

Philippines: consumer survey 2

About this report

This report provides key findings from consumer survey data from the Philippines and gives an analysis at the operator level. It covers fixed broadband, mobile and pay-TV services.

The survey was conducted in association with Dynata between July and August 2022. The survey group was chosen to be representative of the mobile-internet-using population in the Philippines. We set quotas on age, gender and geographical spread to that effect. There were 1000 respondents.



GEOGRAPHICAL COVERAGE

Philippines





KEY QUESTIONS ANSWERED IN THIS REPORT

- What are the most significant factors that affect Net Promoter Scores (NPSs) for fixed broadband and mobile operators? Which operators score highly and why?
- What are the most significant drivers of fixed broadband and mobile churn and how can operators approach customer retention?
- What are the mobile and fixed broadband data usage patterns among respondents?
- What are the most popular pay-TV and video streaming services? Which services lead to high satisfaction scores and why?



WHO SHOULD READ THIS REPORT

- Strategy teams and managers who are interested in improving the customer experience within telecoms operators and understanding the drivers of customer satisfaction and churn.
- Market intelligence and regional research teams of equipment/device manufacturers that are responsible for understanding end-user trends and supporting business units in identifying and addressing new opportunities.
- Product managers and strategy teams working for telecoms operators or pay-TV providers that are interested in using streaming video services as a value-added service (VAS) to support their core services.



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Executive summary

Analysis and key findings

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Methodology and panel information

About the author and Analysys Mason



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Our research services



Consumer Services

Fixed Broadband Services
Mobile Services
Fixed-Mobile Convergence
Smart Devices
Future Comms
Video, Gaming and Entertainment
Digital Services



Networks

Next-Generation Wireless Networks Wireless Infrastructure Strategies Fibre Infrastructure Strategies Operator Investment Strategies Telecoms Strategy and Forecast Transport Network Strategies



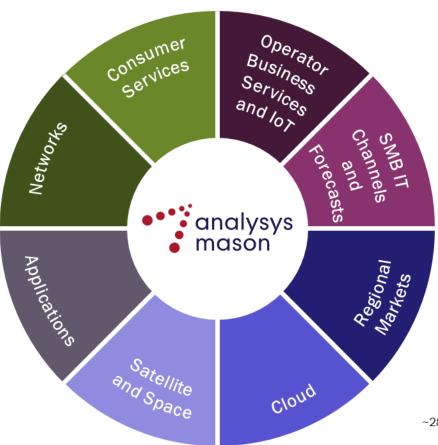
Applications

Network Automation and Orchestration Customer Engagement Monetisation Platforms Digital Experience Automated Assurance Service Design and Orchestration Telecoms Software Market Shares



Satellite and Space

Satellite Communications
Space Applications and Infrastructure



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Operator Business Services and IoT



Enterprise Services SME Services IoT Services Private Networks

SMB IT Channels and Forecasts



Cyber Security 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, Al and Development Platforms
Edge and Media Platforms
Multi-Cloud Networking

DataHub



~2800 forecast and 280+ historical metrics Regional results and worldwide totals Operator historical data



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