



# Keeping consumers connected – Italy

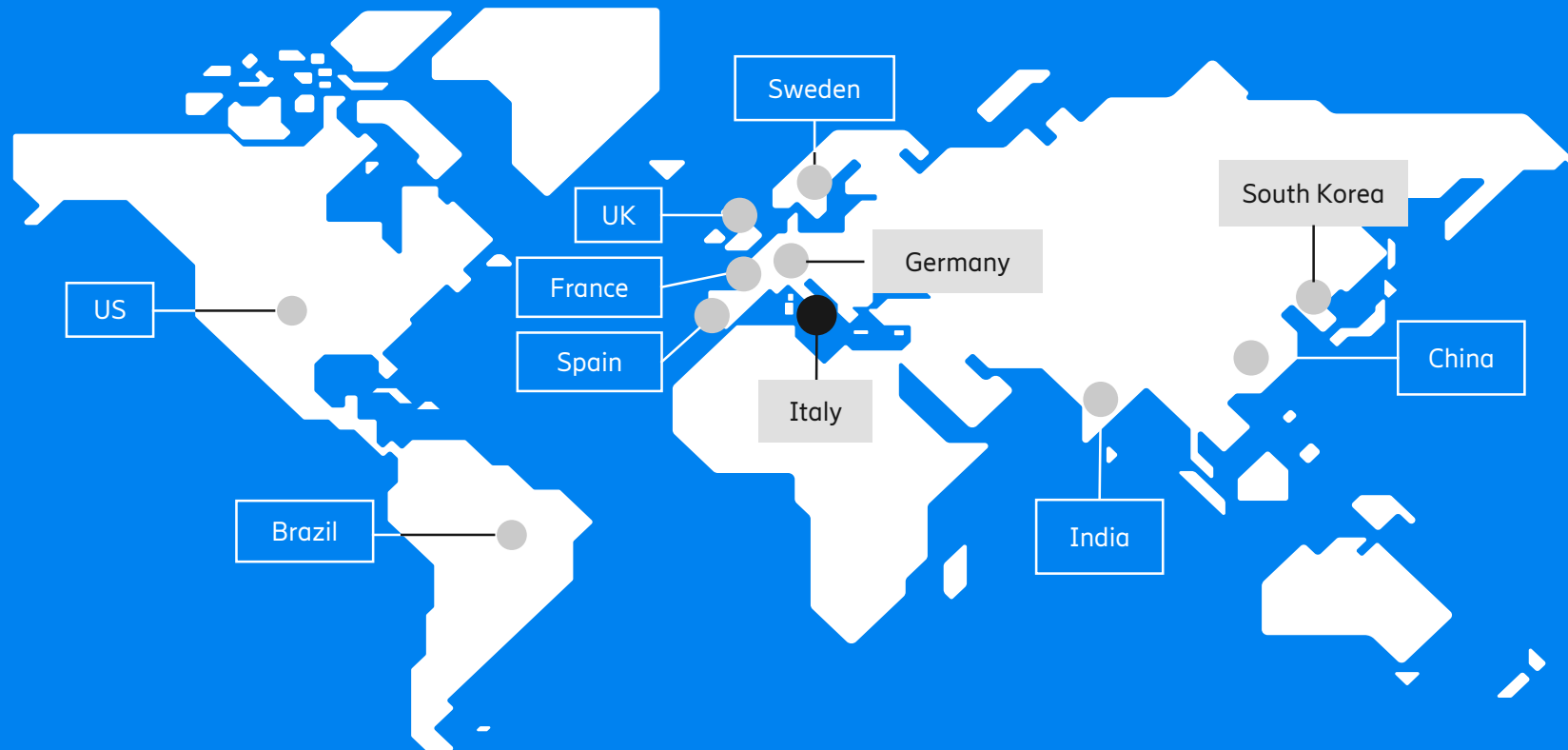
Understanding consumer ICT behavior and attitudes due to Covid-19 crisis



# 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.

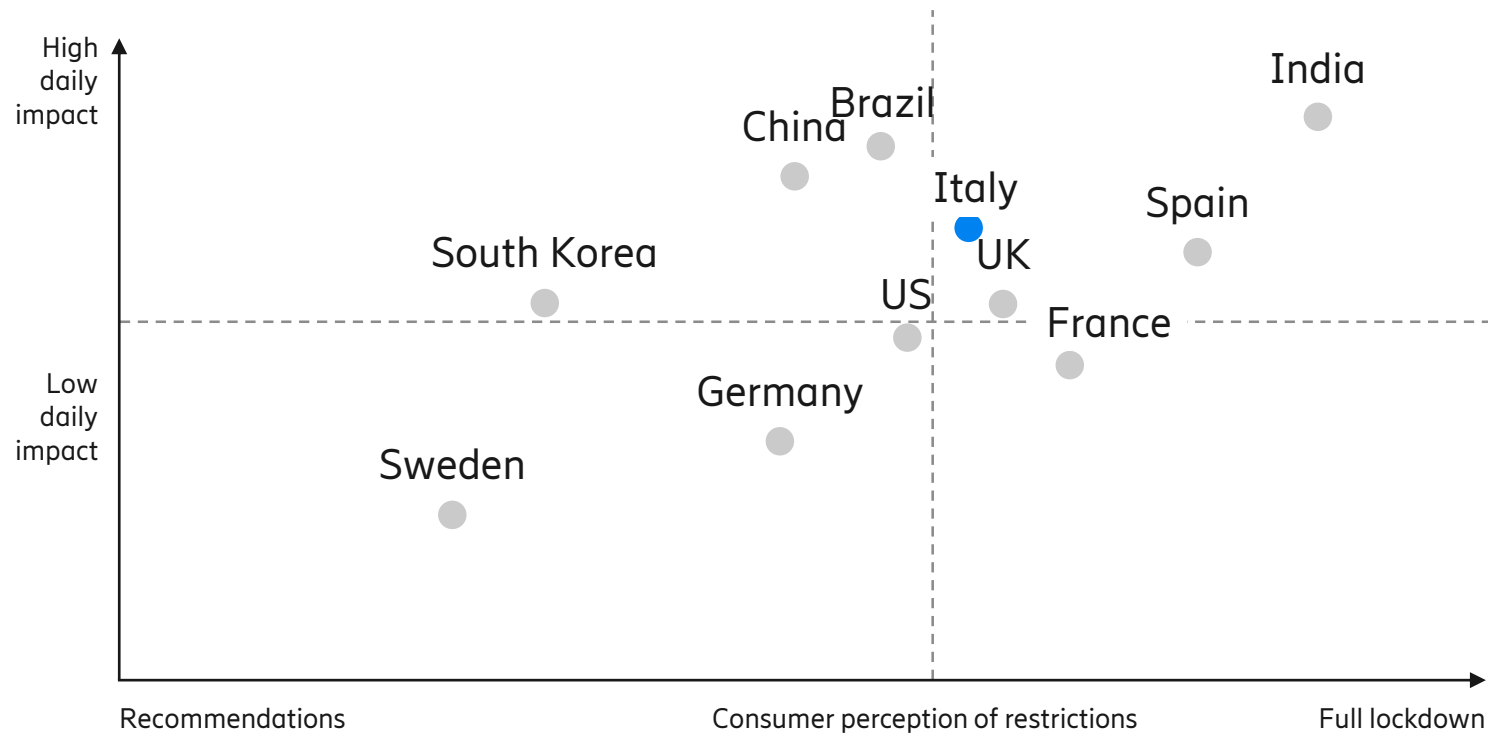
**Virtual experience economy:** 61% (71%) VR users in Italy say, with more time spent online, virtual symbols will drive status rather than physical ownership of goods. 43% (50%) of consumers in Italy predict they will turn to AI-powered online virtual companions to entertain, educate and befriend them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



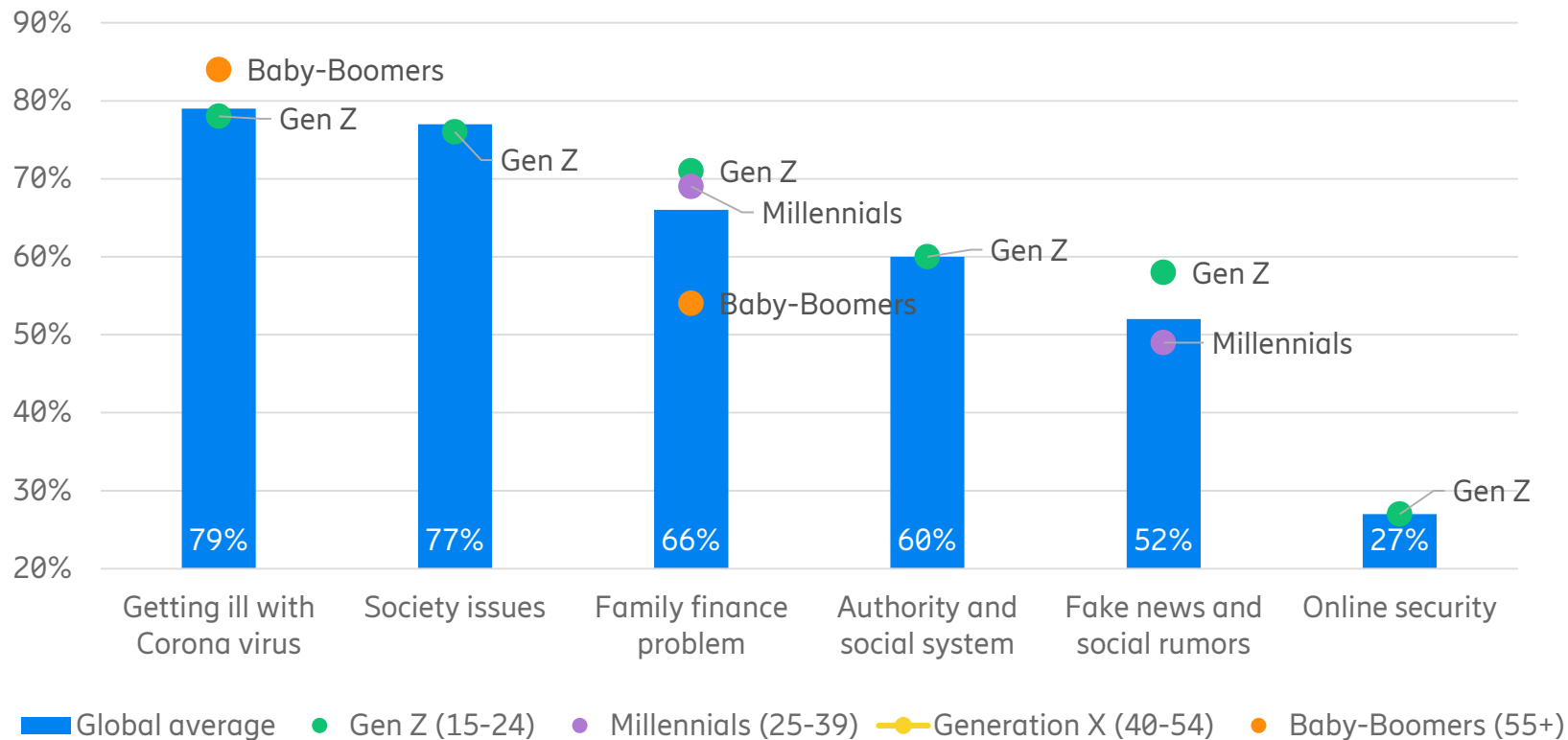
85%

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

# Coronavirus making Gen Z and Millennials rethink the future, worry about financial situation



## Worries due to COVID-19 crisis



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



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.

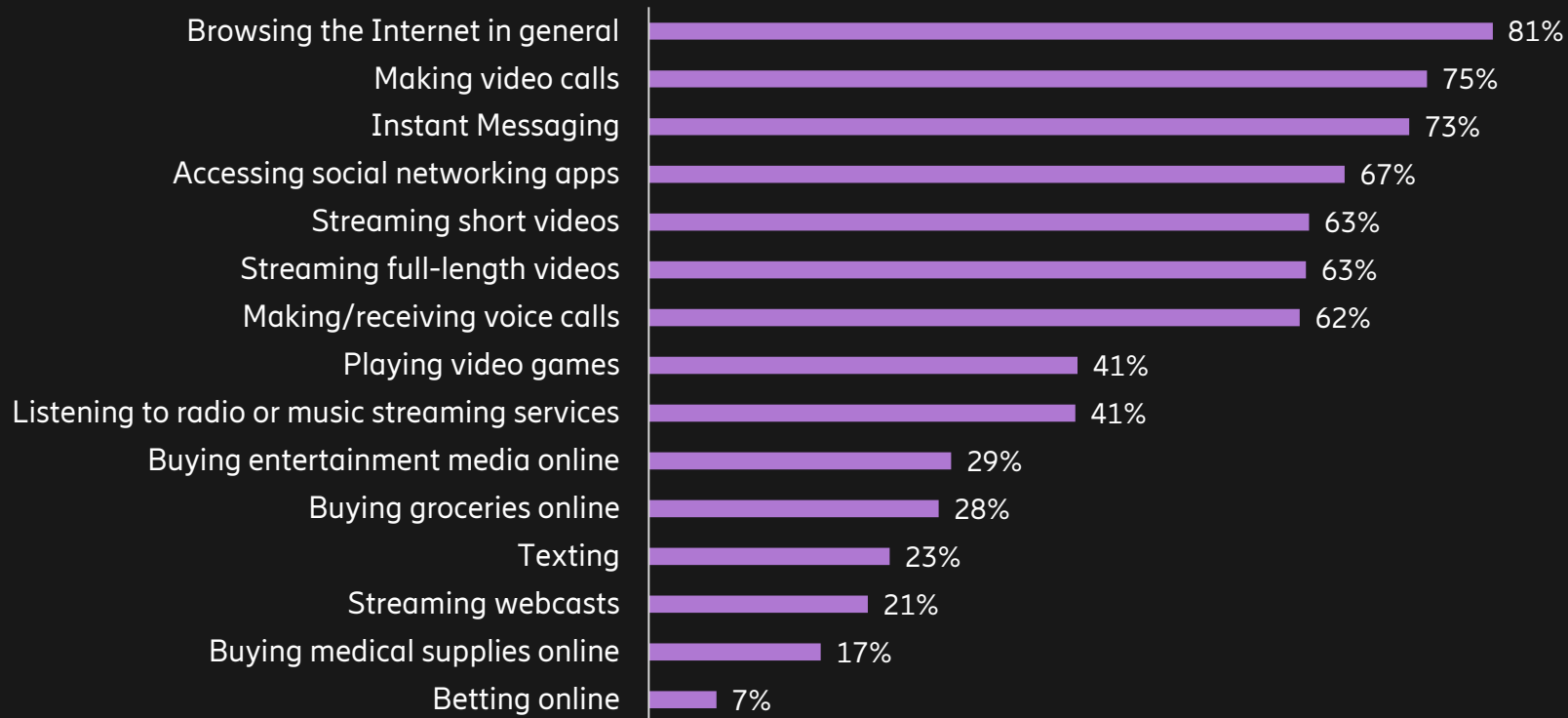
8 out 10

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



23%

In Italy started to use new internet activities – most often one

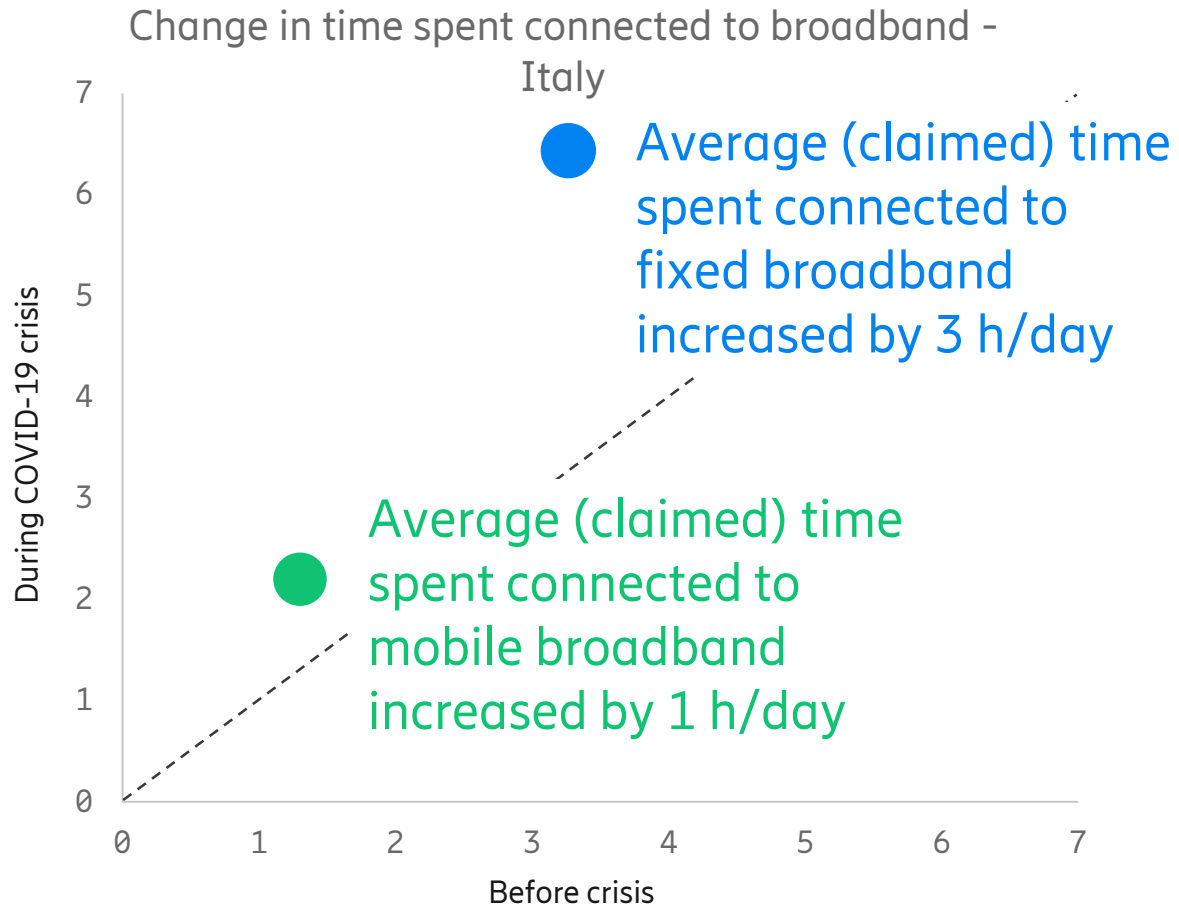
93%

Of users in Italy have increased internet activities, with 61% having increased their usage of 6 or more activities

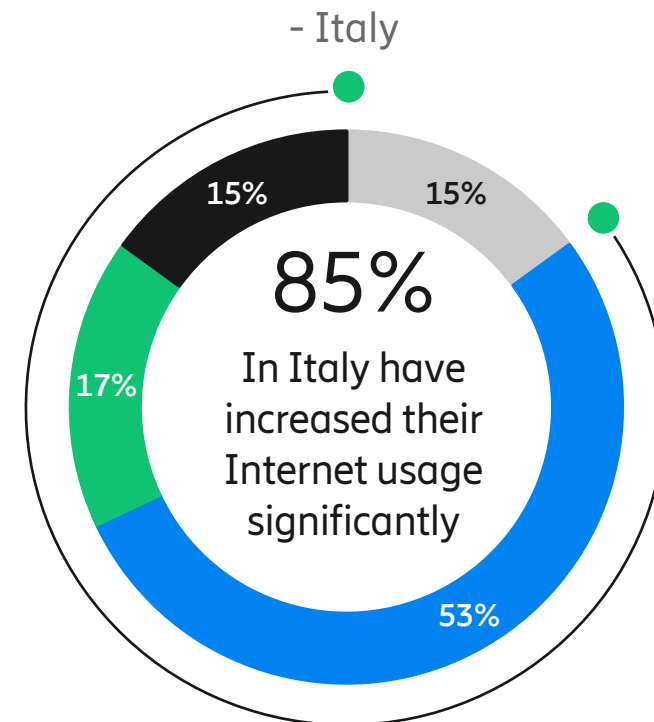
Base: Smartphone users aged 15–69 in Italy

Source: Ericsson Consumer & IndustryLab, Keeping consumers connected during the COVID-19 pandemic, June 2020

# Significant time spent online during the crisis



% consumers who have increased internet usage - Italy



- No major usage change
- Added significant time via Fixed usage
- Added significant time via Mobile usage
- Added significant time via both Fixed and Mobile usage

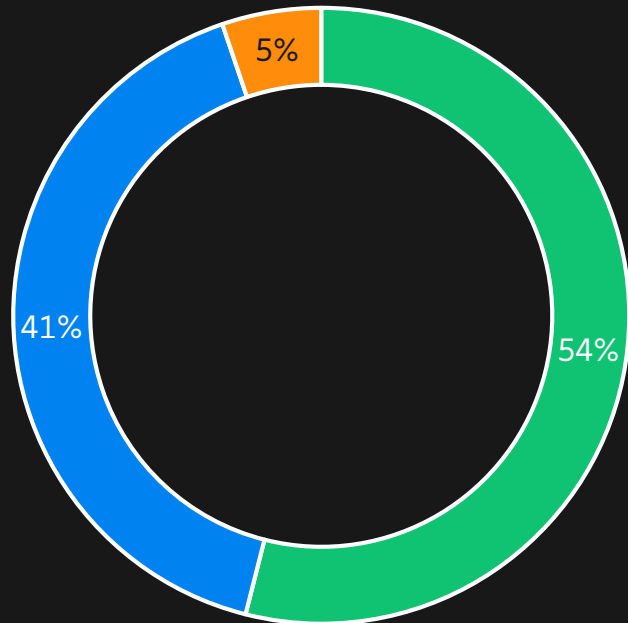
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# Networks overall coping well during the pandemic in general

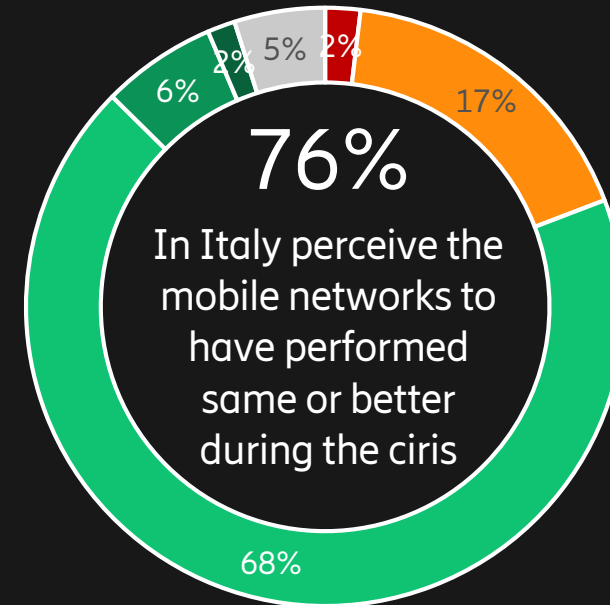


Satisfaction with the **fixed broadband** at home during the Coronavirus crisis - Italy



Very satisfied (Top 2)    Mid 3    Not satisfied (bottom 2)

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



Much worse    Somewhat worse    The same  
Somewhat better    Much better    Don't know

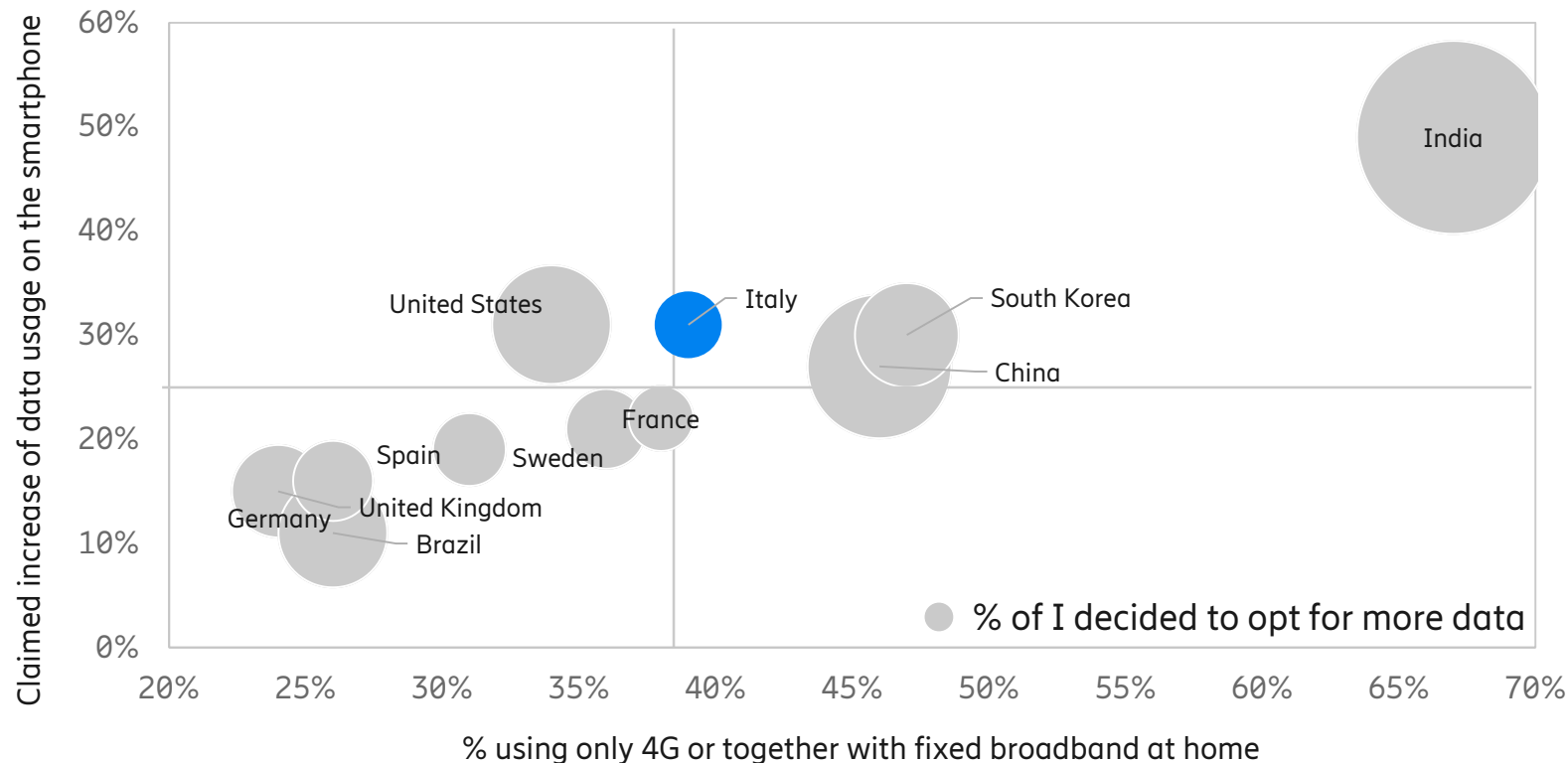
Base: Smartphone users aged 15–69 in Italy

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

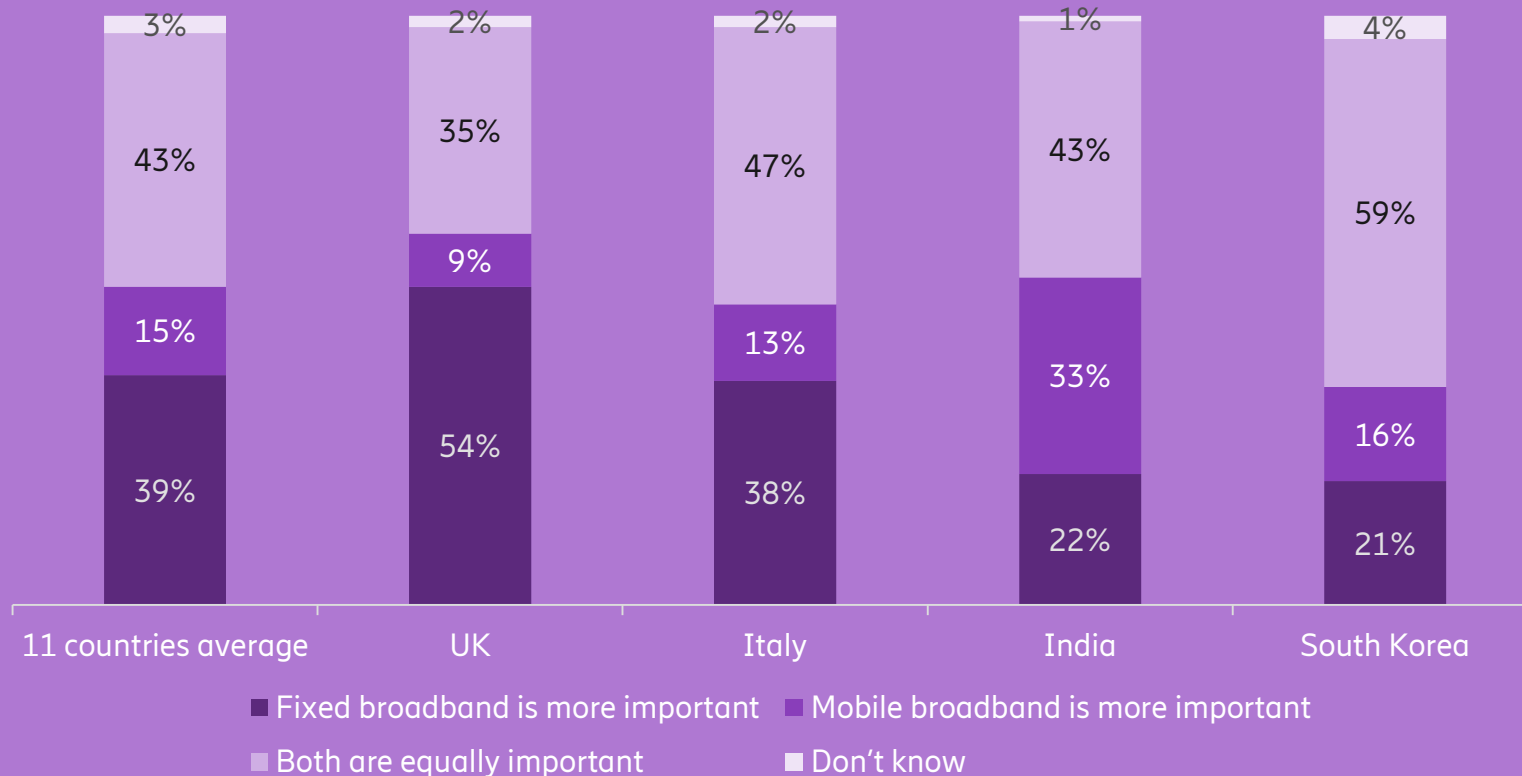
**31% increase** in mobile data usage in Italy during the crisis as 15% relied primarily on mobile broadband for connectivity during the crisis.

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

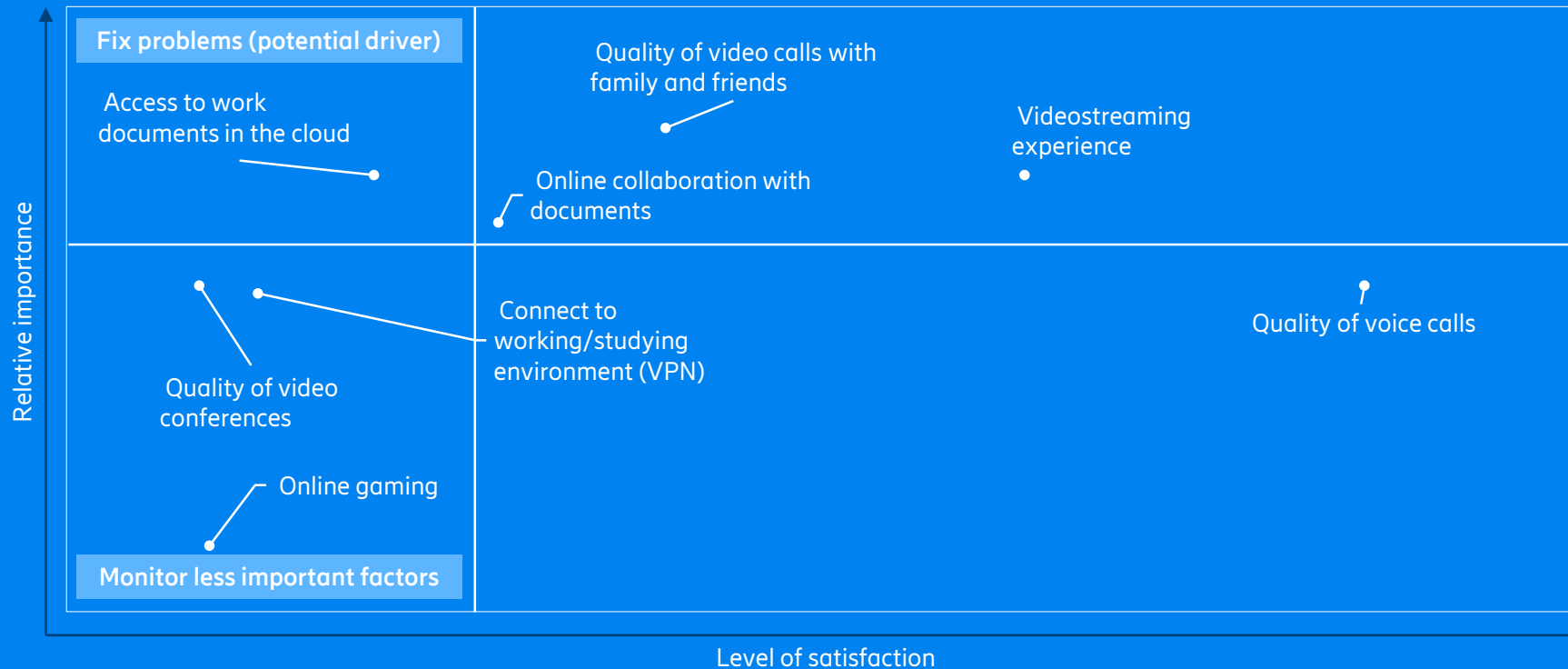
6 in 10 in Italy

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)

# 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



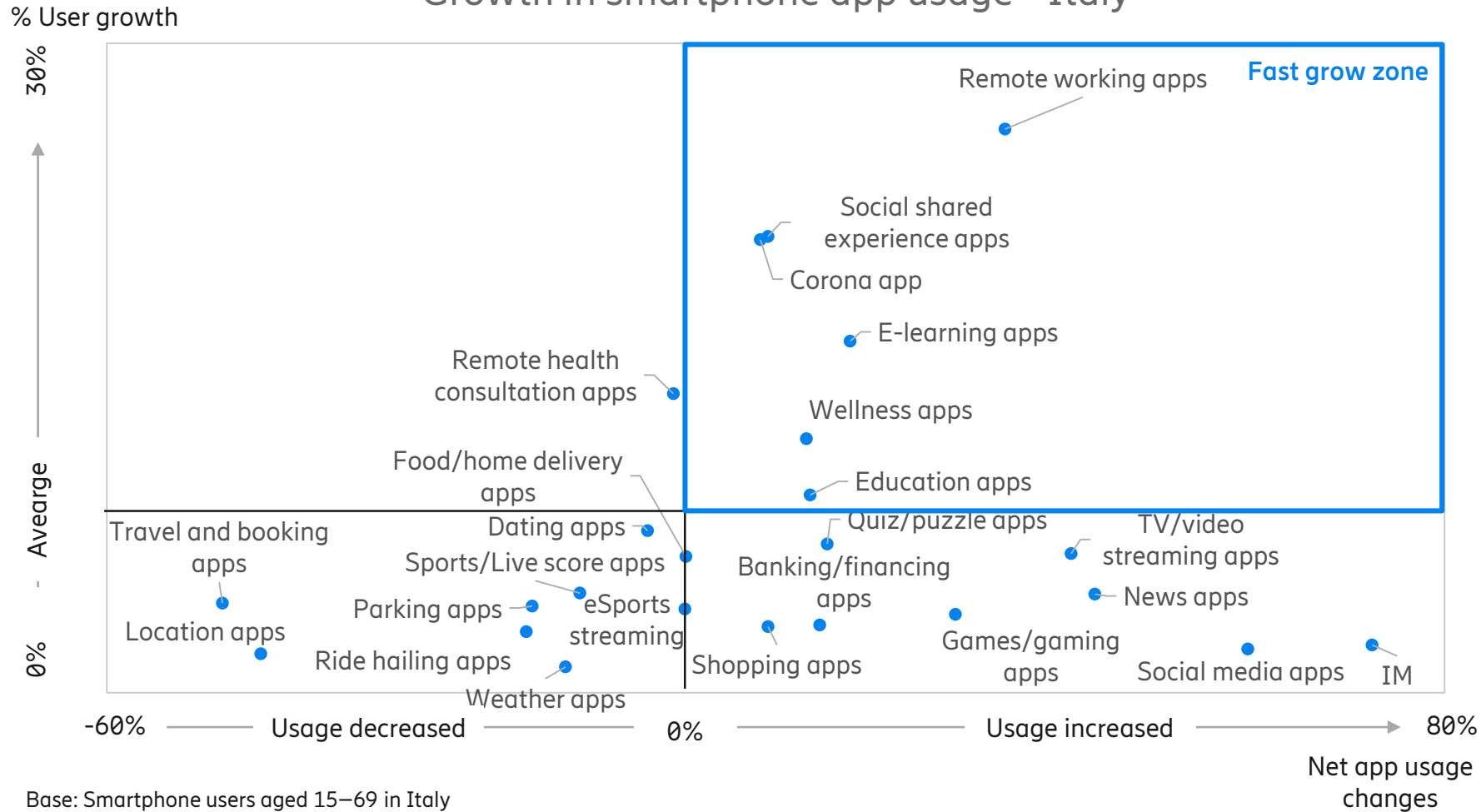
Having access to work documents in the cloud is most important to white-collar workers.

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



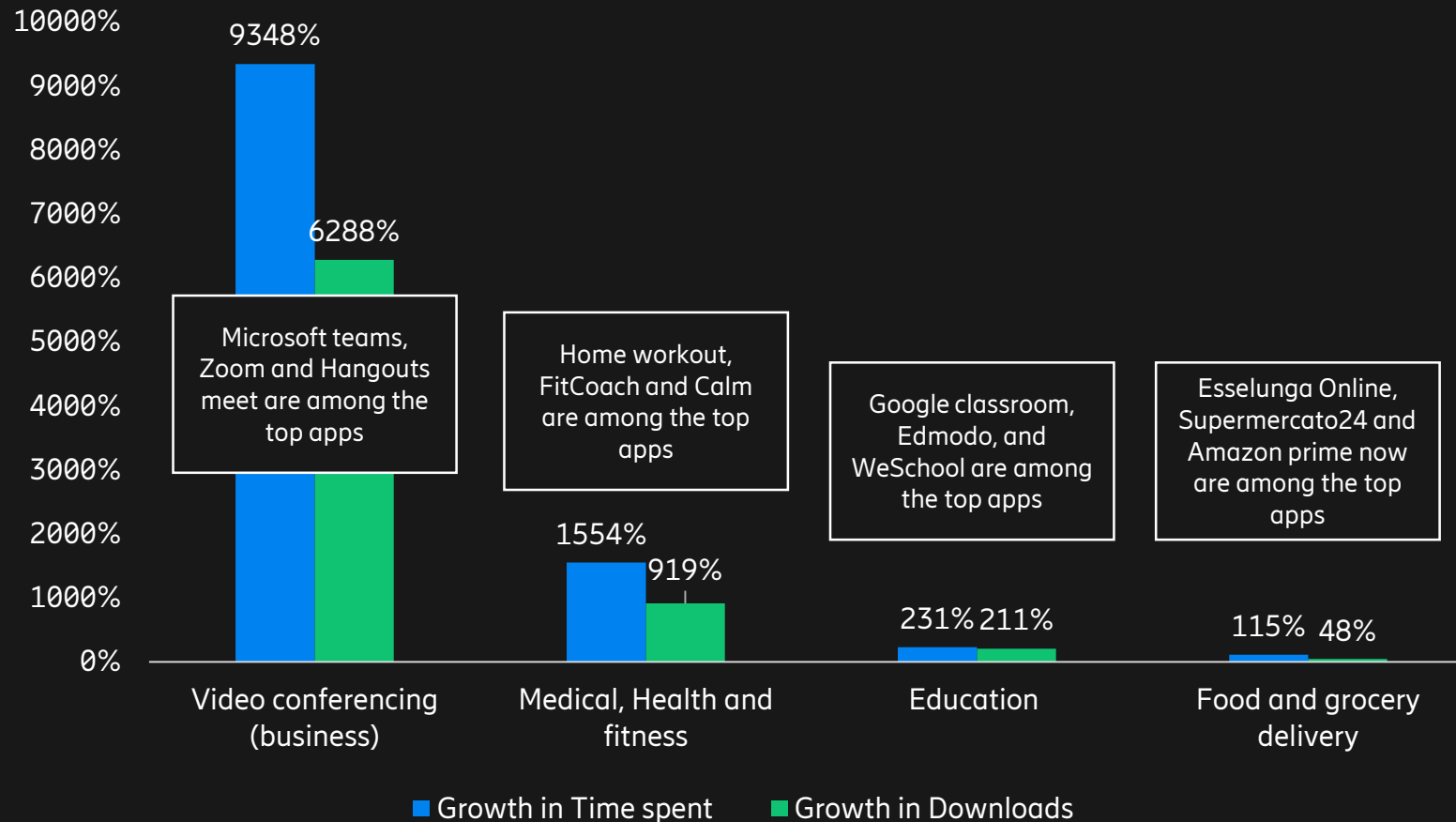
Remote working, education/e-learning and wellness app  
Are the fast grow app categories in Italy during the period of COVID-19.

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)



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.

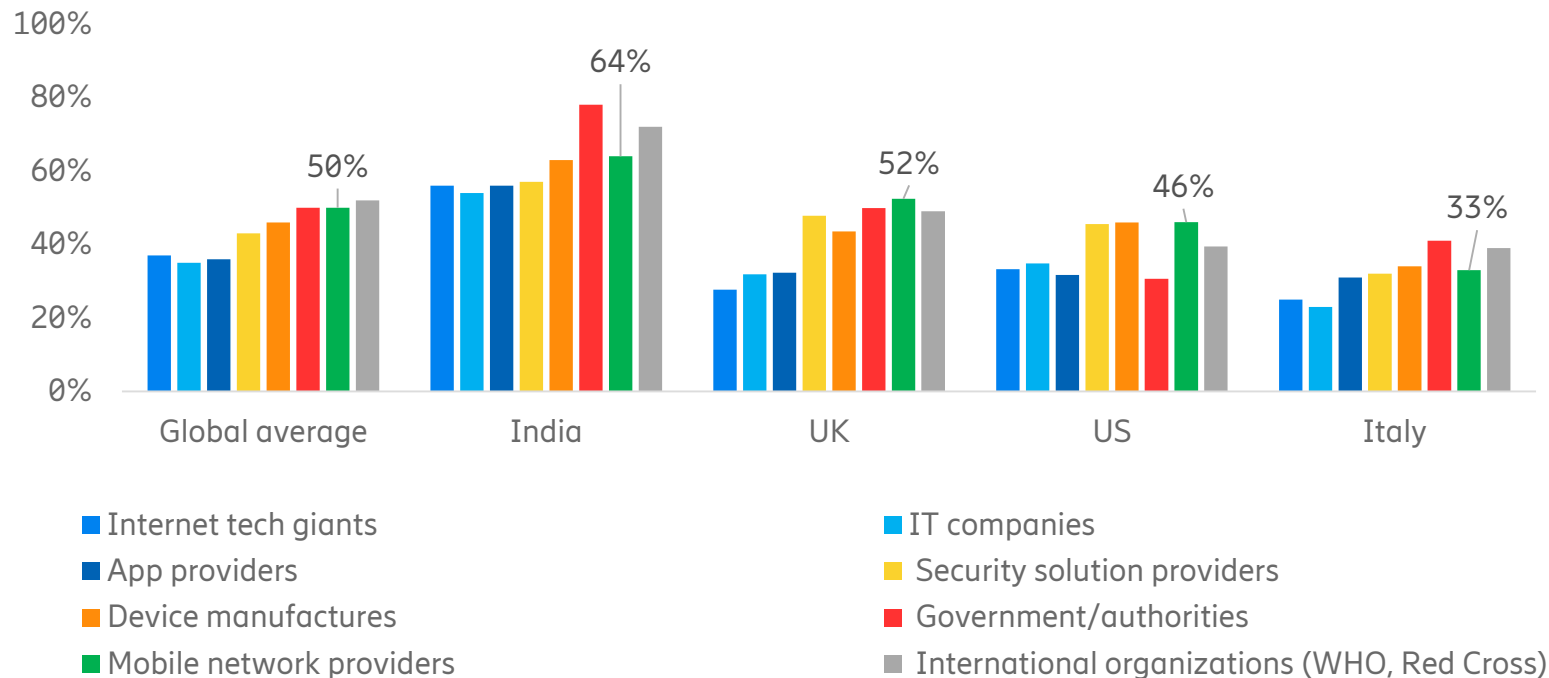
Base: Smartphone users aged 15–69 in Italy

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



Telco's trusted more than internet tech giants for usage of mobility data for "common good"

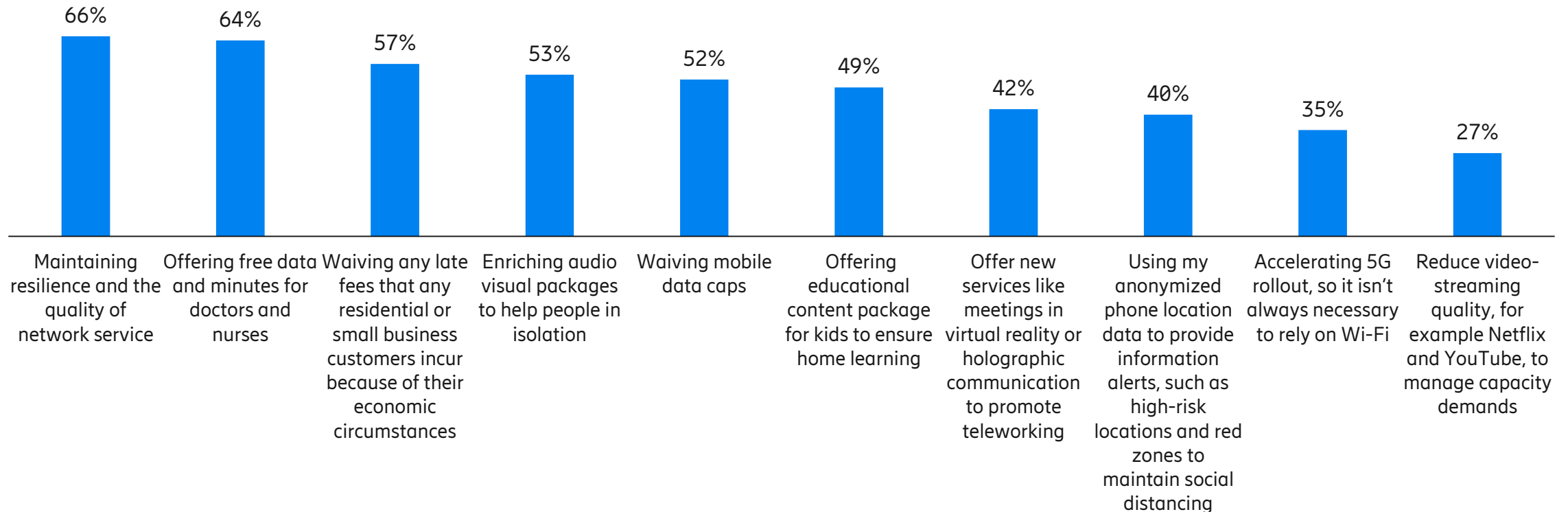
6 in 10 concerned that governments could continue to use, retain and harvest their personal data even after crisis, while 16% don't believe that will happen.

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



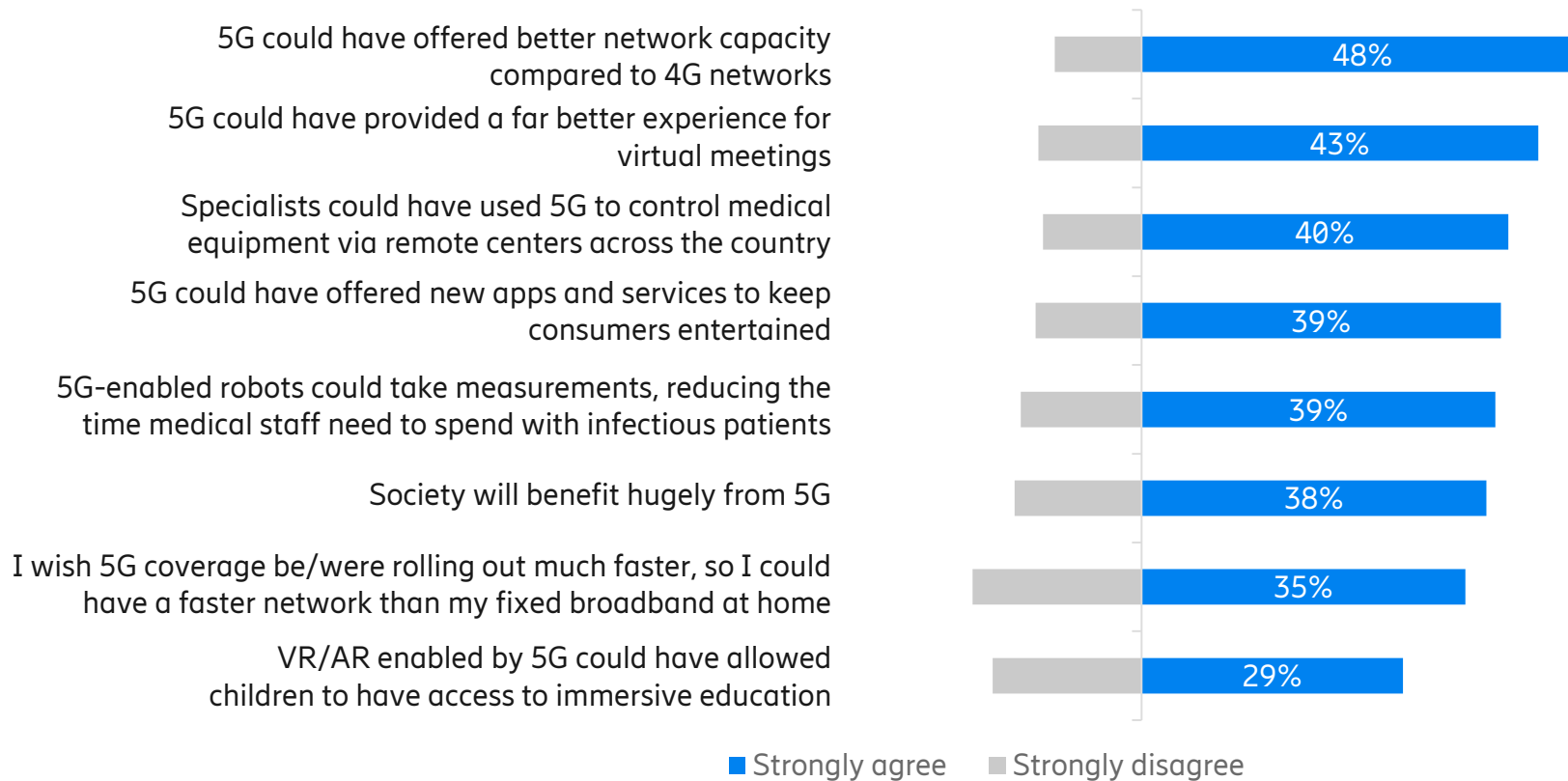
Base: Smartphone users aged 15–69 in Italy

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



**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.

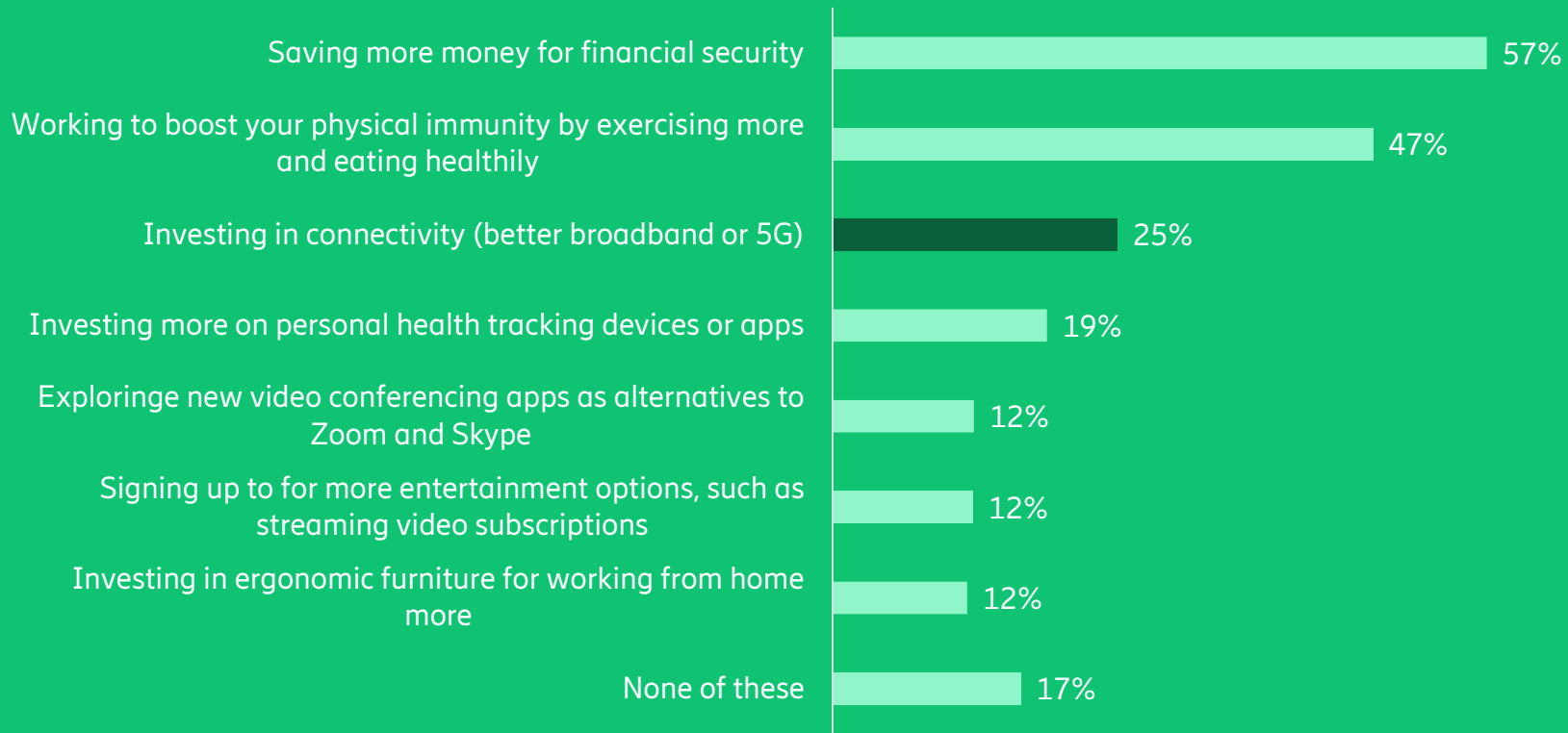
Base: Smartphone users aged 15–69 in Italy

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



**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.

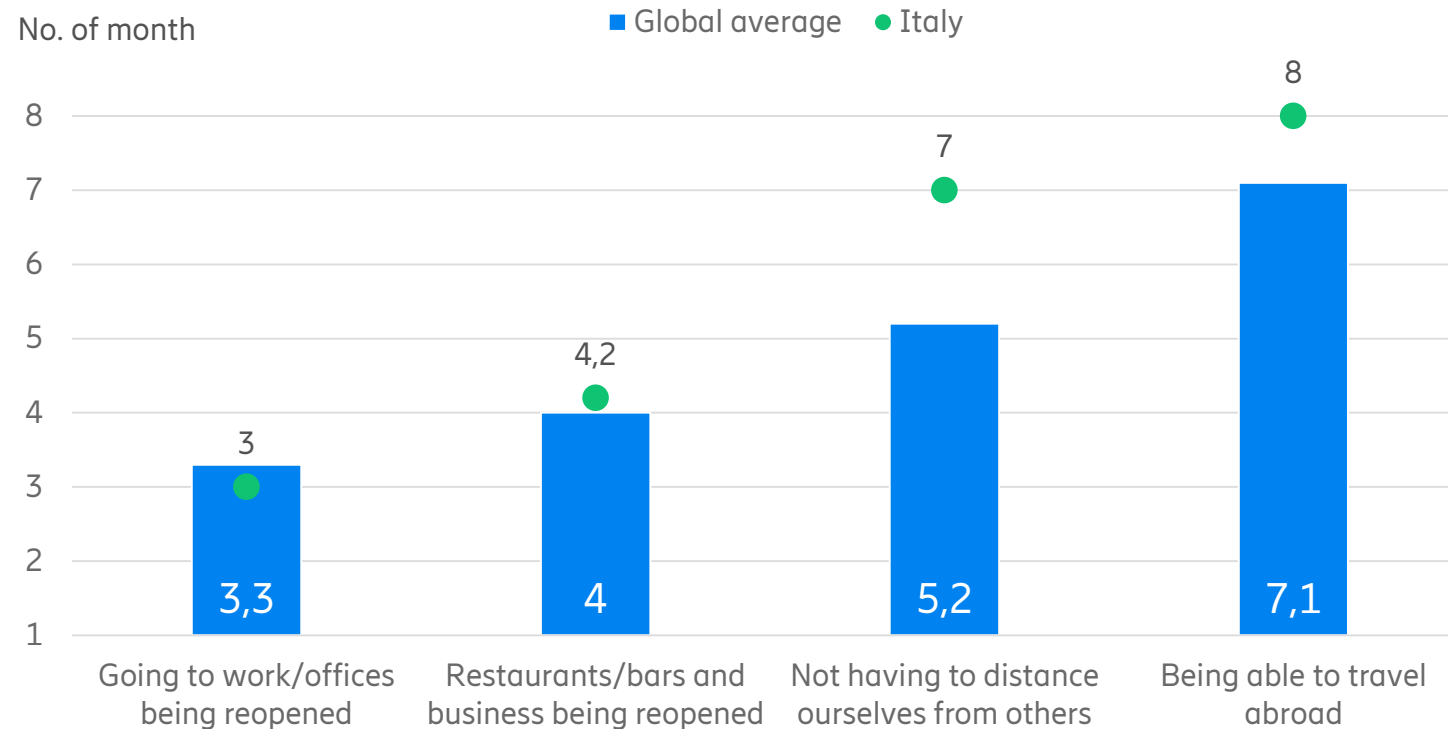
Base: Smartphone users aged 15–69 in Italy

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)



- **3 months**  
For returning to the workplace
- **4 months**  
For restaurants and businesses being reopened
- **7 months**  
For no longer having to socially distance
- **8 months**  
For being able to travel abroad

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.



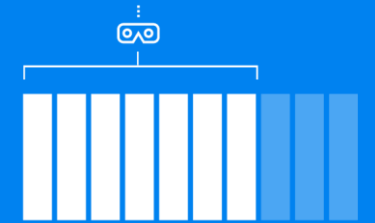
## Synchronous care

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



## Virtual experience economy

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



Base: Smartphone users aged 15–69 in Italy

Source: Ericsson Consumer & IndustryLab, Keeping consumers connected during the COVID-19 pandemic, June 2020

