

European Consumer Telecoms Strategies

IDC's *European Consumer Telecoms Strategies* subscription service aims to provide a complete overview of how mass-market telecommunications are evolving. This service tracks and forecasts core telecom services trends to understand which new services can be added to enable the creation of revenue streams and to strengthen telcos' market position. The research program also helps telcos to understand how they can best communicate value to their customers, remain relevant, reinvent their value-creation approach, and carve out a space for themselves in a world being reshaped by digital consumer culture. Furthermore, it highlights how telcos can act as enablers in the digital marketplace instead of being relegated to bit players — enabling customers' digital lives, partnering with other digital services providers to reach their desired audience, identifying new business models, and positioning themselves as co-creators of the immersive digital world of the future.

Markets and Subjects Analyzed

- The transformation and evolution of telco services in the 5G era
- Opportunities enabled by emerging technologies (e.g., 5G, edge, AI, and Internet of Things)
- Telcos' roles in consumers' digital life
- Monetization and increased uptake of 5G and FTTP
- Major trends in service pricing, bundling, and marketing
- TV, digital content, and consumer bundle strategies
- Changing demand among micro-businesses and small and midsize businesses
- Telcos' strategies and sustainability practices

Core Research

- Consumer Monetization Best Practices in the 5G Domain
- European Consumer Telco 5G Monetization Strategies
- European Telcos' Strategies for Pay TV and Media Services
- Consumer Digital Life: New Services and Products
- How Telcos Can Be Relevant for Mobile-First Consumers: Survey
- European Telcos' Strategy for Micro- and Small-Business Markets
- The Role of Satellite in the European Telecom Services Market
- Telco Customer Engagement Best Practices
- European Telecom Services Market Forecast
- 5G Slicing in the European Consumer Space

In addition to the insight provided in this service, IDC may conduct research on specific topics or emerging market segments via research offerings that require additional IDC funding and client investment. To learn more about the analysts and published research, please visit: [European Consumer Telecoms Strategies](#).

Key Questions Answered

1. How are telcos reshaping their position in the digital economy?
2. Which emerging technologies and business models do telcos need to address and how?
3. What are the long-term scenarios and possibilities for European telcos in the 5G era?
4. How can telcos identify emerging market opportunities and new sources of revenue?
5. How should telcos redefine their mass-market strategies to create new revenue streams?
6. Where are telcos' opportunities and competitive threats?
7. How will changing consumer and business behavior affect what telcos sell?
8. How do telcos demonstrate the value of their sustainability offering, and how should these concepts be incorporated into service propositions?

Companies Analyzed

This service reviews the strategies, market positioning, and future direction of several providers in the European consumer telecom space, including:

AT&T Inc., Altice NV, Apple Inc., BT Group PLC, Bouygues SA, Cisco Systems Inc., Deutsche Telekom AG, EIR Inc., Ericsson, Google LLC, Huawei Technologies Co. Ltd., KPN NV, Liberty Global PLC, Masmovil Ibercom SA, Meta Platforms Inc., Microsoft Corporation, NTT Communications Corporation, Nokia Corporation, Orange SA, Proximus Group, SALT Solutions GmbH, SFR

SA, Samsung, Sunrise Communications Ltd., Swisscom Ltd., TDC AS, TIM SpA, Tata Communications Limited, Tele2 AB, Telefonica SA, Telekom Austria AG, Telenor ASA, Telia Company AB, Three Inc., Verizon Communications Inc., Virgin Media Limited, Vodafone Group PLC, Ziggo BV