Keeping consumers connected – Italy

Understanding consumer ICT behavior and attitudes due to Covid-19 crisis
Representing 33 million in Italy (700 million in 11 countries)

Smartphone users aged 15–69 years old using internet were the target group.

11,500
Quantitative study with 11500 consumers across 11 countries with 1000 respondents in Italy.

04/2020
The data collection period ran from April 8–24, 2020.
Key messages

The crisis and its impact
• In Italy, 85% (74%) on an average say their daily lives have been highly impacted by the crisis, as restrictions were perceived more as recommendations.
• Generation Z are relatively more concerned about the financial implications of the crisis for their household, as well as about fake news and rumors over social media.

Increased time being spent online
• In Italy, 93% (87%) increased their usage of internet activities, while 23% (19%) started new online activities during the crisis, such as e-learning and video conferencing.
• In Italy, the average time spent connected to fixed broadband increased by 3.0 hours per day (2.5 hours per day) while, for those connected to 4G networks, there was an average increase of 1.0 hour a day (1 hour a day).

Note: 11 countries average in ( )
Key messages

ICT resilience has helped consumers navigate the crisis
- Of those aged 60+ and highly impacted by the COVID-19 outbreak in Italy, 86% (74%) agree reliable video calling helped them stay in touch with family and friends during the crisis.
- 82% (76%) parents in Italy say that ICT is helping to continue children’s education from home.
- Consumers see telcos as more trusted entities than internet tech giants in using mobility data for the “common good”.

Despite the traffic surge, networks stayed strong
- 54% (56%) in Italy were very satisfied with fixed broadband performance, while 76% (75%) say mobile broadband networks performed the same or better compared to before the crisis.
- Despite fixed networks seeing most of the traffic increase, 60% (55%) in Italy consider mobile broadband to be as important as Wi-Fi.

Note: 11 countries average in ( )
Key messages

Consumers are optimistic about 5G adoption despite the pandemic.

53% (63%) consumers in Italy have a very positive view of the role 5G could play during such a crisis, meaning the fake news hasn’t had much of an impact. From better broadband to 5G-enabled healthcare robots, consumers say 5G could have helped.

Although 57% (57%) in Italy will save money for financial security, 25% (32%) still plan to invest in 5G and better broadband at home to prepare better for the next wave of the crisis.

35% (42%) of consumers in Italy wish 5G had been rolled out much faster to help them deal with the crisis.

Note: 11 countries average in ()
Key messages

Consumers predict five broad trends for a post-COVID-19 world that will accelerate technologies such as 5G, AI and automation, Edge Cloud and XR.

**Networks redefined:** network resilience is valued by 74% (75%) in Italy, who say internet connectivity is most critical during not only this crisis but also future crises.

**Autonomous commerce:** 47% (55%) in Italy believe automated delivery drones or fleets of driverless cars might replace delivery people as demand for contact-free interactions increases.

**Borderless workplaces:** 58% (62%) workers in Italy say working remotely will be the new normal and expect employers to encourage remote working as a fundamental business practice.

**Synchronous care:** 42% (57%) in Italy believe online healthcare consultations will become more popular.

**Virtual experience economy:** 61% (71%) VR users in Italy say, with more time spent online, virtual symbols will drive status rather than physical ownership of goods. 43% (50%) of consumers in Italy predict they will turn to AI-powered online virtual companions to entertain, educate and befriend them during isolation.

Note: 11 countries average in ( )
The COVID-19 pandemic has impacted the daily lives of consumers

Average claimed situation when interviewed mid-April 2020

In Italy, 85 percent say their daily lives have been highly impacted by the crisis.

85%

Base: Smartphone users aged 15–69 within Brazil, China, France, Germany, India, Italy, South Korea, Spain, Sweden, the UK and the US
Source: Ericsson Consumer & IndustryLab, Keeping consumers connected during the COVID-19 pandemic, June 2020
Coronavirus making Gen Z and Millennials rethink the future, worry about financial situation

Worries due to COVID-19 crisis

- Getting ill with Coronavirus: Global average 79%, Gen Z 77%, Baby-Boomers 66%
- Society issues: Global average 77%, Gen Z 77%
- Family finance problem: Global average 60%, Gen Z 66%
- Authority and social system: Global average 52%, Gen Z 52%
- Fake news and social rumors: Global average 27%, Gen Z 27%
- Online security: Global average 27%, Gen Z 27%

7 out 10 Gen Z worry about family finance
6 out 10 Gen Z concerned about fake news and social rumours

Gen Z & Millennials today own more digital devices than any other generation and despite the financial anxiety say that they unlikely to cut back on ICT spending.

Base: Smartphone users aged 15–69 within Brazil, China, France, Germany, India, Italy, South Korea, Spain, Sweden, the UK and the US
Source: Ericsson Consumer & IndustryLab, Keeping consumers connected during the COVID-19 pandemic, June 2020
ICT has helped consumers navigate the crisis

Percentage of consumers highly impacted by the COVID-19 outbreak and think connectivity and devices have helped them a lot in daily life

- Staying in touch with your family and friends: 85%
- For parents have their children accessed to education: 82%
- Keeping children entertained and engaged: 65%
- For working people doing their job: 58%
- Improving my mental health and wellbeing: 40%
- Going shopping: 38%
- Getting groceries from food stores: 37%
- Exercising: 34%
- The possibility of accessing health care or seeing a: 33%
- Improving my income and finances: 20%

Base: Smartphone users aged 15–69 within Brazil, China, France, Germany, India, Italy, South Korea, Spain, Sweden, the UK and the US
Source: Ericsson Consumer & IndustryLab, Keeping consumers connected during the COVID-19 pandemic, June 2020

86%
Of 60+ in Italy agree ICT helped them in staying in touch with family and friends, during the crisis.

6 out 10
having high impacts claim that ICT is easing the burden on the work situation in Italy.

8 out 10
parents having their kids in home education says that ICT is easing the burden in Italy.
With more done online, connectivity is integral to daily life

How many started or increased their usage of the following activities on any device due to the COVID-19 crisis - Italy

<table>
<thead>
<tr>
<th>Activity</th>
<th>% Increase</th>
</tr>
</thead>
<tbody>
<tr>
<td>Browsing the Internet in general</td>
<td>81%</td>
</tr>
<tr>
<td>Making video calls</td>
<td>75%</td>
</tr>
<tr>
<td>Instant Messaging</td>
<td>73%</td>
</tr>
<tr>
<td>Accessing social networking apps</td>
<td>67%</td>
</tr>
<tr>
<td>Streaming short videos</td>
<td>63%</td>
</tr>
<tr>
<td>Streaming full-length videos</td>
<td>63%</td>
</tr>
<tr>
<td>Making/receiving voice calls</td>
<td>62%</td>
</tr>
<tr>
<td>Playing video games</td>
<td>41%</td>
</tr>
<tr>
<td>Listening to radio or music streaming services</td>
<td>41%</td>
</tr>
<tr>
<td>Buying entertainment media online</td>
<td>29%</td>
</tr>
<tr>
<td>Buying groceries online</td>
<td>28%</td>
</tr>
<tr>
<td>Texting</td>
<td>23%</td>
</tr>
<tr>
<td>Streaming webcasts</td>
<td>21%</td>
</tr>
<tr>
<td>Buying medical supplies online</td>
<td>17%</td>
</tr>
<tr>
<td>Betting online</td>
<td>7%</td>
</tr>
</tbody>
</table>

Base: Smartphone users aged 15–69 in Italy
Source: Ericsson Consumer & IndustryLab, Keeping consumers connected during the COVID-19 pandemic, June 2020
Significant time spent online during the crisis

**Change in time spent connected to broadband** - Italy

- Average (claimed) time spent connected to fixed broadband increased by 3 h/day
- Average (claimed) time spent connected to mobile broadband increased by 1 h/day

**% consumers who have increased internet usage** - Italy

- 85% in Italy have increased their Internet usage significantly
- 53% added significant time via Fixed usage
- 17% added significant time via Mobile usage
- 15% added significant time via both Fixed and Mobile usage
- 15% no major usage change

Base: Smartphone users aged 15–69 in Italy
Source: Ericsson Consumer & IndustryLab, Keeping consumers connected during the COVID-19 pandemic, June 2020
Networks overall coping well during the pandemic in general

Satisfaction with the fixed broadband at home during the Coronavirus crisis - Italy

- Very satisfied (Top 2): 54%
- Mid: 41%
- Not satisfied (bottom 2): 5%

How did your mobile network perform during the crisis as compared to before?

- Much worse: 6%
- Somewhat worse: 5%
- The same: 2%
- Somewhat better: 68%
- Much better: 17%

76%

In Italy perceive the mobile networks to have performed same or better during the crisis

Base: Smartphone users aged 15–69 in Italy
Source: Ericsson Consumer & IndustryLab, Keeping consumers connected during the COVID-19 pandemic, June 2020
Mobile broadband performance tested as data usage increased

Claimed level of change in monthly data usage on your smartphone vs. how do you connect to the internet at home during the COVID-19 crisis

Globally consumers claim a 25% increase in data usage on their smartphones.

31% increase in mobile data usage in Italy during the crisis as 15% relied primarily on mobile broadband for connectivity during the crisis.

Base: Smartphone users aged 15–69 within Brazil, China, France, Germany, India, Italy, South Korea, Spain, Sweden, the UK and the US
Source: Ericsson Consumer & IndustryLab, Keeping consumers connected during the COVID-19 pandemic, June 2020
Mobile broadband plays a crucial role alongside Wi-Fi

Importance of networks during the crisis

6 in 10 globally consider mobile broadband to be important alongside Wi-Fi

6 in 10 in Italy consider mobile broadband as important as 1 in 4 in Italy relied at least half of the time on mobile broadband for connectivity during the crisis (working/studying at home)

Base: Smartphone users aged 15–69 within Brazil, China, France, Germany, India, Italy, South Korea, Spain, Sweden, the UK and the US
Source: Ericsson Consumer & IndustryLab, Keeping consumers connected during the COVID-19 pandemic, June 2020
Quality of video calls with family and friends is key

Satisfaction and importance of services in driving network operator performance during the COVID-19 crisis

Base: Smartphone users aged 15–69 within Brazil, China, France, Germany, India, Italy, South Korea, Spain, Sweden, the UK and the US
Source: Ericsson Consumer & IndustryLab, Keeping consumers connected during the COVID-19 pandemic, June 2020

Having access to work documents in the cloud is most important to white-collar workers.

The video streaming experience is most important to Generation X and Millennials.
Changes in smartphone app usage during the crisis

Growth in smartphone app usage - Italy

Remote working, education/e-learning and wellness app
Are the fast grow app categories in Italy during the period of COVID-19.

Base: Smartphone users aged 15–69 in Italy
Source: Ericsson Consumer & IndustryLab, Keeping consumers connected during the COVID-19 pandemic, June 2020
App usage evolves to new behaviors (Italy)

Fast growing app categories (April 2020 vs. Q4 2019 Average)

- **Video conferencing (business)**: 9348% growth in Downloads, 6288% growth in Time spent
- **Medical, Health and fitness**: 1554% growth in Downloads, 919% growth in Time spent
- **Education**: 231% growth in Downloads, 211% growth in Time spent
- **Food and grocery delivery**: 115% growth in Downloads, 48% growth in Time spent

**Microsoft teams, Zoom and Hangouts meet are among the top apps**

**Home workout, FitCoach and Calm are among the top apps**

**Google classroom, Edmodo, and WeSchool are among the top apps**

**Esselunga Online, Supermercato24 and Amazon prime now are among the top apps**

### Key findings:

- **6 in 10**
  Working people in Italy will switch to video-based conferences after the crisis.

- **4 out of 10**
  Students will continue taking courses and learning things online in Italy.

- **4 in 10**
  In Italy believe online healthcare consultations will become more popular than physicals visit to the doctor.

Base: Smartphone users aged 15–69 in Italy

Source: Ericsson Consumer & IndustryLab analysis on App Annie data, Keeping consumers connected during the COVID-19 pandemic, June 2020
Telco's emerge as the most trustworthy custodian of consumer personal data in developed markets

How many trust the following entities with access to their personal data (e.g. location) to fight the COVID-19 crisis

[Bar chart showing trust levels across different countries and categories]

Telco’s trusted more than internet tech giants for usage of mobility data for “common good”

6 in 10 concerned that governments could continue to use, retain and harvest their personal data even after crisis, while 16% don’t believe that will happen.

Base: Smartphone users aged 15–69 within Brazil, China, France, Germany, India, Italy, South Korea, Spain, Sweden, the UK and the US

Source: Ericsson Consumer & IndustryLab, Keeping consumers connected during the COVID-19 pandemic, June 2020
Telco’s need to think creatively about how to service consumer needs in trying times

How consumers ranked the following actions during the COVID-19 crisis – very important in Italy

<table>
<thead>
<tr>
<th>Action</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Maintaining resilience and the quality of network service</td>
<td>66%</td>
</tr>
<tr>
<td>Offering free data and minutes for doctors and nurses</td>
<td>64%</td>
</tr>
<tr>
<td>Waiving any late fees that any residential or small business customers incur because of their economic circumstances</td>
<td>57%</td>
</tr>
<tr>
<td>Enriching audio-visual packages to help people in isolation</td>
<td>53%</td>
</tr>
<tr>
<td>Waiving mobile data caps</td>
<td>52%</td>
</tr>
<tr>
<td>Offering educational content package for kids to ensure home learning</td>
<td>49%</td>
</tr>
<tr>
<td>Offer new services like meetings in virtual reality or holographic communication to promote teleworking</td>
<td>42%</td>
</tr>
<tr>
<td>Using my anonymized phone location data to provide information alerts, such as high-risk locations and red zones to maintain social distancing</td>
<td>40%</td>
</tr>
<tr>
<td>Accelerating 5G rollout, so it isn’t always necessary to rely on Wi-Fi</td>
<td>35%</td>
</tr>
<tr>
<td>Reduce video-streaming quality, for example Netflix and YouTube, to manage capacity demands</td>
<td>27%</td>
</tr>
</tbody>
</table>

Base: Smartphone users aged 15–69 in Italy
Source: Ericsson Consumer & IndustryLab, Keeping consumers connected during the COVID-19 pandemic, June 2020
The positive impact 5G could have had during the crisis

Attitudes towards 5G during the COVID-19 crisis - Italy

<table>
<thead>
<tr>
<th>Attitude</th>
<th>Strongly agree</th>
<th>Strongly disagree</th>
</tr>
</thead>
<tbody>
<tr>
<td>5G could have offered better network capacity compared to 4G networks</td>
<td>48%</td>
<td>-</td>
</tr>
<tr>
<td>5G could have provided a far better experience for virtual meetings</td>
<td>43%</td>
<td>-</td>
</tr>
<tr>
<td>Specialists could have used 5G to control medical equipment via remote centers across the country</td>
<td>40%</td>
<td>-</td>
</tr>
<tr>
<td>5G could have offered new apps and services to keep consumers entertained</td>
<td>39%</td>
<td>-</td>
</tr>
<tr>
<td>5G-enabled robots could take measurements, reducing the time medical staff need to spend with infectious patients</td>
<td>39%</td>
<td>-</td>
</tr>
<tr>
<td>Society will benefit hugely from 5G</td>
<td>38%</td>
<td>-</td>
</tr>
<tr>
<td>I wish 5G coverage be/were rolling out much faster, so I could have a faster network than my fixed broadband at home</td>
<td>35%</td>
<td>-</td>
</tr>
<tr>
<td>VR/AR enabled by 5G could have allowed children to have access to immersive education</td>
<td>29%</td>
<td>-</td>
</tr>
</tbody>
</table>

53% in Italy
Despite all conspiracy theories are positive towards the role 5G could have played during the crisis.

35% in Italy
wish 5G coverage was rolled out faster for them to benefit from high mobile speeds.

Base: Smartphone users aged 15–69 in Italy
Source: Ericsson Consumer & IndustryLab, Keeping consumers connected during the COVID-19 pandemic, June 2020
Consumers plan to pull back on discretionary spend to plan for future waves of crisis, but ICT spending is expected to remain resilient.

Percentage of consumer and actions to prepare for the next crisis - Italy

- Saving more money for financial security: 57%
- Working to boost your physical immunity by exercising more and eating healthily: 47%
- Investing in connectivity (better broadband or 5G): 25%
- Investing more on personal health tracking devices or apps: 19%
- Exploring new video conferencing apps as alternatives to Zoom and Skype: 12%
- Signing up to for more entertainment options, such as streaming video subscriptions: 12%
- Investing in ergonomic furniture for working from home more: 12%
- None of these: 17%

15% In Italy plan an upgrading to 5G after the crisis.
16% In Italy plan in a better broadband plan for home after the crisis.

Base: Smartphone users aged 15–69 in Italy
Source: Ericsson Consumer & IndustryLab, Keeping consumers connected during the COVID-19 pandemic, June 2020
Consumers in Italy expect restrictions to be eased over next 8 months

Consumers’ timeline on the easing of restrictions (months)

<table>
<thead>
<tr>
<th>No. of month</th>
<th>Global average</th>
<th>Italy</th>
</tr>
</thead>
<tbody>
<tr>
<td>Going to work/offices being reopened</td>
<td>3,3</td>
<td>3</td>
</tr>
<tr>
<td>Restaurants/bars and business being reopened</td>
<td>4</td>
<td>4</td>
</tr>
<tr>
<td>Not having to distance ourselves from others</td>
<td>5,2</td>
<td>7</td>
</tr>
<tr>
<td>Being able to travel abroad</td>
<td>7,1</td>
<td>8</td>
</tr>
</tbody>
</table>

Note: Data collected from mid-end April 2020
Base: Smartphone users aged 15–69 within Brazil, China, France, Germany, India, Italy, South Korea, Spain, Sweden, the UK and the US
Source: Ericsson Consumer & IndustryLab, Keeping consumers connected during the COVID-19 pandemic, June 2020
Five predictions for a post-COVID-19 world

**Networks redefined**
74% in Italy value network resilience and say internet connectivity is most critical during such crisis.

**Autonomous commerce**
47% in Italy believe automated delivery drones or fleets of driverless cars might replace delivery people.

**Borderless workplace**
58% of working people in Italy believe working remotely will be the new normal.

**Synchronous care**
42% in Italy believe online healthcare consultations will become more popular.

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61% VR users in Italy think with more time spent, online virtual symbols will drive status rather than physical ownership of goods.

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