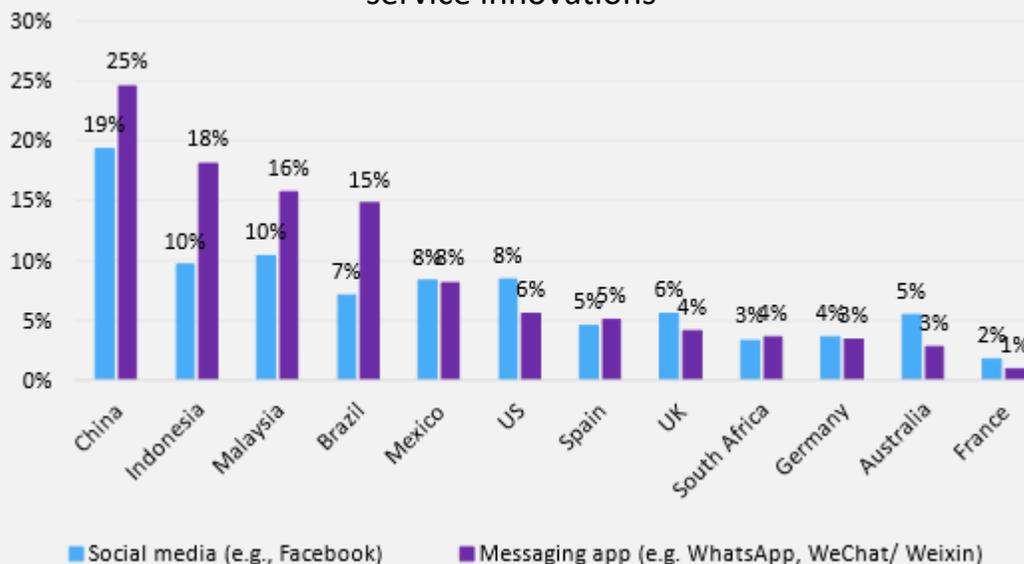
# Digital Consumer Insights Spotlight Service

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How do you typically communicate with the customer care team from organizations you buy services from or interact with for making a payment/purchase?

## HOW OMDIA HELPS YOU

- Discover, understand and act on changing consumer attitudes to digital services
- Focus on disruptive trends where consumer behavior is driving change
- Identify and assess the strategic priorities for consumer service providers
- Identify new opportunities and validate service innovations



Source: Digital Consumer Insights Survey 2021, Omdia

## KEY QUESTIONS ADDRESSED

- How do consumer preferences differ between emerging and more mature markets?
- How do attitudes to digital services differ by age, location, gender and occupational status?
- What are service providers’ main strengths, weaknesses, opportunities and threats for each digital consumer service category?
- Which are the most popular features on messaging apps?
- Which players do consumers trust most with their personal data?
- Which broadband features would consumers be prepared to pay extra for?
- Which smart devices are consumers not interested in purchasing?

# Digital Consumer Insights: Our Expert Analysts



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# Digital Consumer Insights: Deliverables



## SURVEYS

—Annual—

Survey data exploring consumer attitudes to digital consumer services, and service provider strategies for digital consumer markets.



## REPORTS

—Annual —

In-depth analysis reports on key outcomes from the surveys.



## ANALYST ACCESS

—Ongoing—

For prompt email and phone responses to urgent questions on related research and breaking trends.

# Digital Consumer Insights: Survey and Reports

## Digital Consumer Insights Survey 2021

Annual digital consumer insights data from over 13,000 consumers.

### DETAILS

- Frequency: Annual
- Survey of over 13,000 consumers
- Over 45 questions
- 12 countries (Australia, Brazil, China, France, Germany, Indonesia, Malaysia, Mexico, South Africa, Spain, UK, US)
- 5 individual excel data tools, with filters for: Country; Age range; Gender; Population density; Occupational status

### COVERAGE

Themes:

- 5G
- Fixed broadband
- Advanced communications and messaging
- Service bundling
- Broadband VAS
- Telco TV and online video
- Telco digital services
- Mobile payments and commerce
- Data privacy
- Smart home
- E-Health

### Advanced Messaging & Communications

Consumer attitudes toward to communications platforms including usage trends and intentions around payments, telco services, customer care on chat apps and services, media access and purchasing on social media.

### Commerce & Data Privacy

Consumer attitudes toward mobile money and mobile payments, including usage trends and intentions around the use of digital commerce via chat apps and for in-store or online purchases.

### Broadband & Bundling

Consumer attitudes toward 5G and fixed broadband and multi-play services. This module highlights the responses of several unique customer segments – the mobile-only consumer, the fixed and mobile bundler, and the unbundler.

### Digital Consumer Operator Strategies

Consumer attitudes toward service provider digital services. This module gauges demand for video and other digital services.

### Smart Home

Consumer attitudes towards the use and demand for smart home services and applications, including preferences for voice function and smart devices.

# Digital Consumer Insights: Survey

## Digital Consumer Service Provider Insights Survey 2021

Annual service provider insights data from 245 consumer strategy executives with detailed Omdia analysis.

### DETAILS

- Frequency: Annual
- Survey of 245 consumer strategy executives
- 12 countries (Australia, Brazil, China, France, Germany, Indonesia, Malaysia, Mexico, South Africa, Spain, UK, US)
- Over 40 questions
- Excel data tool

### COVERAGE

Themes:

- Top business challenges
- FTTH
- Broadband growth strategy
- 5G strategy
- Voice and messaging
- RCS strategy
- Smart home
- Online video
- Financial services
- Digital gaming
- eHealth

## Digital Consumer Insights Analysis Reports

In-depth analysis reports on key outcomes from the 2021 surveys

Frequency: Annual

Recommendations and analysis addressing the major themes revealed in the 2021 digital consumer and service provider insights surveys, including reports focusing on:

- Messaging App and Social Media Commerce Trends
- 5G Consumer Data Monetization
- Smart Home

# Related Content: Digital Consumer Services Service Area Coverage



## Service Area Package: **Digital Consumer Services**

5G & Broadband, pricing and  
Strategy Intelligence Service

Smart Home  
Intelligence Service

Advanced Messaging &  
Communications Intelligence Service

Consumer Platforms  
& AI Intelligence Service

Digital Consumer Operator Strategy  
Intelligence Service

Digital Consumer Services Viewpoint Service

Digital Consumer Insights  
Spotlight Service

Broadband Pricing  
Spotlight Service

## About Omdia's Digital Consumer Services Research

Omdia provides expert analysis and data across Digital Consumer Services with unique coverage of service providers', over the top players', and major tech platforms' activity in this space. We can help identify which markets and offerings are driving growth in Digital Consumer Services, understand the strategies of key competitors and customers, and assess the impact of this rapidly evolving market across different businesses.

Our global team of analysts provides expertise on service provider and tech company strategy across Digital Consumer services including: broadband and bundling, messaging and communications, consumer platform strategies, digital operator services, app ecosystems, payments and commerce, smart home, and consumer AI.

### Custom Solutions

Omdia's consulting services offer a true end-to-end service capability across all aspects of your product lifecycle, from concept and product development, to go-to-market and sales effectiveness. **Contact us** if you have a project that you would like to discuss with a member of the team.

# Our “Ask an Analyst” Service Provides Best in Class Customer Support

Whether you need guidance to navigate the service, information regarding our methodologies or you want to better understand a data trend, Omdia’s support team is here to help.

## Draw on our expertise

- Make the right decisions
- Sanity-check your own findings
- Get the most out of your subscription
- Understand more about our methodologies

Our Ask an Analyst service gives you direct contact via telephone, email or face-to-face session with our expert analyst team:



**Tom Coate**  
Customer Success  
Manager



**Kâren Dyer**  
Customer Success  
Manager



## CONNECT WITH US

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### ABOUT OMDIA

Omdia is a global technology research powerhouse, established following the merger of the research division of Informa Tech (Ovum, Heavy Reading, and Tractica) and the acquired Omdia technology research portfolio\*. We combine the expertise of more than 400 analysts across the entire technology spectrum, covering 150 markets. We publish over 3,000 research reports annually, reaching more than 14,000 subscribers, and cover thousands of technology, media, and telecommunications companies.

Our exhaustive intelligence and deep technology expertise enable us to uncover actionable insights that help our customers connect the dots in today's constantly evolving technology environment and empower them to improve their businesses—today and tomorrow.

\* The majority of Omdia technology research products and solutions were acquired by Informa in August 2019 and are now part of Omdia.