

Telecommunications MAP

Who's talking, who's listening, who's watching, who's switching and who's coming online?

Telecommunications MAP Modules:

Fixed Line

- Market Overview

Mobile Phone

- Core Market Data (eg. Market Size, Market Usage)
- Future Technologies & Applications
- Customer Value
- Purchase Intentions
- Mobile Handsets
- Mobile Phone Attitudes
- Switching and Satisfaction

Internet

- Customer Usage
- Competitive Market Dynamics
- Future Service Intentions and Attitudes
- Web Visitation

Pay TV

- Market Overview

Telecommunications Packages and Multiple Holdings

- Market Overview including:
 - Fixed Line
 - Mobile Phones
 - Internet
 - Pay TV

Technology Items

- Household Technology items
- Personal Computers
- Game Consoles
- Games
- Video Games



Accurate answers at your fingertips

- To what extent are consumers using services such as SMS and MMS and, video communication?
- Which companies are capturing the greatest market-share of these services?
- How significant a threat is pre-paid to the post-paid business and the proliferation of mobile phone usage at the expense of the fixed line phone business?
- How loyal are your customers compared to those of your competitors?
- Which media, sports and other pursuits is your target market interested in?
- Who is capturing the High Value Customers and how do you appeal to this market segment?

ASTEROID deliverables, training and workshops.

Telecommunications MAP data is delivered via Roy Morgan's proven ASTEROID software on.

As an integral part of your subscription, Roy Morgan's specialists will train your staff and conduct workshops to ensure that you can extract the maximum benefit from the data.

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Telecommunications MAP

Is that ringing sound a new customer or an alarm bell?



Understand the Telecommunications Landscape

The telecommunications sector is under ever-increasing pressure from the ongoing investments required to continuously innovate and implement new technological developments.

The complexities of the market are compounded by the critical scrutiny by various regulatory bodies who aim to protect the interests of consumers and increase competition to drive down prices and improve services.

All these factors, along with external market forces work together to create an environment where competitive advantage is key.

Whether you are interested in Fixed Line, Mobile Phones, the Internet, Broadband, Pay TV, Bundling, or other communications products and services, the Telecommunications MAP (Marketing & Advertising Planner) provides subscribers with an accurate picture of the consumer and the marketplace, including new trends, developments and competitive insights will quickly become apparent and applicable to your business.



Discover your competitive edge.

This invaluable knowledge can make a critical difference in managing threats, identifying opportunities, capitalising on market trends and maximising returns on investment.

Telecommunications MAP (Marketing & Advertising Planner) sets the industry standard.

Our data is utilised by a range of companies including Network and Service Providers, Handset Manufacturers, Government and Regulatory bodies, Media Agencies and Journalists across the industry.



Discover your edge

Key Benefits

- Access up-to-date industry information at a relatively low cost compared to ad hoc research. Increased sample sizes and topic areas are available, thereby enabling better-targeted campaigns. Both of these factors mean more efficient and effective use of overall marketing spend.
- Roy Morgan International has been collecting information on Mobiles, Fixed Line, Internet, Pay TV, Telecommunication Packages for almost 10 years, providing clients with access to consistent data of proven accuracy.
- We collect information across several industry sectors including finance, travel, retail, media and technology. Through analysis of consumer trends within, as well as across different industry sectors, bundling and sponsorship opportunities can be easily identified and targeted.
- Roy Morgan Single Source operates in USA, UK, Australia, New Zealand and Indonesia, collecting information from a representative sample of people aged 14 and over.
- The Telecommunications MAP gives subscribers insight into their customers beyond basic consumer trends through Roy Morgan Values Segments[®] which provides an understanding of differing attitudes, priorities and behaviour of individuals and groups of people. It looks beyond demographic, geographic, consumption or activity groupings to add motive. The added benefit of the Values Segments[®] is that it derives from the Telecommunications MAP, enabling users to profile the brands people choose, the media they consume and the leisure activities they enjoy.

Identify and target the right consumers for your products and services.

In order to compete in the dynamic telecommunications marketplace, companies are required to release innovative new products and services ahead of their competitors.

The Telecommunications MAP is constantly being refined to ensure that it is current and relevant to the industry.

Examples of topical issues include:

- How significant are pre-paid and capped plan mobile services in effecting change within the mobile service business model?
- With high penetration in the mobile market, which customer segments are high spenders and represent the most profitable opportunities?
- Which Service Providers are capturing New Entrants and Switchers?
- How quickly are consumers adopting new generation technologies?
- How interested are consumers in adopting services such as broadband, digital TV and wireless technologies and what is the profile of these people?
- What innovative services can be developed to take advantage of the lucrative SMS revenue model?
- How will the proliferation of broadband change the Internet proposition and its dynamics?
- What opportunities exist for bundling and how successful have offers been? What level of awareness do consumers have of 3G? Which applications appeal to potential 3G customers?



External Market Forces.

Roy Morgan Single Source can help clients improve profit margins by maximising the value of their existing customer base. It also explores customer satisfaction and switching intention behaviour across all competitors.

- Who are the high value customers and what are their preferences? Which providers are capturing high value customers? How do you appeal to this segment?
- Who is intending to switch provider in the future and what are the most important factors when deciding on a new provider?
- Which Sponsorship opportunities provide the highest return on investment?

What effect will the newer handset formats, such as camera phones, video phones, gaming phones etc, have on the overall market?

Regulatory Issues.

Due to the importance of the telecommunications sector to the national economy, the government closely monitors and reviews the operation of the regulatory framework.

Roy Morgan Single Source captures information on consumers' intentions, enabling clients to predict the outcome that regulatory decisions may have on the marketplace and to track actual outcomes going forward.



* Developed in conjunction with Colin Benjamin - The Horizons Network.

