analysys mason

Communication platforms: consumer survey

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About this report

This report focuses on aspects of Analysys Mason's consumer survey that relate to smartphone users' behaviour and preferences in Europe, North America, the Middle East, Asia and South Africa. It focuses on respondents' usage of communication platforms, including Ayoba, BiP, Discord, FaceTime, Facebook Messenger, Google Messages, iMessage, LINE, Skype, Snapchat, Telegram, Viber, WeChat, WhatsApp and Zoom.

The surveys were conducted in association with Dynata and ODR in July 2023. The survey groups were chosen to be representative of the mobile-internet-using population. We set quotas on age, gender and geographical spread to that effect. There were a minimum of 750 respondents per country.

GEOGRAPHICAL COVERAGE

Western Europe (WE):

- France, Germany, Ireland, Italy, Norway, Spain, Sweden, UK

Central and Eastern Europe (CEE):

- Poland, Turkey

North America (NAM):

- Canada, USA

Sub-Saharan Africa (SSA):

- South Africa

Emerging Asia-Pacific (EMAP):

- Malaysia

Developed Asia-Pacific (DVAP):

- Australia, New Zealand

Middle East and North Africa (MENA):

- Kuwait, Oman, Saudi Arabia, UAE

KEY QUESTIONS ANSWERED IN THIS REPORT

- What trends were there in communication platform penetration (for example, WhatsApp, Telegram, Snapchat) between 2019 and 2023?
- What are the most popular communication platforms in surveyed countries?
- What is the penetration of communication platforms split by gender?
- What is the penetration of communication platforms split by age?
- Are consumers interested in paying for premium communication services?

WHO SHOULD READ THIS REPORT

- Strategy teams in telecoms operators interested in the take-up of communication and messaging platforms.
- Strategy teams in communication and messaging platforms interested in the relative performance of different services.
- Other parties interested in the development of messaging platforms, including regulators, governments, vendors, advertisers and developers.

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Contents

Executive summary

Communication platform penetration by region

Most popular platforms and how they are used

How penetration varies with gender, age and household income

Appendix

Methodology and panel information

About the author and Analysys Mason

Our research services

Consumer Services
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Applications
Network Automation and Orchestration
Customer Engagement
Monetisation Platforms
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Automated Assurance
Service Design and Orchestration
Telecoms Software Market Shares

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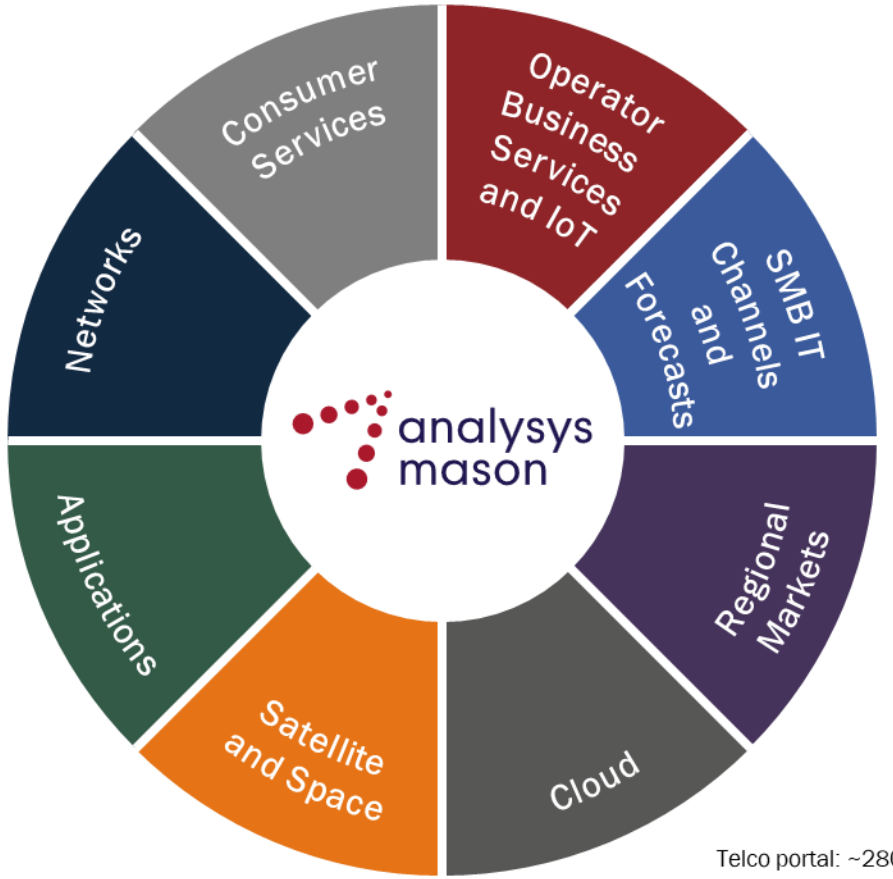
Satellite Strategies for Telcos
Satellite Capacity
Satellite Infrastructure
Satellite Mobility



Operator Business Services and IoT
Enterprise Services
SME Services
IoT Services
Private Networks
Cyber Security

SMB IT Channels and Forecasts
SMB Technology Forecaster

Regional Markets
Global Telecoms Data and Financial KPIs
Americas
Asia–Pacific
Middle East and Africa
European Core Forecasts
European Telecoms Market Matrix
European Country Reports

Cloud
Cloud Infrastructure Strategies
Data, AI and Development Platforms
Edge and Media Platforms
Multi-Cloud Networking

DataHub
Forecast data for 80 countries
Telco portal: ~2800 forecast and ~320 historical metrics
SMB Technology Forecaster portal: ~120 000 forecast metrics

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