MCA Market Research

Consumer Perception Survey – Findings for Pay-Tv services

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Purpose & Methodology

Purpose

- A biennial exercise aimed at gathering insight on household Pay-Tv choices and preferences
- Some focus points of the exercise include:
    - Average monthly expenditure on Pay-Tv services;
    - Level of satisfaction with the quality of service;
    - Switching considerations and patterns;
    - Adoption of DAB+ radio

Purpose & Methodology

Keep tabs on developments → Improved assessment outcomes → Better regulatory decisions

EMCS Ltd carried out the survey between November 2019 and April 2020 on behalf of the MCA

Fieldwork

- CATI: 20-minute telephone interviews;
- Survey participants chosen randomly from a range of GO and Melita fixed telephone numbers.

Sample

- Respondents' age: 18+
- Target population stratified according to the socio-economic classification of the Maltese population;
- The interviews were also distributed among Malta's six official geographic regions.

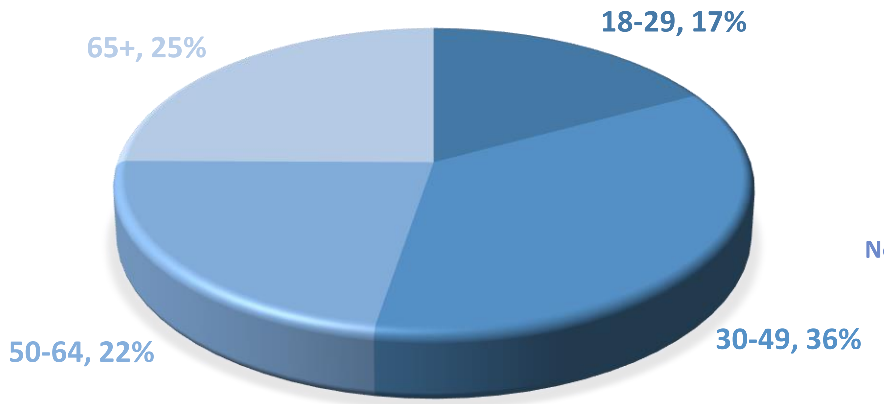
Responses

- 873 net respondents
- Any refusals / incomplete surveys were re-allocated to participants that gave a full response.
- Margin of error +/- 5% at 95% confidence interval.

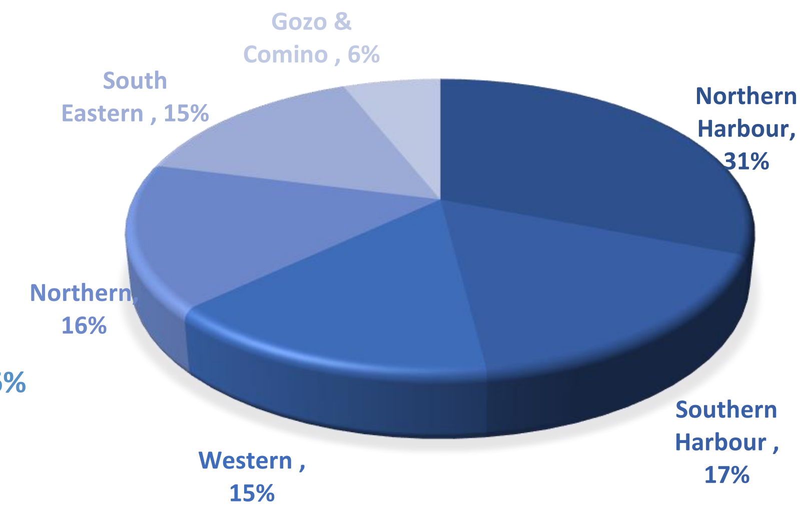
Sample Distribution

Number of respondents – 873

Respondents distribution by age composition (18+ years)



Respondents distribution by geographic region

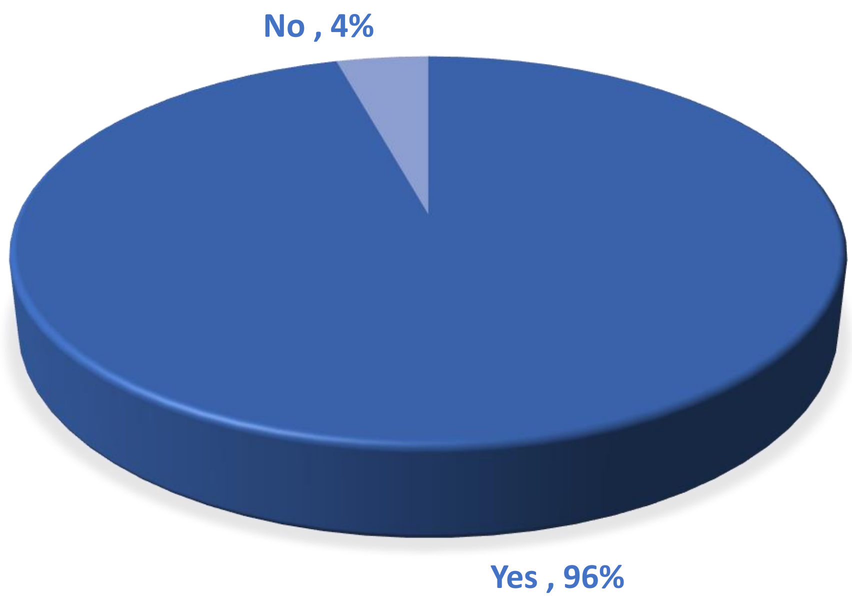


General Information

General Information (1 of 6)

Percentage of respondents having a local Pay-Tv subscription

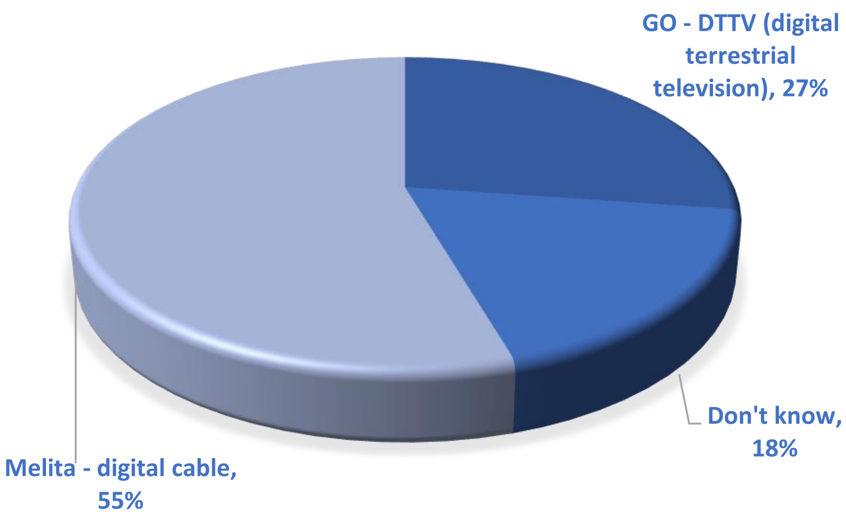
Number of respondents - 867



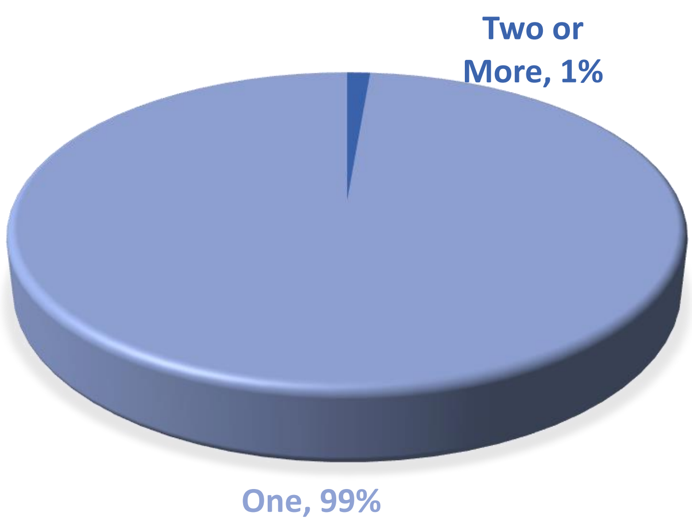
General Information (2 of 6)

For respondents with more than one subscription, which operator is providing the main TV subscription at home ?

Number of respondents : 11



How many subscriptions with local service Pay-Tv providers do you currently have?

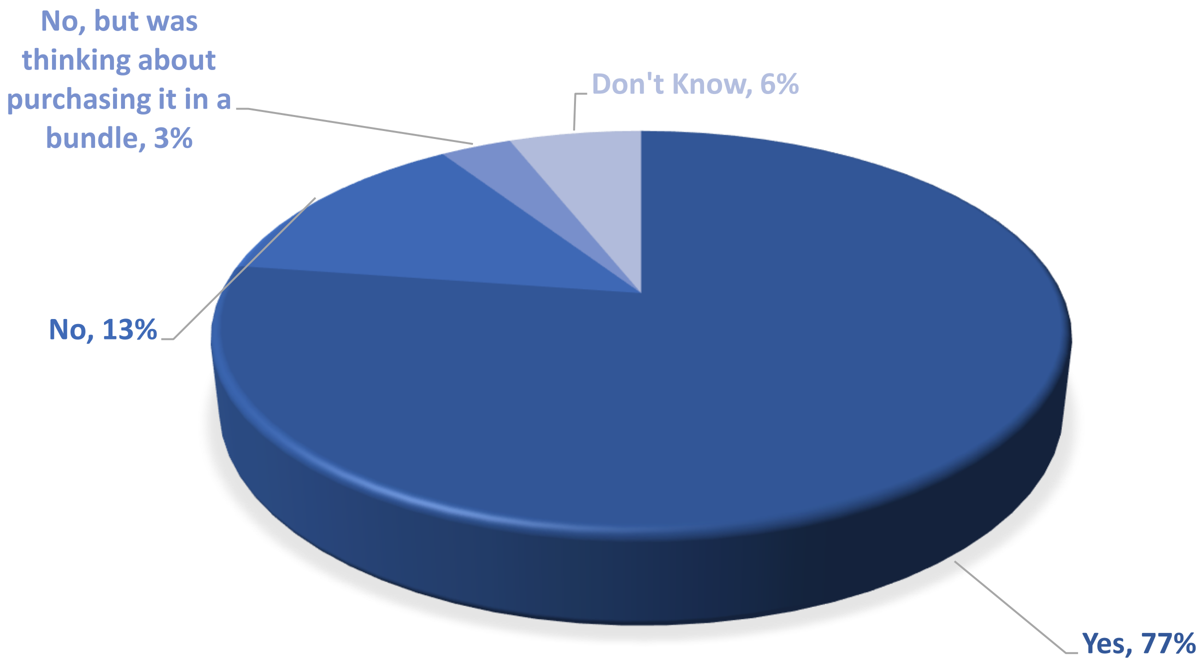


Among households that indicated having more than one TV subscription, 55% say Melita is their main service provider.

General Information (3 of 6)

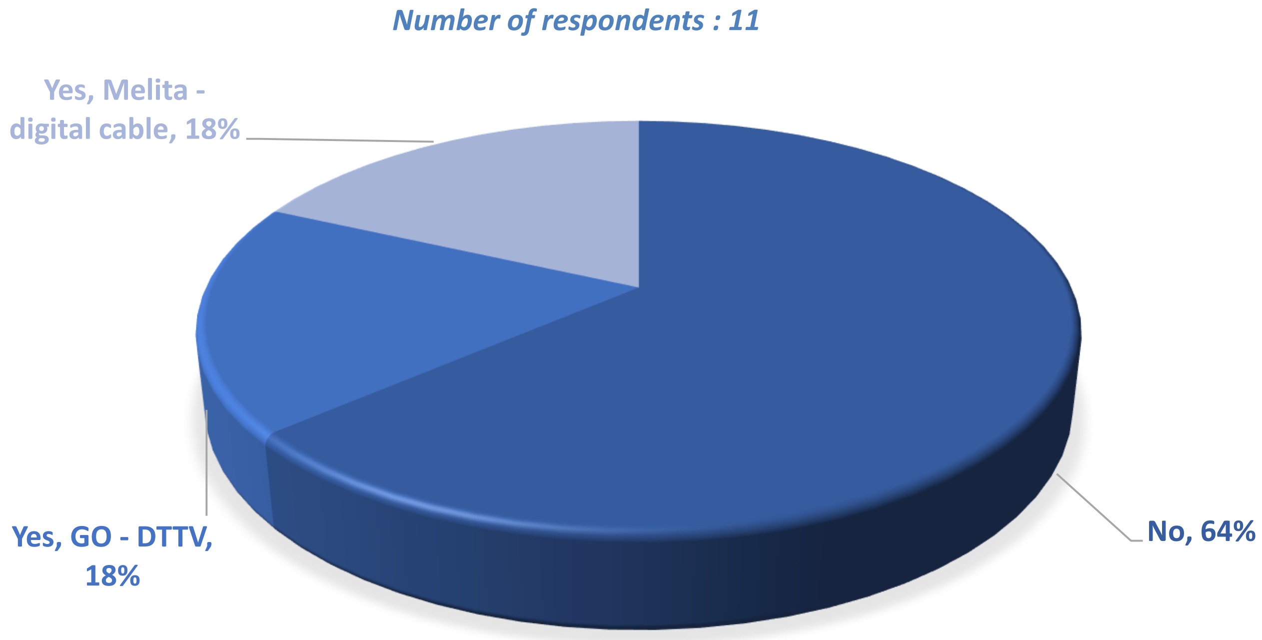
Percentage of respondents who purchased their main subscription in a bundle

Number of respondents : 833



General Information (4 of 6)

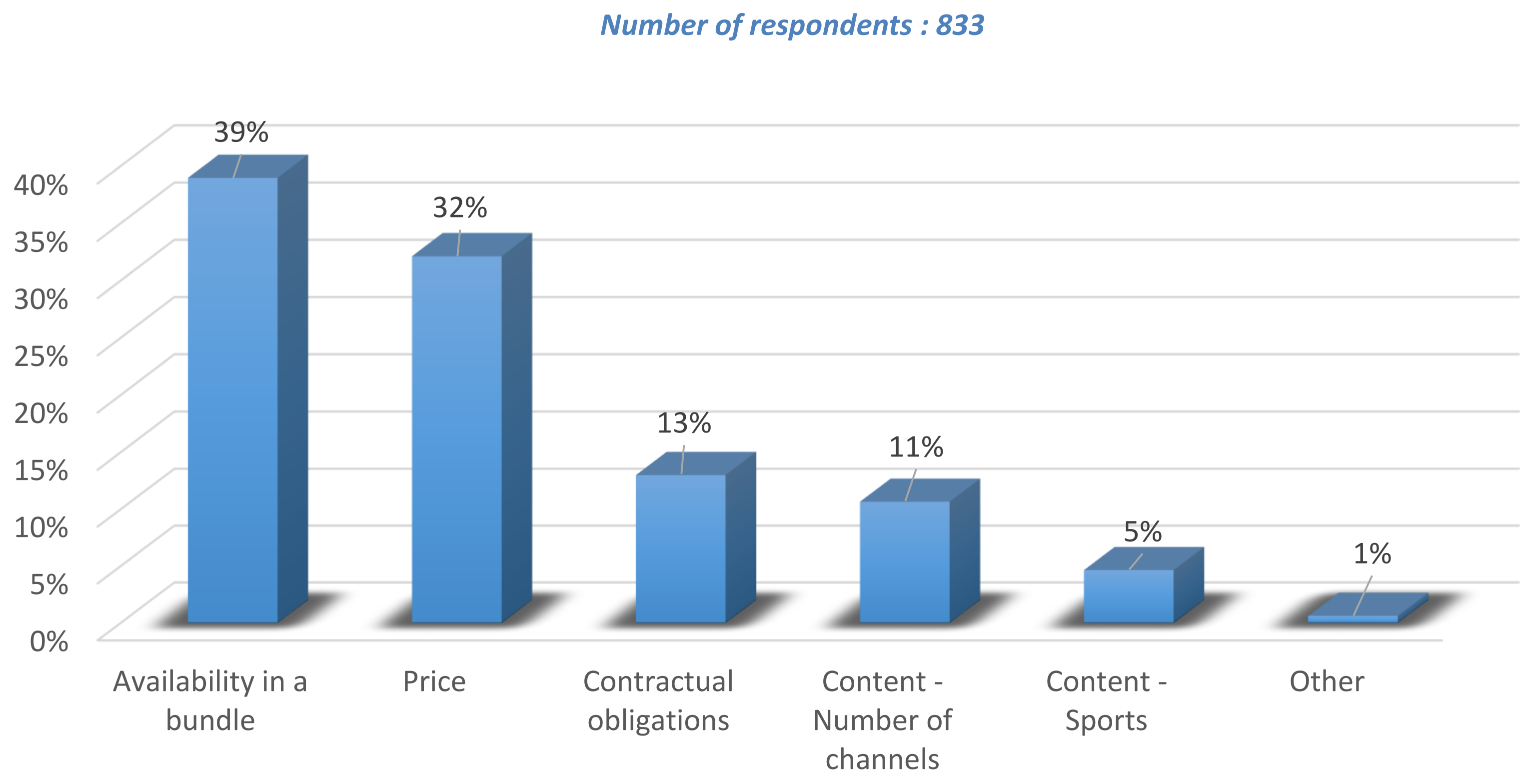
Are respondents with multiple subscriptions considering to disconnect one of the subscriptions over the next 12 months, and which subscription?



Among those that are considering to disconnect one of the Pay-Tv connections, there is an equal split among those that indicated their likelihood of disconnecting their Go subscription as there are those that indicated their likelihood to disconnecting their Melita subscription (18% each).

General Information (5 of 6)

Features considered when purchasing a Pay-Tv service



Note: In 2017, price ranked 1st (32%), followed by availability of bundle (28%).

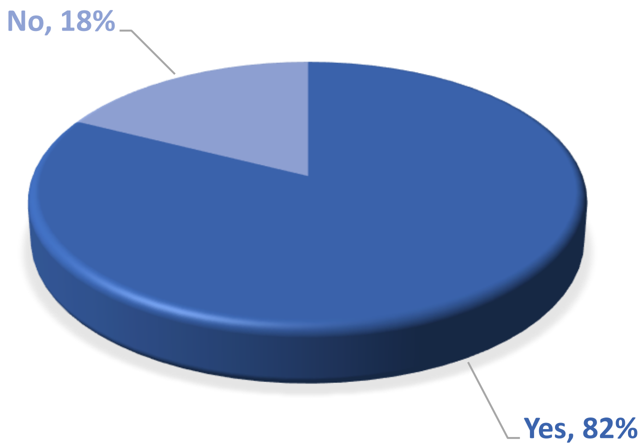
Households were asked to rank the features that applied to them. Responses were weighted such that 1st indicated issue attained more importance than issue/s that ranked 2nd and 3rd. (Weighting was as follows: 1st indicated issue was given a weighting of 4, 2nd indicated issue was given a weighting of 3, 3rd indicated issue was given a weighting of 2 and 4th indicated issue was given a weighting of 1). The table above indicates the total weighted average scores.

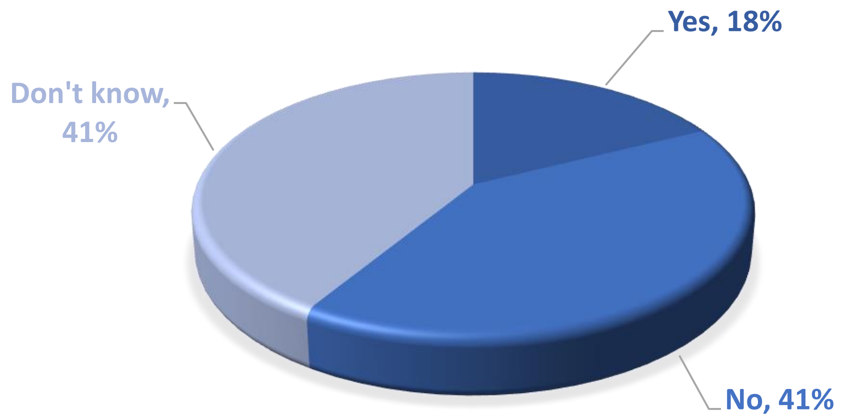
General Information (6 of 6)

Percentage of ‘free-to-air’ viewers watching Maltese TV stations

Percentage of ‘free-to-air’ users intending to subscribe to a Pay-Tv service over the next year

Number of respondents : 17





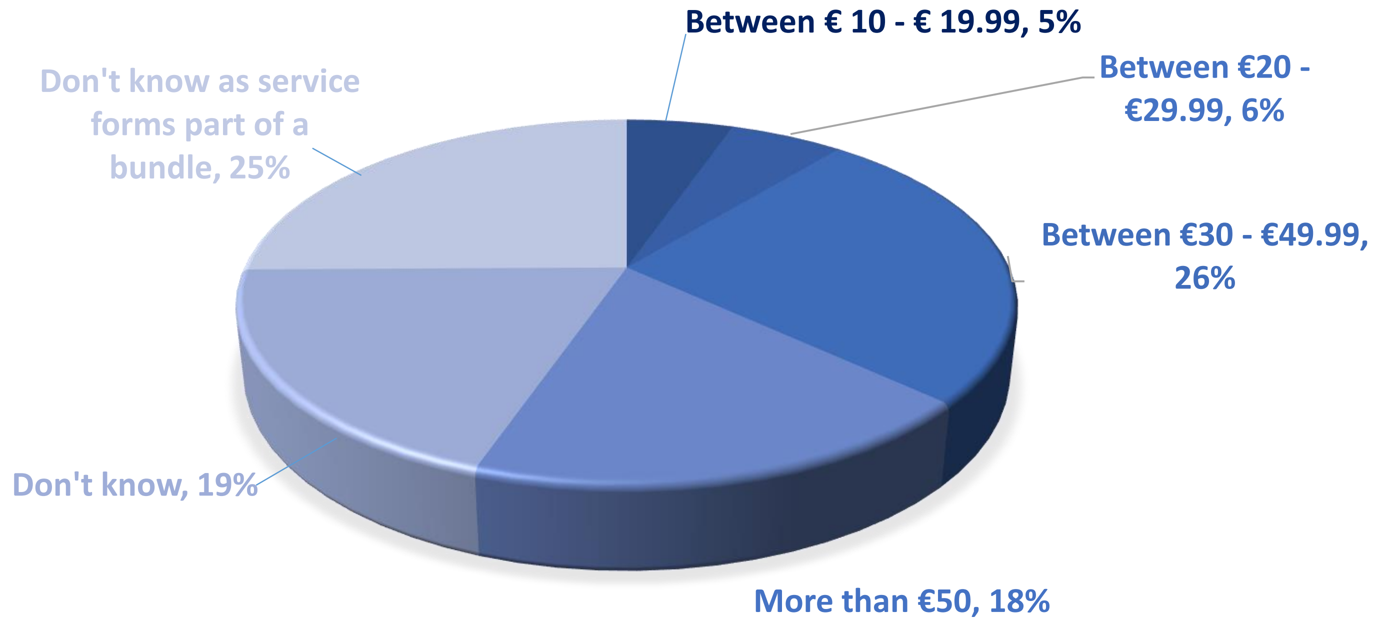
- 82% of households relying on ‘free-to-air’ watch Maltese TV stations. This is down by 10 percentage points since 2017.
- 18% of households relying on ‘free-to-air’ say they will subscribe to a pay-Tv service within the next year.

Expenditure on Main Subscription

Expenditure on main subscription (1 of 2)

Average monthly expenditure by respondents

Number of respondents : 833

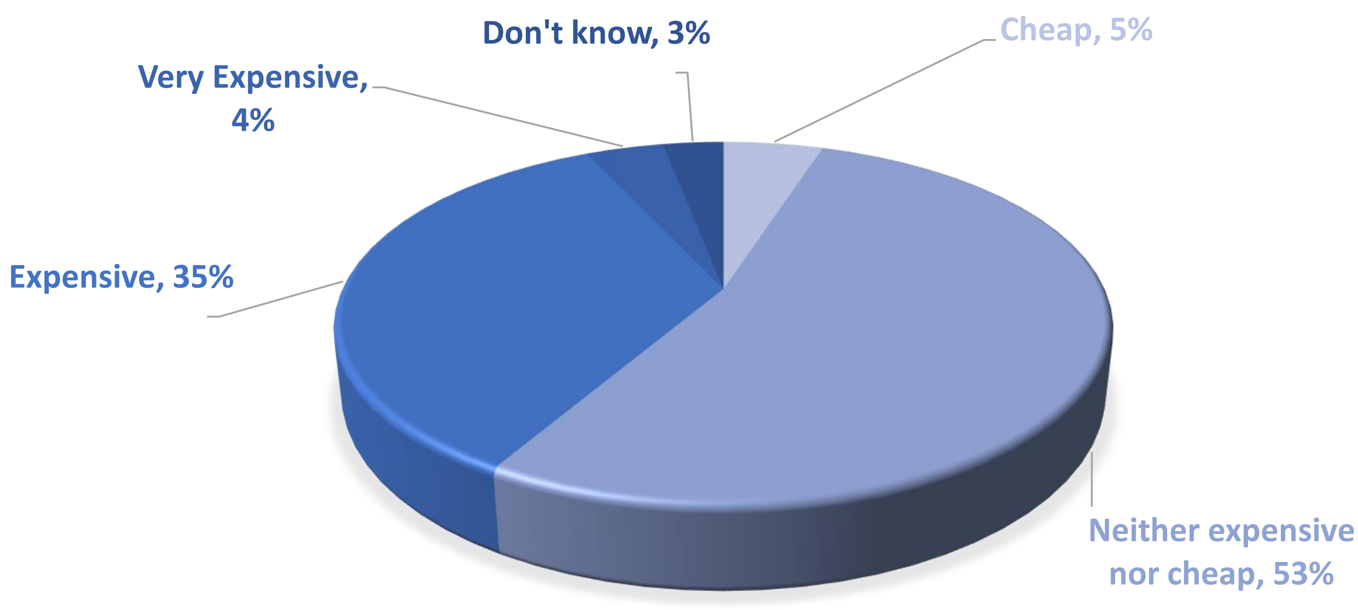


The majority of respondents (55%) know how much they are paying for their main Pay-Tv subscription. 26% of the respondents (15% in 2017) who are aware of their expenditure say they pay between €30 and €49.99. A quarter of respondents say they are not aware how much they are paying for the service, being part of a bundle, and a further 19% also say they don't know how much they are paying.

Expenditure on main subscription (2 of 2)

How do the respondents that know their expenditure perceive the cost of the service?

Number of respondents : 411

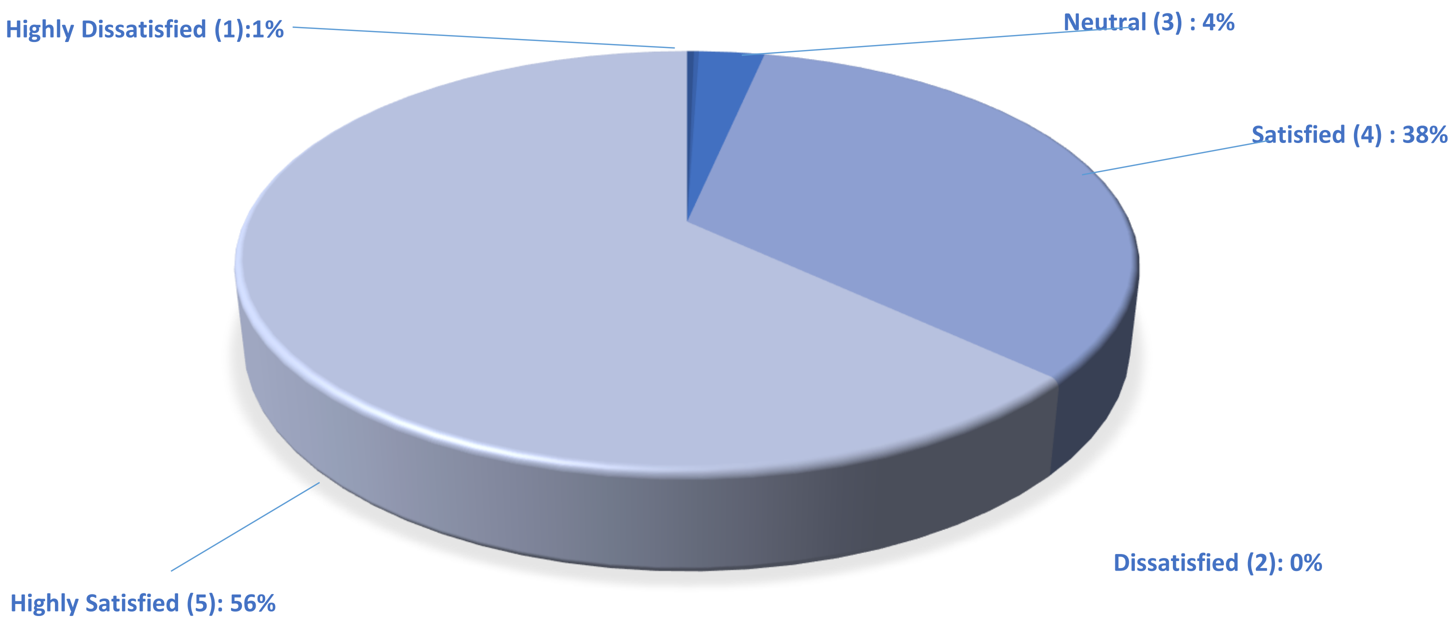


Quality of Service

Quality of service (1 of 3)

How do respondents with a Pay-Tv subscription perceive the quality of the service?

Number of respondents : 833



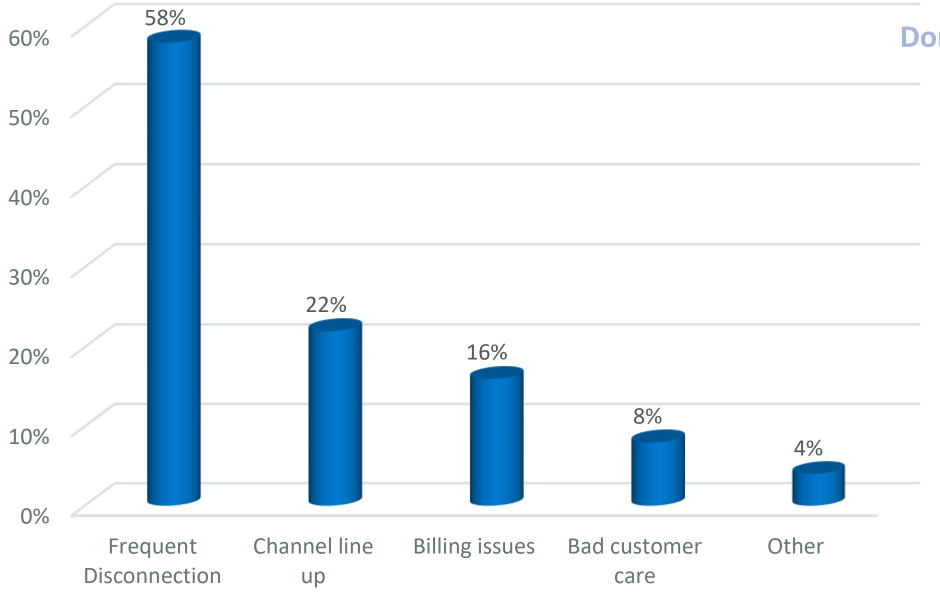
94% of households are satisfied/highly satisfied with the quality of their Pay-Tv service.

Quality of service (2 of 3)

What are the reasons for the respondents to say they are not satisfied with the quality of the service?

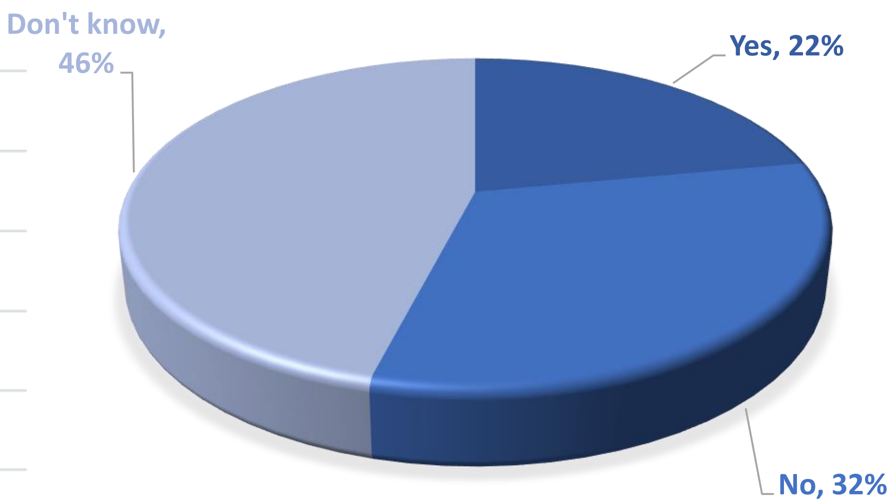
Number of respondents – 50

(multiple answers permitted)



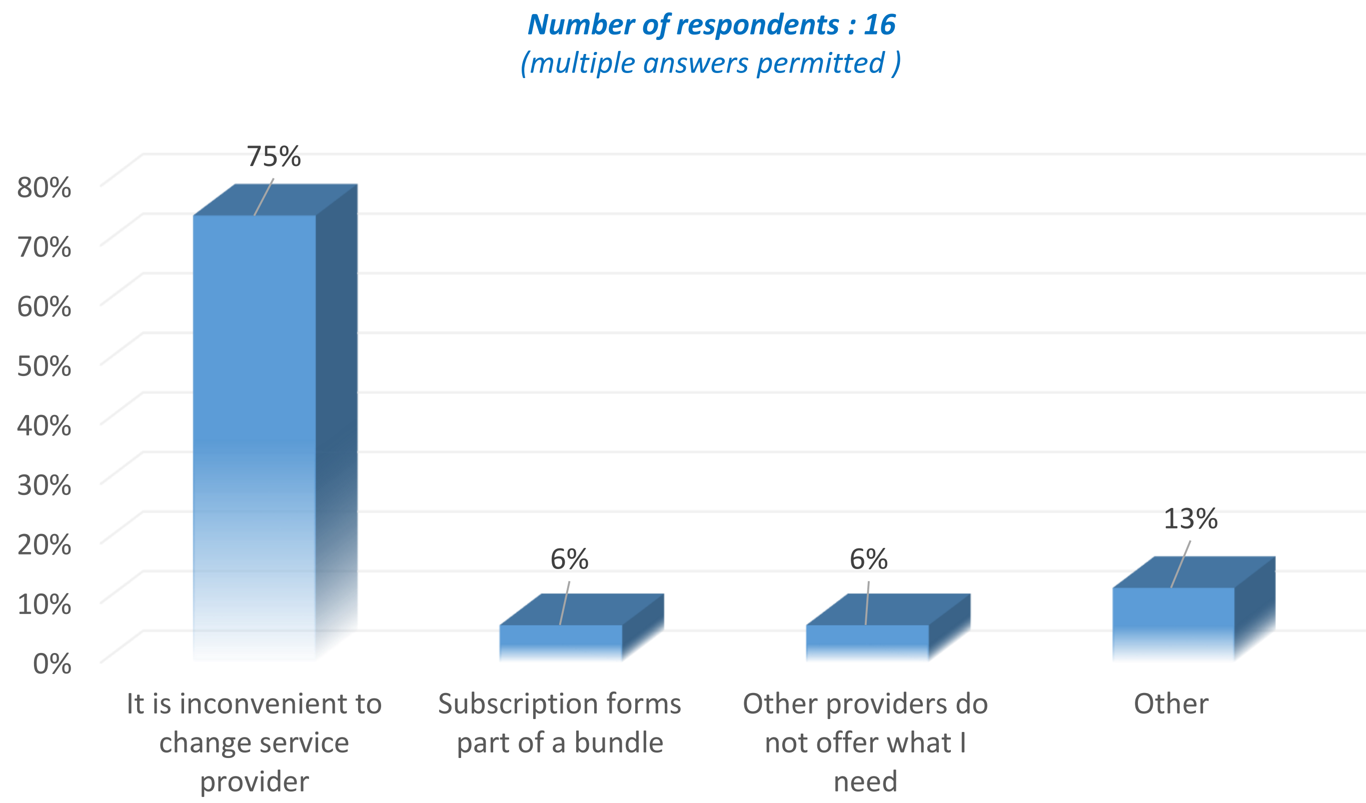
Would respondents that are not satisfied with quality of service switch service provider?

Number of respondents – 50



Quality of service (3 of 3)

Why do respondents that are not satisfied with their current service opt not to switch?

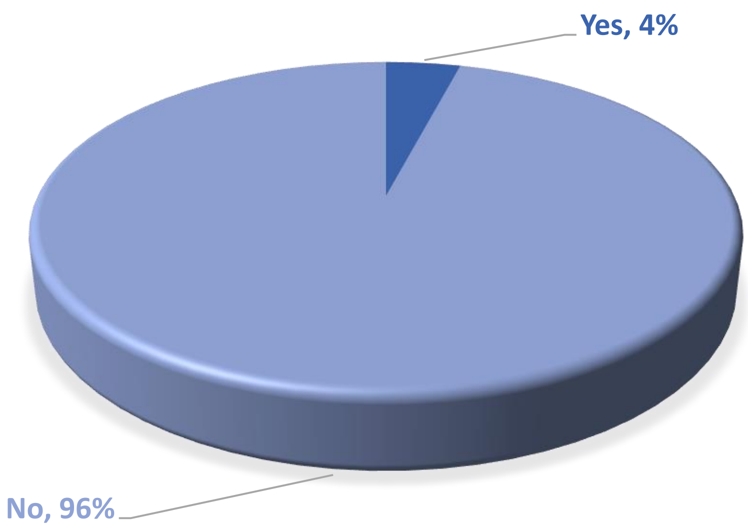


Switching

Switching (1 of 4)

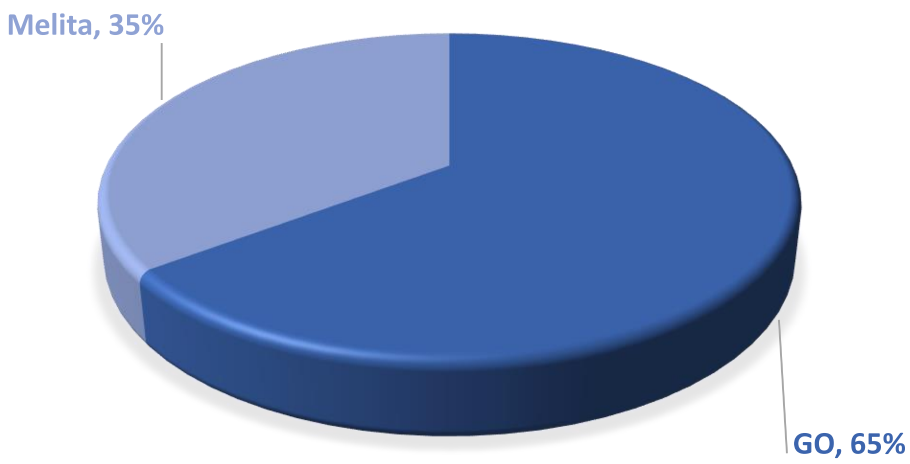
Percentage of respondents who have switched service provider in the last two years

Number of respondents - 833



To which service provider were switchers subscribed to?

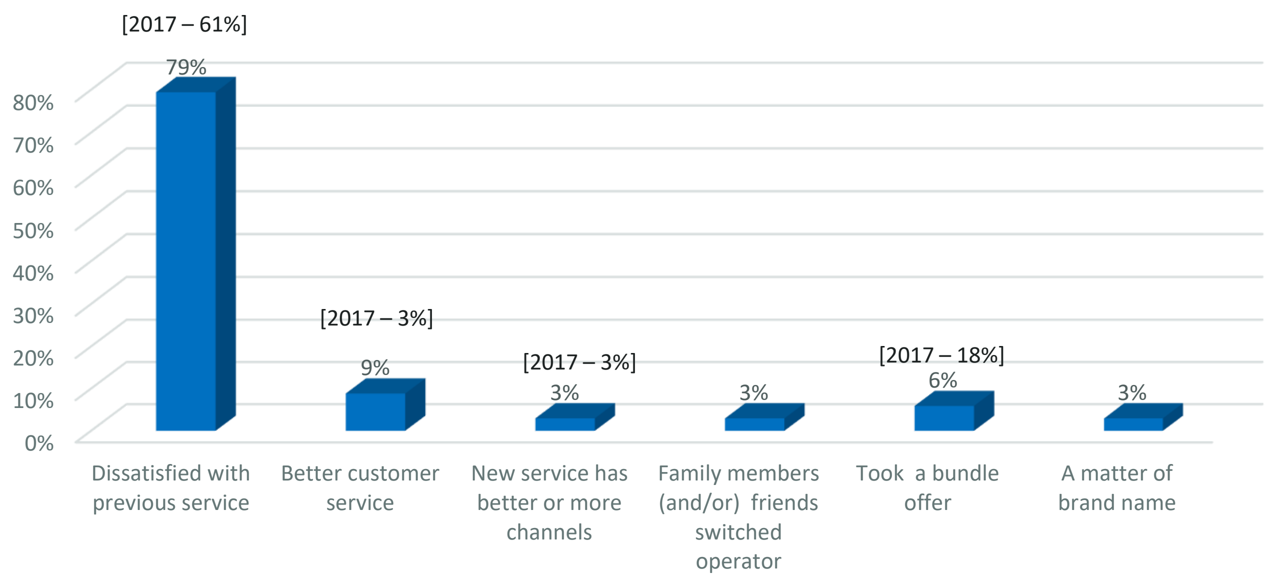
Number of respondents - 833



Reported switching remains low and is in line with the 2017 study findings

Reasons provided by switchers for their decision to make the switch

Number of respondents – 34 *(multiple answers permitted)*

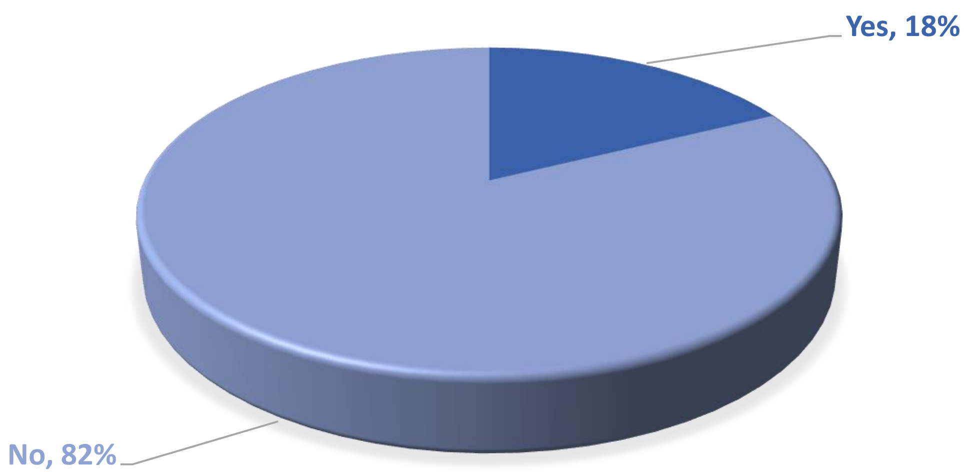


In line with the previous study carried out in 2017, the main reason behind a switching decision remains dissatisfaction with the previous service.

Switching (3 of 4)

Did switchers find it difficult to carry out the switch?

Number of respondents that switched service provider – 34

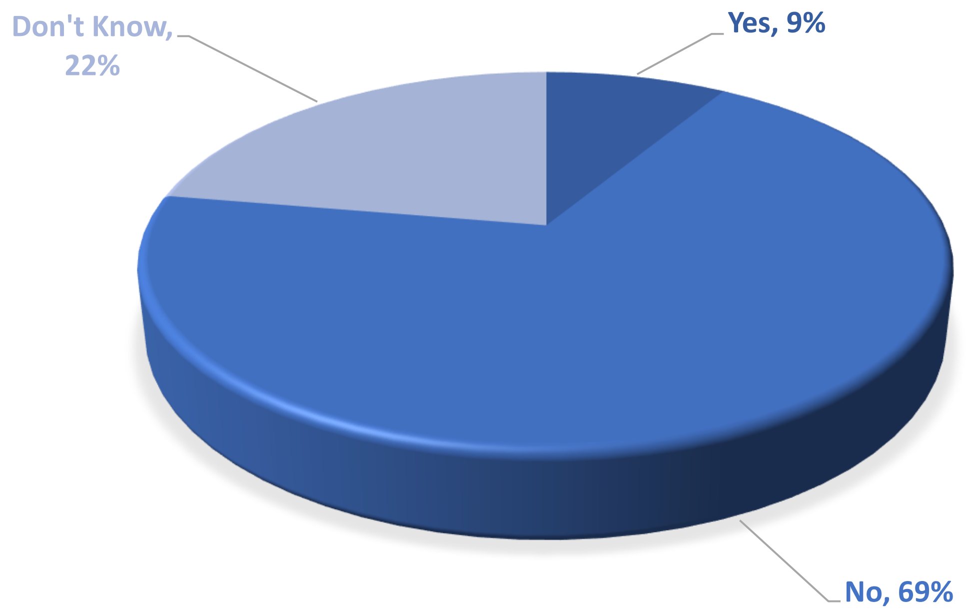


82% of respondents who switched their Pay-Tv service provider found no difficulty in the switching process. However, 18% who switched to an alternative service provider said that switching was difficult, citing contract terms, unhelpful customer care and bundle subscription as main hurdles

Switching (4 of 4)

Would the respondent with a Pay-Tv service switch current service provider in the event of a 10% increase in the monthly access fee?

Number of respondents - 833



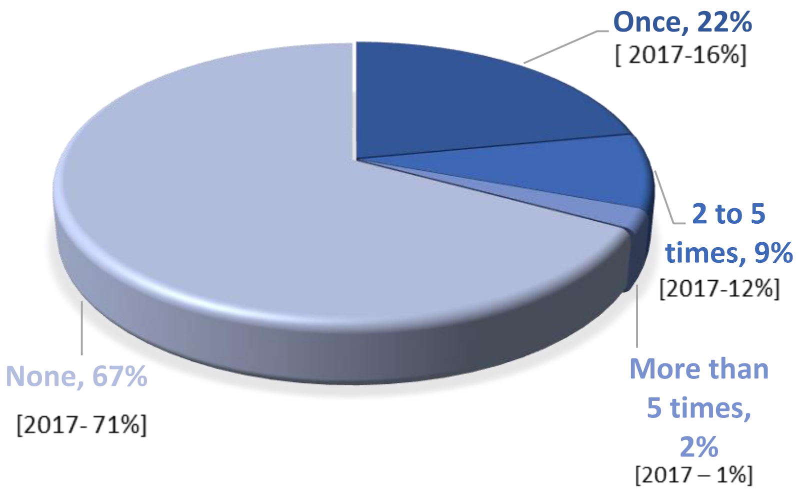
Most respondents would also be reluctant to switch even in the event of a 10% increase in price.

Faults and Resolution

Faults and resolution

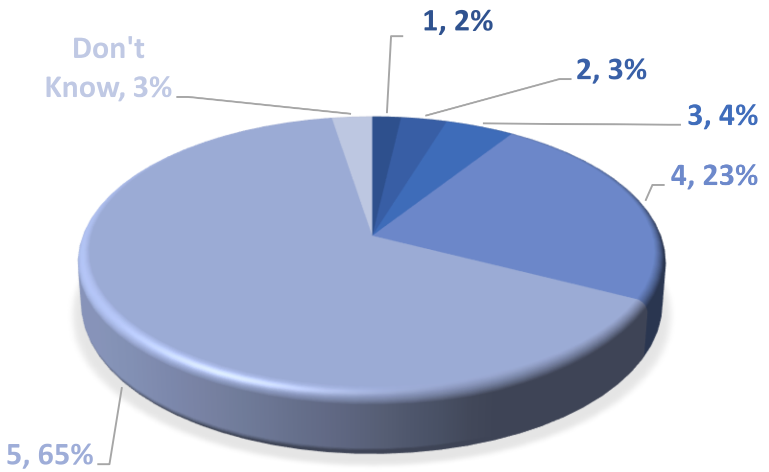
How many times did you report a fault for your Pay-Tv service in the past 12 months?

Number of respondents - 833



How satisfied were you with the level of response by the service provider?

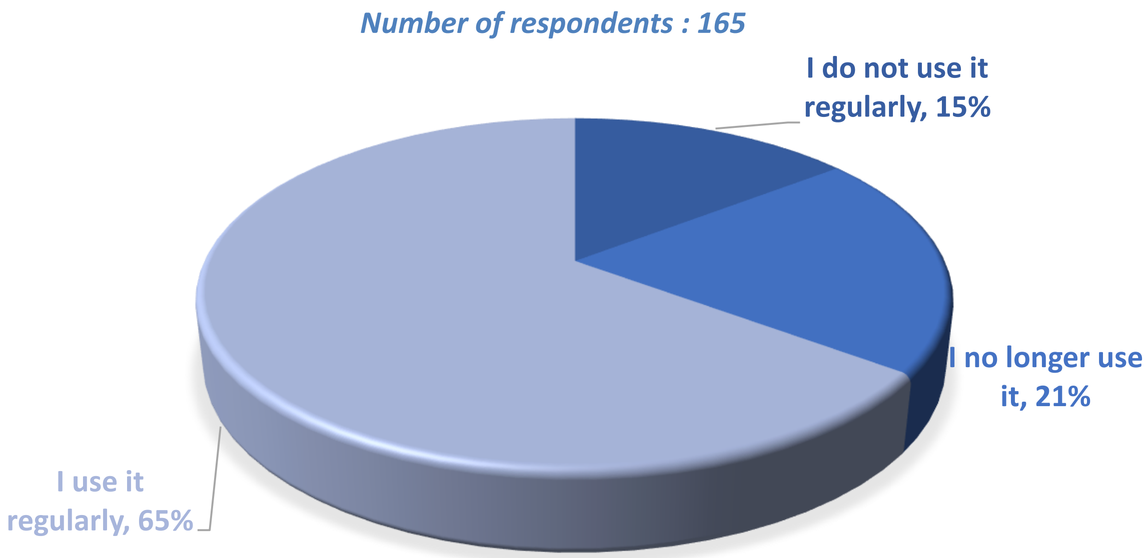
Number of respondents - 274



Android-Box TV and Internet TV content

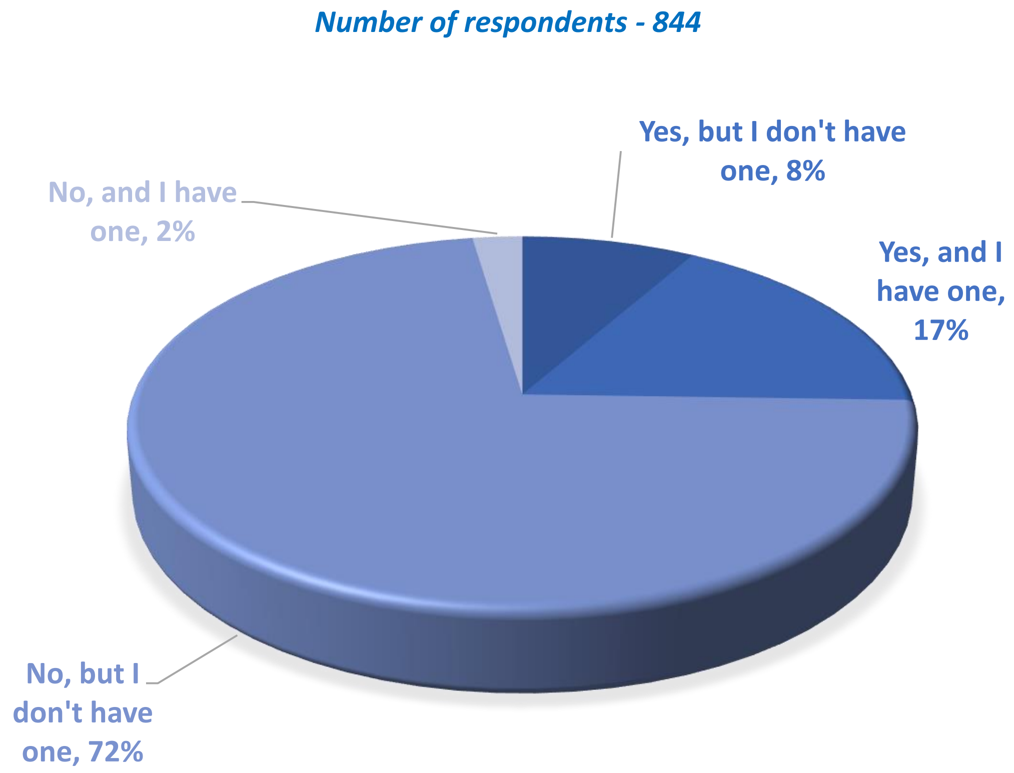
Android Box TV & Internet TV content (1 of 6)

Frequency of use of IPTV- android box for respondents with a Pay-Tv subscription

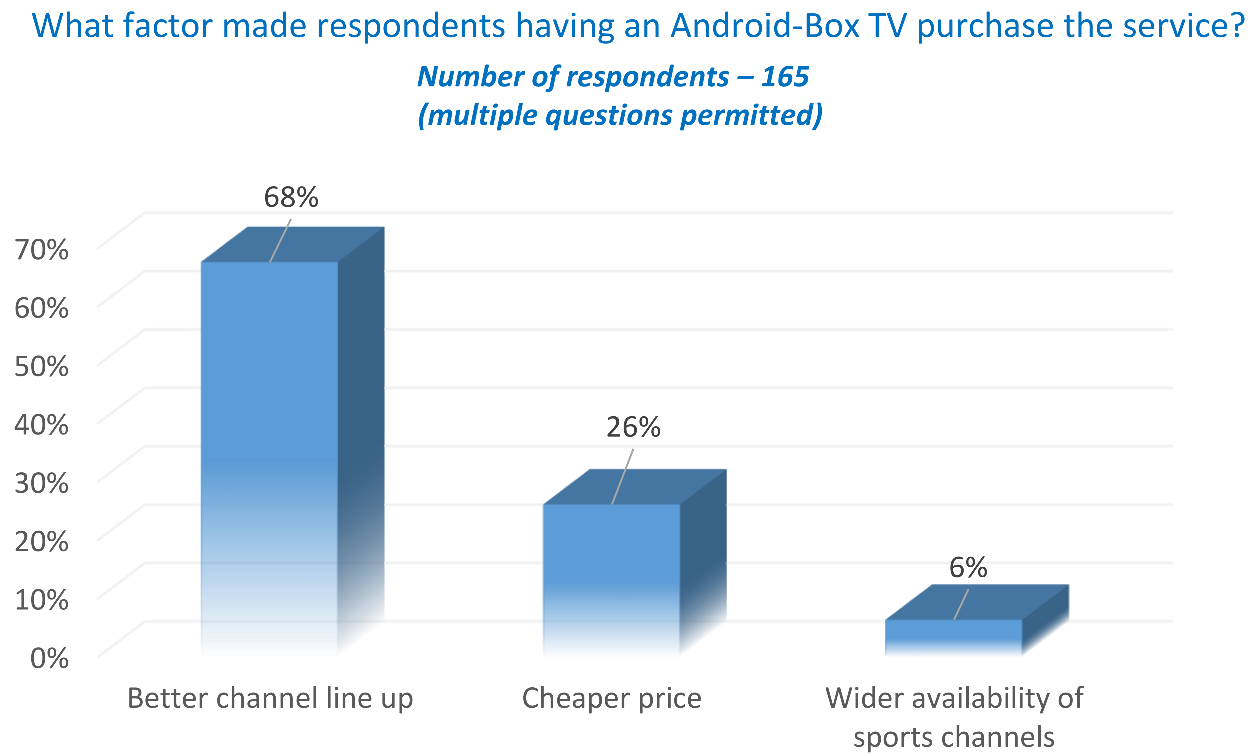


Android Box TV & Internet TV content (2 of 6)

Do respondents consider the service via an android-Box TV as a good substitute to standard Pay-Tv?



Android Box TV & Internet TV content (3 of 6)



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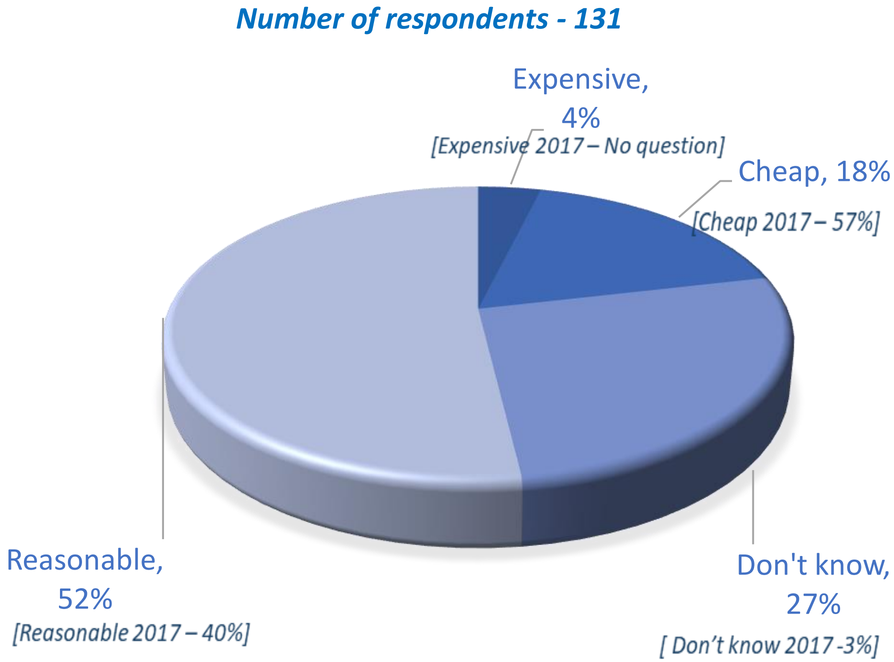
Android Box TV & Internet TV content (4 of 6)

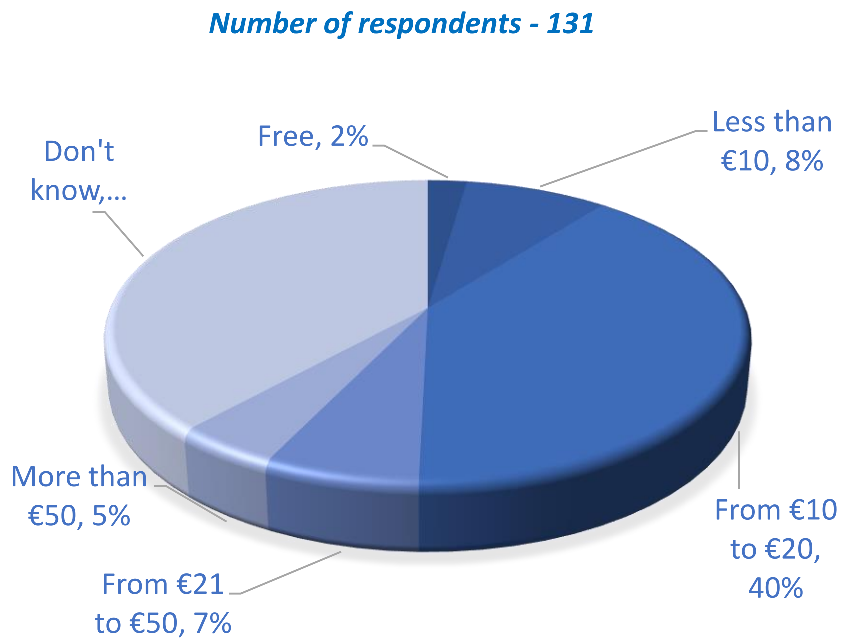
How do respondents with Android-Box TV perceive the cost of the service?



70% of households consider the cost of the android box to be cheap/reasonable (69% in 2017).

A further 27% indicated 'don't know' (29% in 2017) with only 4% considering the fee for this service to be 'expensive' (2% in 2017).

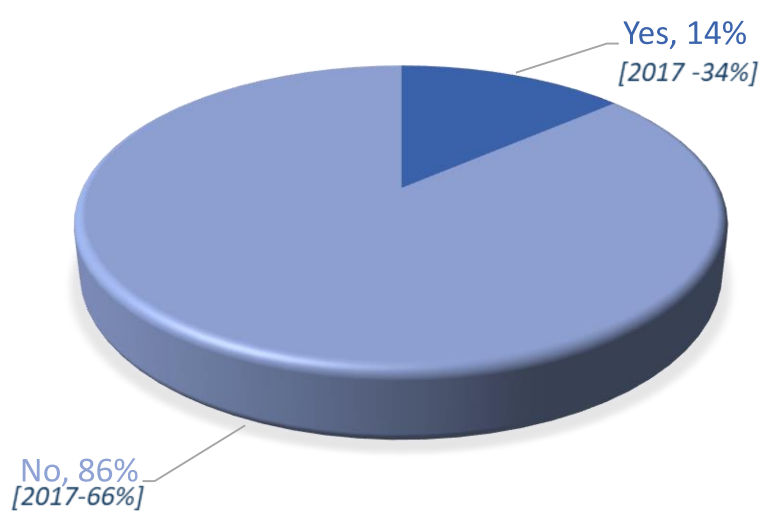
Are respondents aware of how much they are paying for the Android-box TV service?



Android Box TV & Internet TV content (5 of 6)

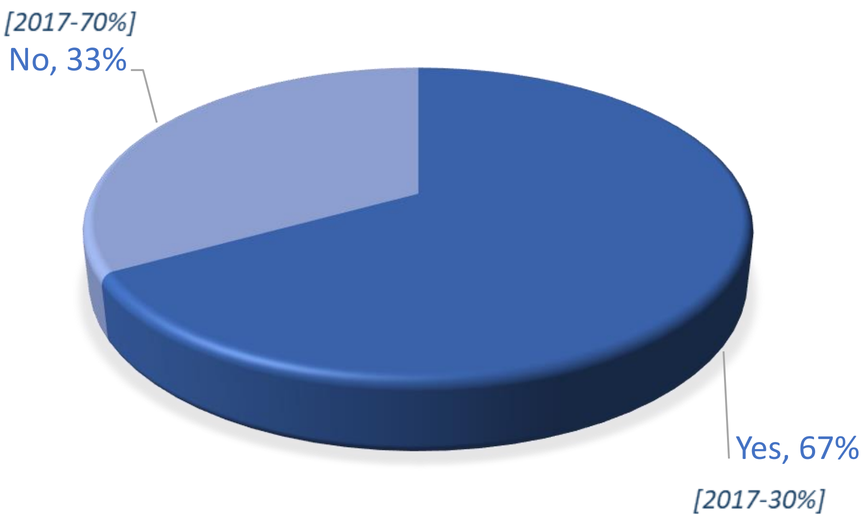
Do respondents use the Internet to watch content on You Tube / Vimeo/Netflix etc.?

Number of respondents - 844

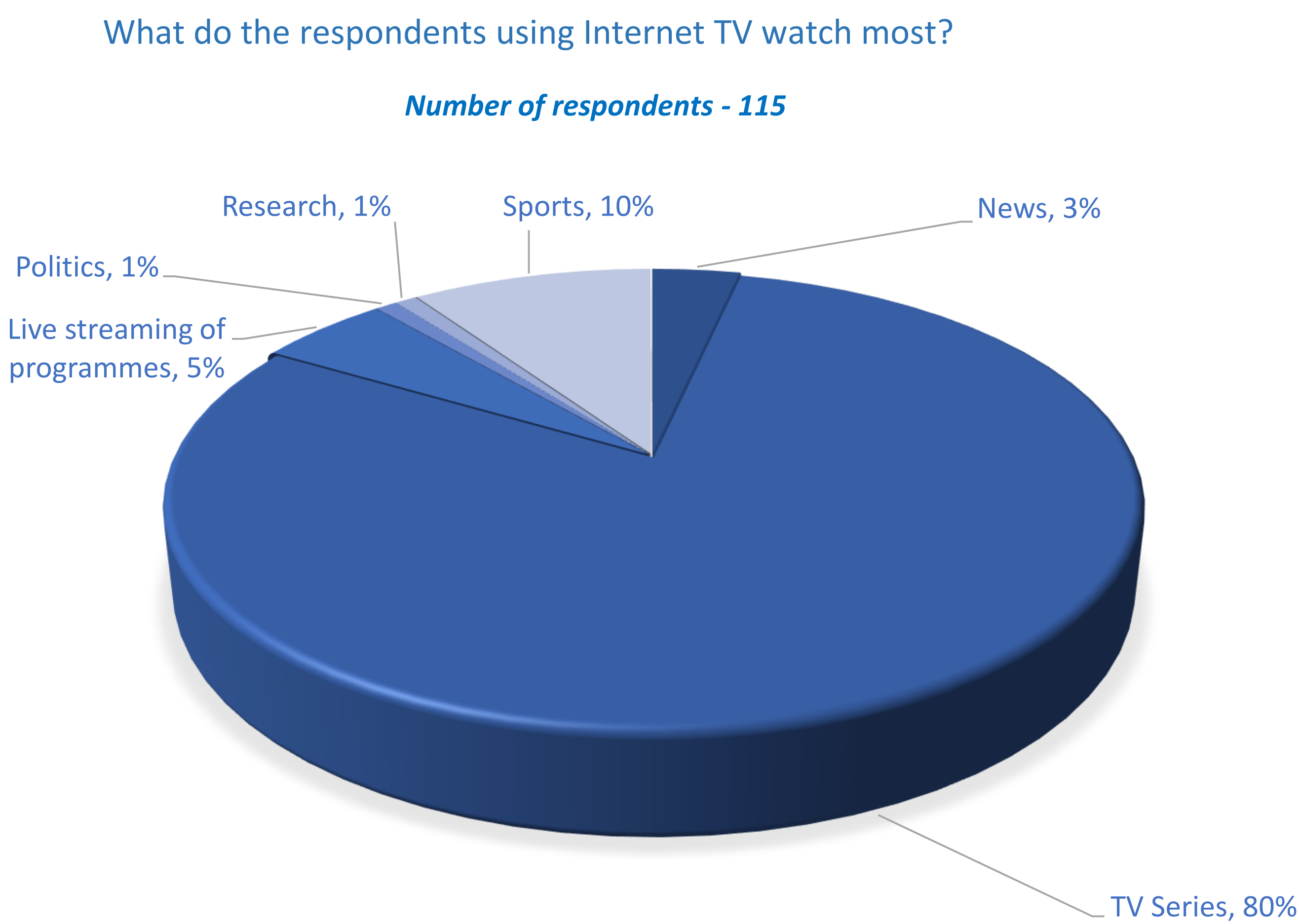


If yes, do respondents consider these as a good substitute to the Pay-Tv service offered by Melita and GO?

Number of respondents - 115



Android Box TV & Internet TV content (6 of 6)

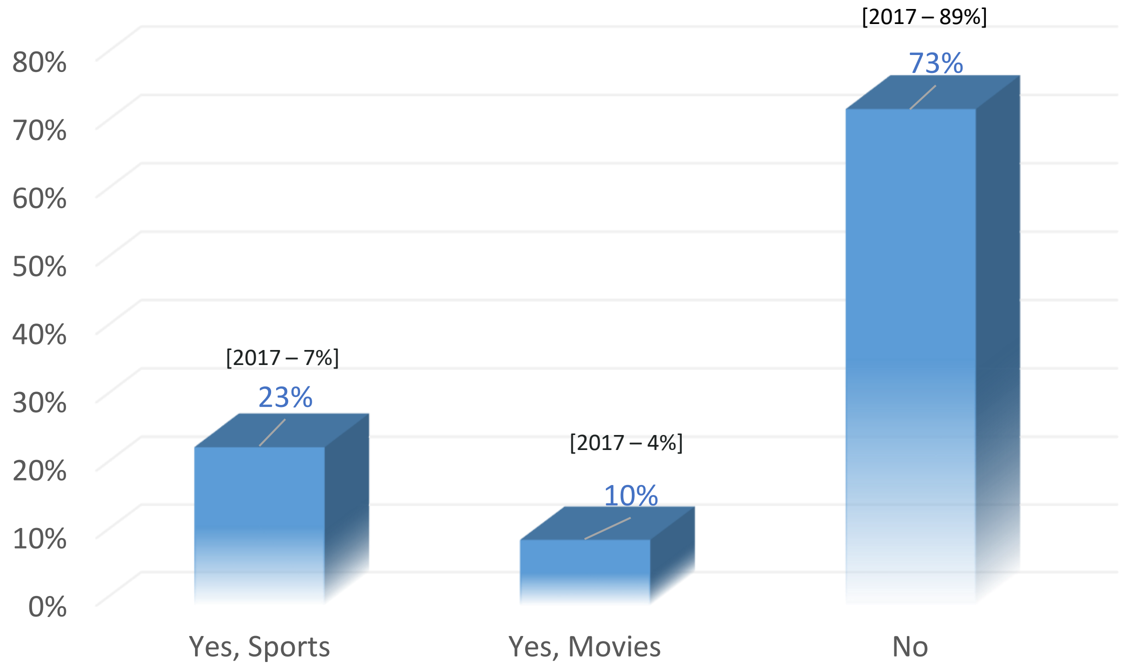


Other Findings

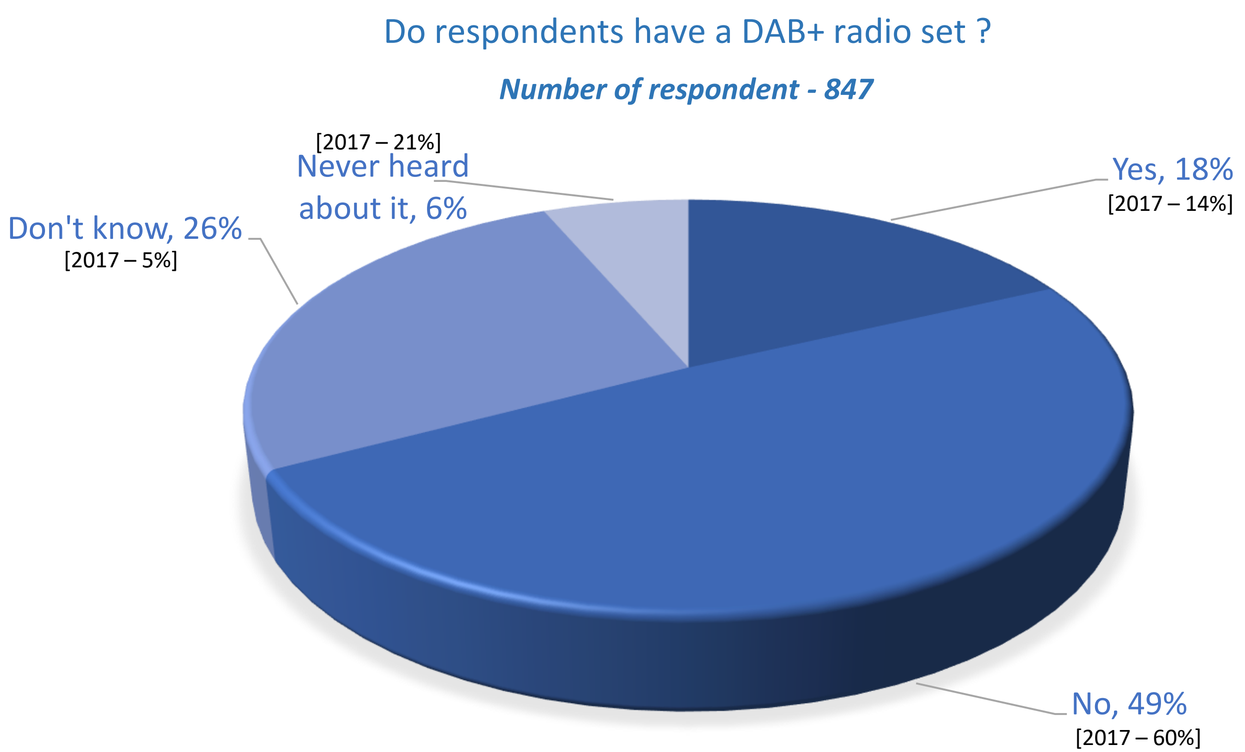
Other findings (1 of 3)

Percentage of respondents saying they purchased add-ons to their Pay-Tv package

Number of respondents – 833
(multiple answers were permitted)



Other findings (2 of 3)

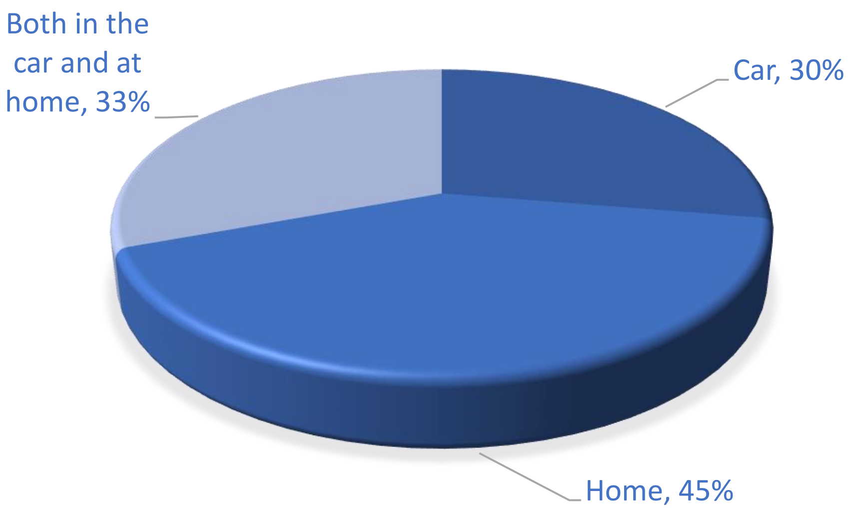


49% of households do not have a DAB+ radio set whilst another 6% have never heard about it.

Other findings (3 of 3)

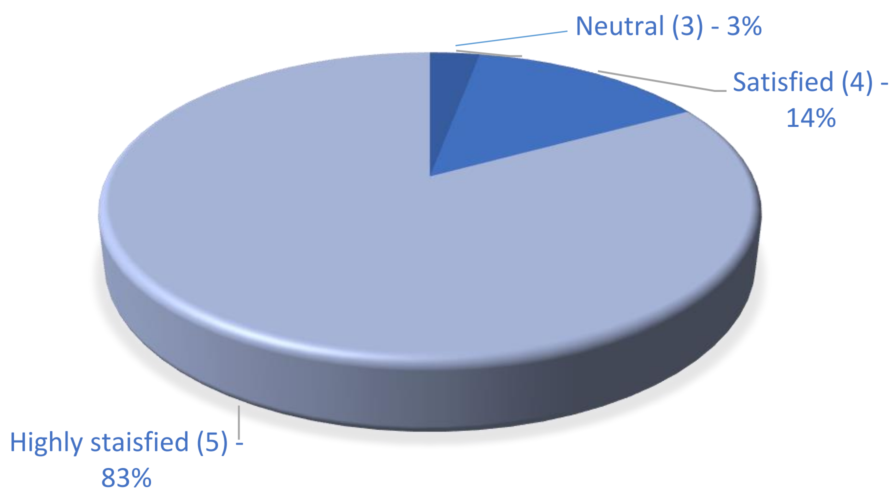
Where is the DAB+ radio set installed?

Number of respondents :152



How satisfied are respondents with the quality of service of the DAB+?

Number of respondents :152



End