

# About this report

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



United Arab Emirates (UAE)



## **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 improve 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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# Our research services



### Consumer Services

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



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# Networks

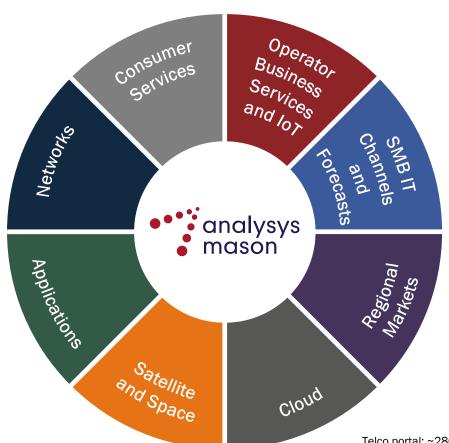
Next-Generation Wireless Networks Wireless Infrastructure Strategies Fibre Infrastructure Strategies Operator Investment Strategies Telecoms Strategy and Forecast Transport Network Strategies

### 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 Strategies for Telcos Satellite Capacity Satellite Infrastructure Satellite Mobility



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#### **Operator Business Services and IoT**

Enterprise Services SME Services IoT Services Private Networks 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

Forecast data for 80 countries Telco portal: ~2800 forecast and ~320 historical metrics SMB Technology Forecaster portal: ~120 000 forecast metrics





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