



## Italy: consumer survey



Eulalia Marin, Oliver Bruff and Martin Scott

## About this report

This report provides key findings from consumer survey data from Italy 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 in July 2023. The survey group was chosen to be representative of the mobile-internet-using population in Italy. We set quotas on age, gender and geographical spread to that effect. There were at least 1000 respondents.



### GEOGRAPHICAL COVERAGE

- Italy



### 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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## About the authors



**Eulalia Marin** (Principal Analyst) leads Analysys Mason's *Mobile Services* research programme, focusing on consumer initiatives. Prior to joining Analysys Mason, Eulalia worked at GlobalData as a practice leader for the Telecoms Market Data and Intelligence team for Americas, where she managed the production of forecast and market intelligence reports for the region. Eulalia has also worked Global Insight, now part of IHS, as a telecoms analyst. She holds a bachelor's degree in economics from the Universidad Complutense de Madrid, Spain, and an MSc in Industry and Innovation Analysis from the University of Sussex, UK.







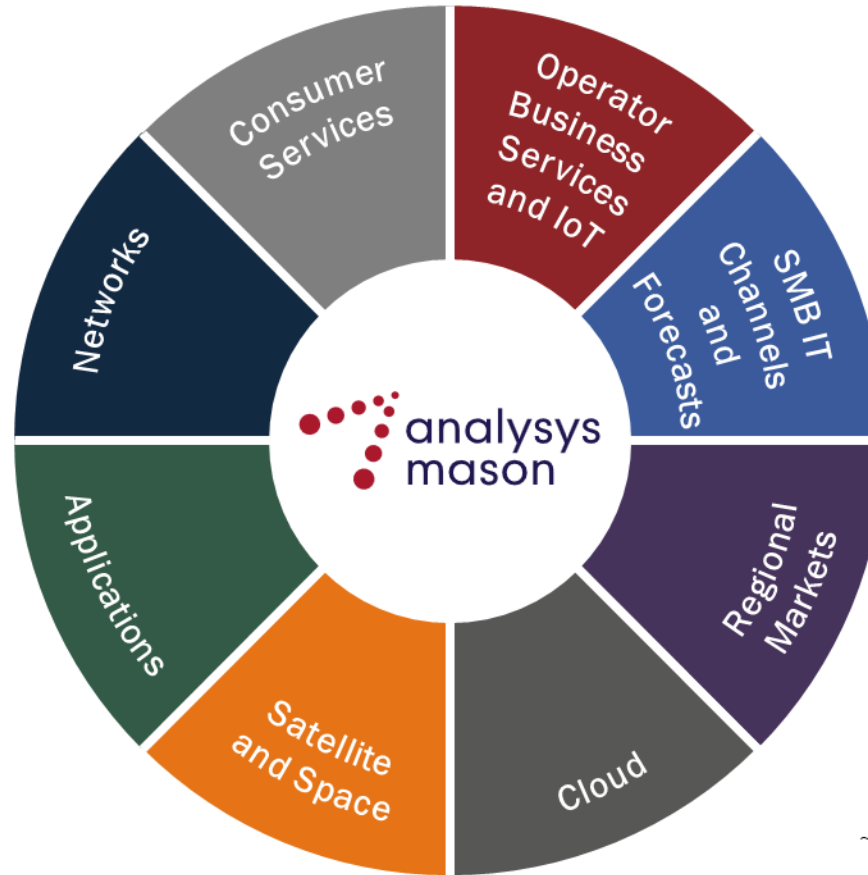
**Oliver Bruff** (Analyst) is an Analyst in Analysys Mason's consumer services research team in London. He holds a BSc with honours in economic history with economics from the London School of Economics and Political Science, where he also worked as a research assistant.



**Martin Scott** (Research Director) heads Analysys Mason's research initiatives related to media and TV. He manages the *Video, Gaming and Entertainment* research programme. Martin has held numerous positions within Analysys Mason during the last 17 years, including heading the company's Consumer Services, Data and Regional Markets practices. He also launched Analysys Mason's *Connected Consumer Survey* series of research. His primary areas of specialisation include telecoms TV strategy, OTT video and media, consumer behaviour, customer satisfaction and consumer-facing marketing strategy. He also specialises in statistics, surveys and the analysis of primary research.

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