STANDARD INSIGHTS

February 2022

Philippine Mobile Network Report

Industry Report

About the Report

The Philippine Mobile Network Report is part of a series of industry reports that are produced and published by Standard Insights to understand local and regional industry sectors from the perspective of the users and consumers.

STANDARD INSIGHTS

Our Method

Harness technology to choose respondents well.

Much can now be said about the changes in human engagement brought about by the digital age.

Given this, Standard Insights believes that the future of market research lies with **innovating market research to make use of technology to select an appropriate study sample.** We select and screen participants based on targeted ads and set minimum quotas to achieve parity in gender and age distribution that is consistent with the overall demographics in the pertinent geographic location such as in the Philippines

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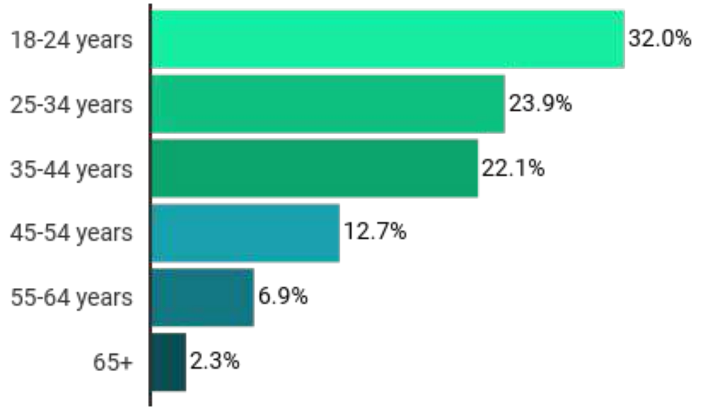
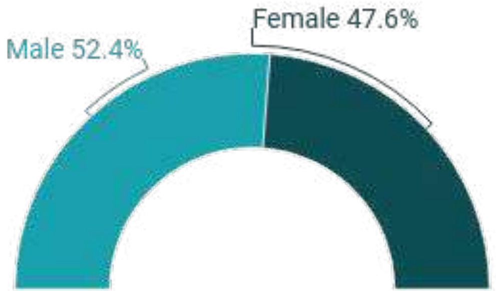
How old are you?



What is your gender?



Our Method

Methodology - Research Sample

	Details
Method	Quantitative research with a fully digital/online survey approach. The survey questions start once the respondents click on the targeted ads. A desktop or mobile device can be used to complete the survey.
Target	**Location:** Living in the Philippines, **Age:** Legal/ Working age (18 and above);
Sample	Total = 1,587 respondents
Questionnaire Length	The survey can be completed in an average time of 3 minutes.
Survey Duration	The survey lasted for 2 weeks.

Executive Summary

Subscription Type

Most subscribers own a prepaid plan (91.81%). In comparison, only 17.26% own postpaid plan/s. Two out of every three subscribers pay less than PHP 500 per month. All in all, 83.74% of subscribers are ready to pay more for various reasons. The top reason to convince them to pay more is a higher internet speed (46.75%).

Digital Behavior

Most subscribers are spending more than 5 hours online on their phones. By far, the top activity they do when online is to go on various social media sites (Facebook, Instagram, Twitter). Filipino subscribers are anticipating the adoption of 5G technology which interests 82.42% of subscribers and is already adopted by another 14.62%.

91.81% - Prepaid

Respondent Subscribers with Prepaid Subscription

<PHP 500 - Monthly Spending

Two-thirds of subscribers pay less than PHP 500 per month on their mobile network subscriptions

83.74% - Ready to pay more

Most mobile network subscribers are ready to pay more or upgrade. Top factor that would convince them is higher internet speed

>5 Hours - Time Spent Online

Most subscribers spend more than 5 hours online on their phones

Social Media - most popular online activity

When online, the most popular activity is to go on social media

82.42% - Interest in 5G Technology

Majority of subscribers are interested in 5G-capable technology.

Executive Summary

Mobile Network Considerations - Subscribers chose Network Quality & Coverage as the most important considerations in their subscription. Incidentally, most subscribers also consider these two qualities as either the strength or weaknesses of their primary network. This means that the network's performance in these two factors leaves a more lasting impact on the perception of subscribers. No network stands out when it comes to network quality. Smart's and Globe's network coverage, on the other hand, stand out.

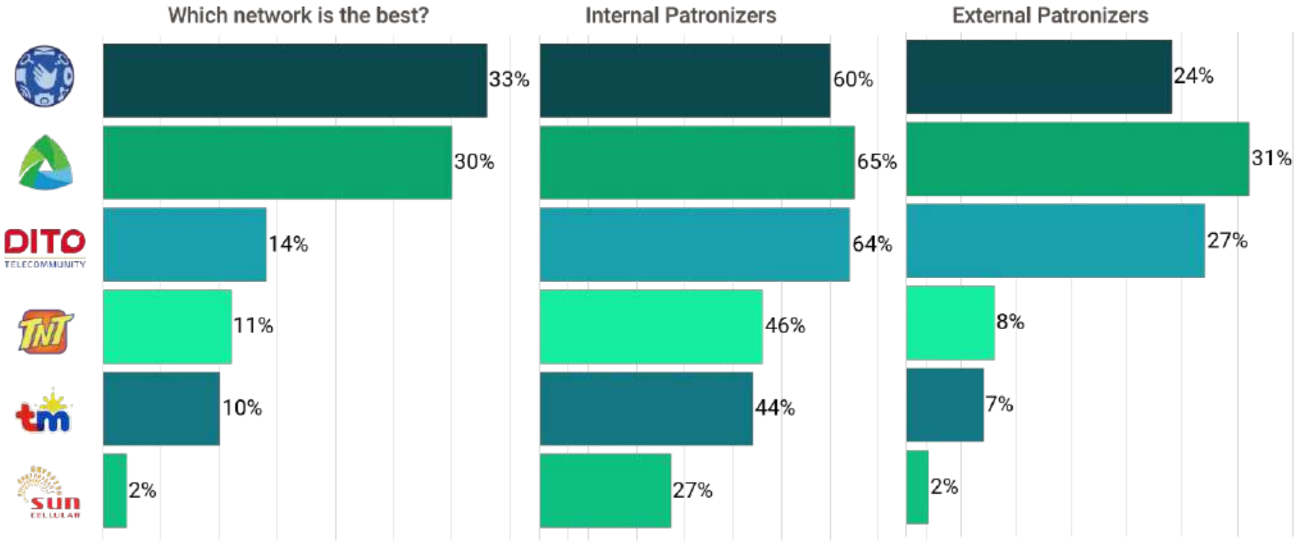
Net Perception of Mobile Network Services

% of network subscribers considering the factors as the mobile network strength vs.weakness

Brand logos are arranged according to gravity of strength or weakness compared to other networks- leftmost logos indicate comparative strength while rightmost logos indicate weakness.

Executive Summary

Network Perception – On average, across the 5 categories (digital advertisements, print advertisements, network coverage, price, and internet speed), almost one-third (33%) of subscribers chose Globe as the best among other mobile networks. Following closely behind is Smart with 30%.



Smart and DITO, on the other hand, have more internal patronizers who think that the networks' services are the best. Likewise, they are most likely to be perceived well by other subscribers from other networks (external).

Table of Contents

This industry report is divided into four parts: Key Results, Market Player's Profile, Diagnostics, and Standard Insights. Part 1, **Key Results**, displays general findings about the industry from a macro perspective. Part 2, **Market Competition**, analyzes findings about market players in the industry from the perspective of subscribers in the market. Part 3, **Analysis**, is a consolidation of the key statistics about the market and the players, as well as key insights about future trajectories in the market. Lastly, Part 4, **About Us**, introduces the company and the approaches that we have used for this industry report.

KEY RESULTS

This section narrates the general findings of the overall market in terms of Customers' Habits & Preferences, Customer Opinion & Experience, and Customer Satisfaction.

MARKET COMPETITION

This section dedicates analysis to each player in the market in terms of customers' overall perception of the network, benefits, loyalty, and rewards.

ANALYSIS

This section aims to compare data from each market player to chart the customer journey and the indicative impact of the market competition & subscriber habits on consumer behavior.

ABOUT US

This portion introduces our story and the various mechanisms that we have used to come up with our analysis.

Part 1: Key Results

One of the defining characteristics of our time is the digitalization of various aspects of human life. The mobile network industry has a great role to play in this digitalization as it brings technology closer to subscribers. At the same time, subscribers weigh into these changes by their selection of mobile networks that are preferable to them.

To connect the dots, this portion displays the digital habits or behavior and usage of subscribers when it comes to their mobile network subscription/s.
In this section:

- General Habits - Subscription, Monthly Spend, Length of Stay
- Digital Behavior - Online Behavior, Perception of future technology
- Consumption - Preferred Benefit, Opinion of Products, Key Considerations, Past & Indicative Future Preferences

Majority of Consumers have a prepaid subscription (91.81%).

On the other end, less than one fifth (17.26%) have postpaid accounts.

In absolute terms, those subscribers with Prepaid accounts form the biggest chunk of the pie at 82.74%, followed by those with both subscriptions at 9.07%, and lastly by postpaid only consumers at 8.19%.

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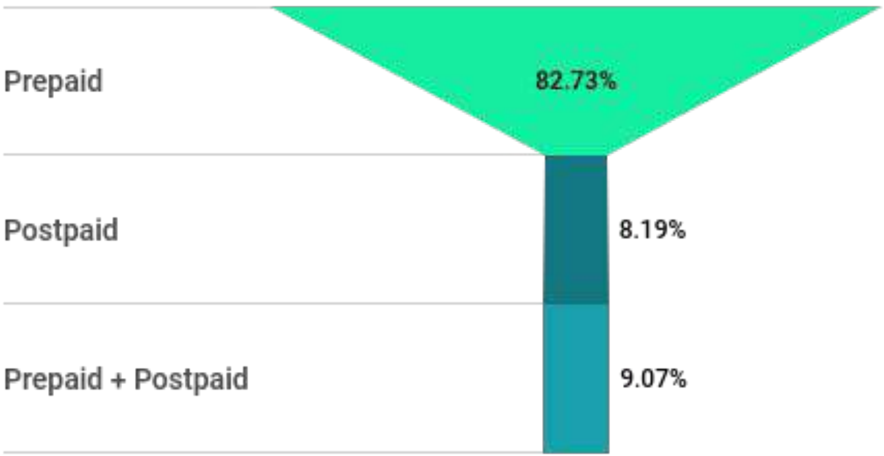
General Habits - Type of Subscription

Which mobile phone subscription plan do you have?



Two out of three (66.6%) subscribers pay less than PHP 500 for their mobile subscriptions.

The biggest chunk of respondents (34.34%) spends P250-P500 a month on mobile service plans. Another third spends less than 250 pesos on mobile service plans (32.24%).

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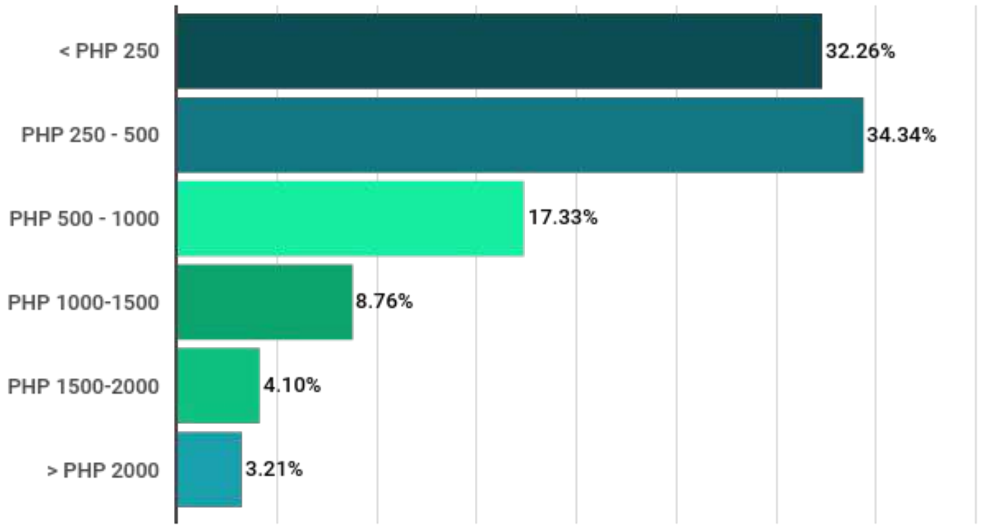
General Habits - Monthly Spend

How much money do you spend monthly on your mobile phone subscription plan? (All included)



A higher internet/network speed would convince 46.75% of subscribers to pay more for their mobile phone subscription.

That said, an additional 29.36% would also be willing to pay more if network coverage is improved and internet and data allowance is increased. This means that more than 3 out of 4 subscribers (76.11%) would be willing to pay more should a network improve its network and internet quality, speed, and coverage.

On the other hand, 16.26% are not ready to pay for more.

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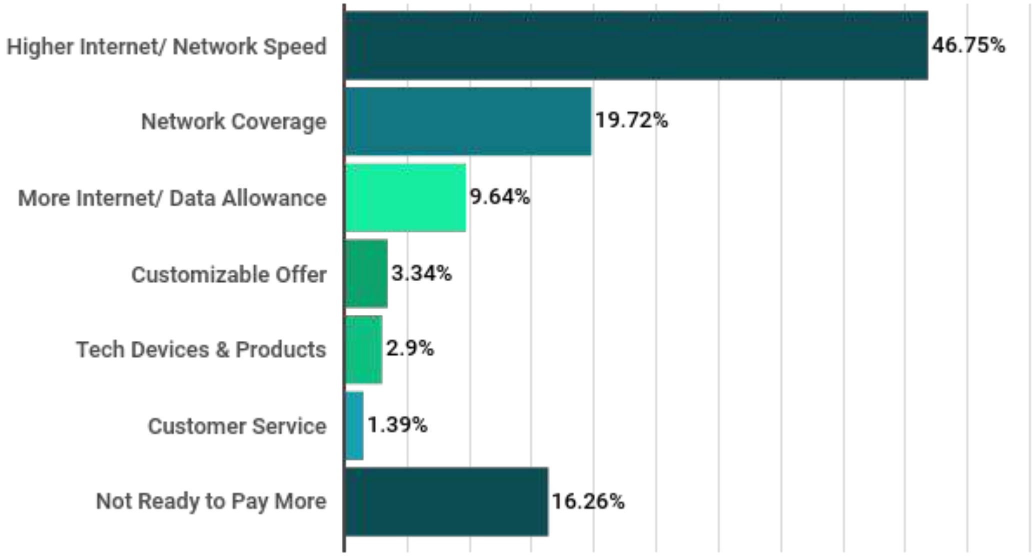
General Habits - Opportunity to Upsell

You would be ready to pay more for your mobile phone subscription plan for...



As expected, consumers with postpaid subscriptions pay more than their prepaid counterparts by around twice as much.

The median monthly spend of consumers with postpaid subscriptions is around PHP 500 - 1000. On the other hand, the median monthly spend of prepaid subscribers is PHP 250-500.

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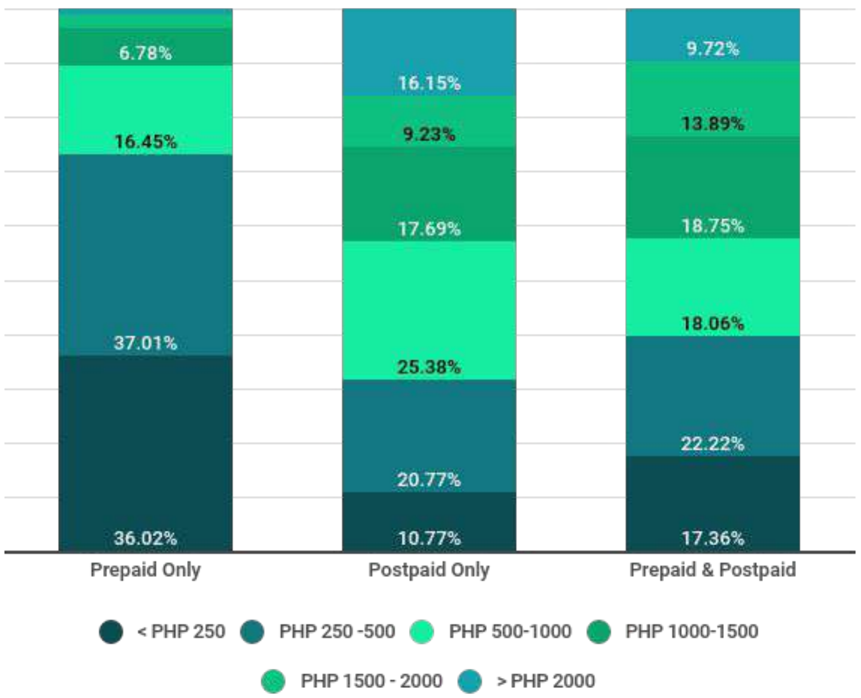
General Habits - Monthly Spend

How much money do you spend monthly on your mobile phone subscription plan? (By Type of Subscription)



Digital Behavior

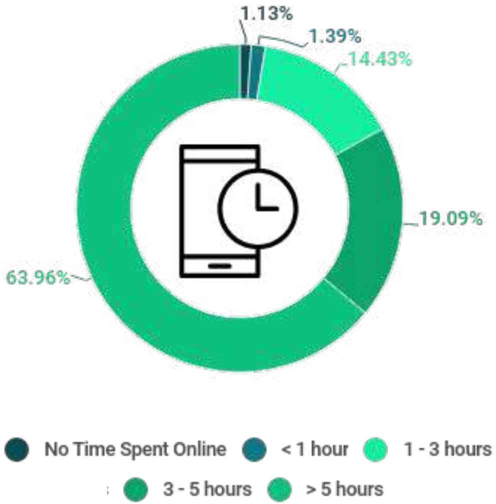
a.) On average, how much time per day do you spend online with your phone?

b.) In general, what activities do you do with your phone?

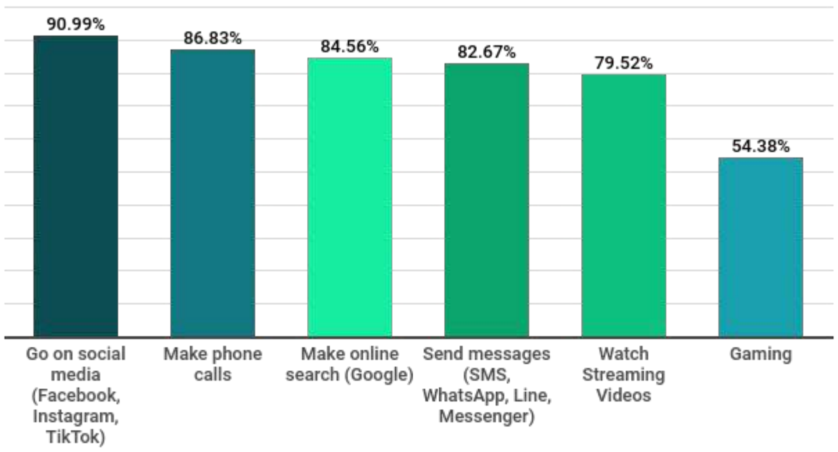
More than 3 out of 5 subscribers spend 5 hours or more online on their phones.

By far, the most popular activity that people do when they are online using their phones is to go on various social media platforms (90.99%).

Time Spent Online



Most Popular Online Activities



Digital Behavior

a.) Are you interested in getting 5G?

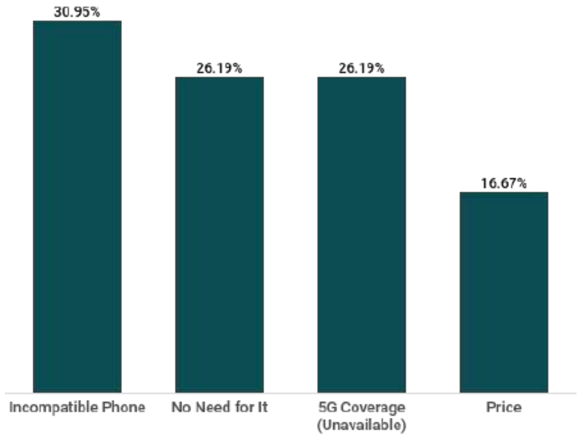
b.) What is the main reason why you are not interested?

The majority of subscribers (82.48%) are interested in getting 5G or already have 5G on their phones (14.62%).

Of the very few who are not interested in getting 5G, the most common reason indicated is phone incompatibility (30.95%).

Interest in 5G

Main Reason for lack of interest in 5G



The top consideration of mobile subscribers in their mobile phone subscription is network quality and coverage.

This indicates that the decision of subscribers to have a mobile phone subscription is highly dependent on the strength of the network infrastructure and may be dependent on location.

Another group of key considerations that follow is product & branding specifications such as price, existing promotions, and the ability to customize the package.

Finally, coming in last in terms of consideration are brand reputation and customer management.

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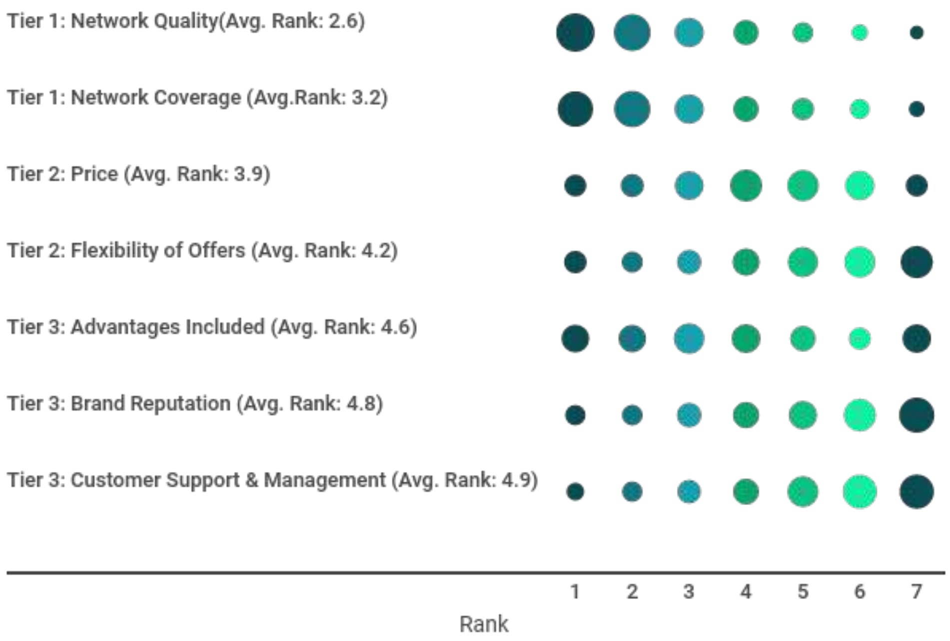
Consumption - Key considerations in subscription plan

Most important factors in the mobile phone subscription plan of Filipinos

The size of the circle indicates the number of subscribers selecting that factor for that rank



Consumption - Adaptability of Programs

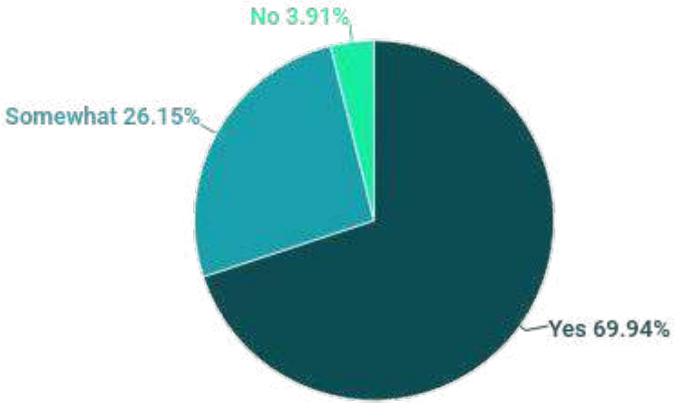
a.) Do you consider your mobile phone subscription plan adapted to your needs and your daily uses?

b.) Why is your mobile phone subscription plan not adapted?

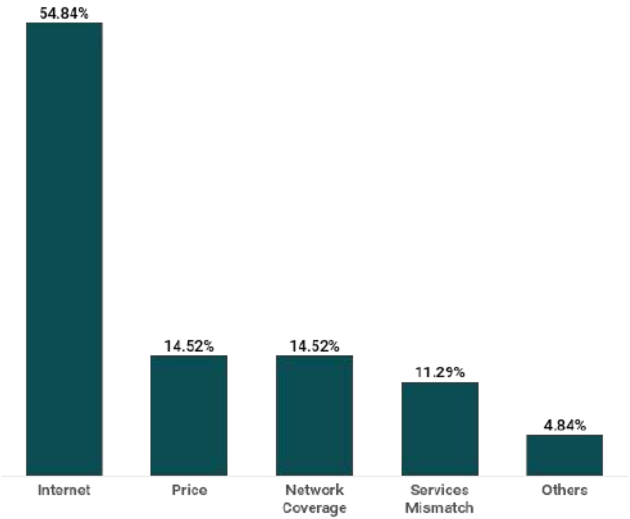
Across various networks, the majority of subscribers (96.09%) think that the current network offerings are adapted or somewhat adapted to their needs.

For the very few who consider their subscription as not being able to adapt to their needs, more than half (54.84%) cited problems related to the internet as the main reason.

Opinion on Adaptability of Mobile Network's Programs



Main Reasons why Mobile Networks are not adapted



Close to 1 in 2 subscribers (47.6%) prefer to have discounted phones or tech accessories. Likewise, more than 1 in 3 (37.47%) prefer to have more data allowance.

Five out of every six mobile network subscribers would prefer to have benefits related to the main expectations from a mobile network: more internet allowance, and discounts on peripheral gadgets and accessories such as phones, smartwatches, headsets, etc.

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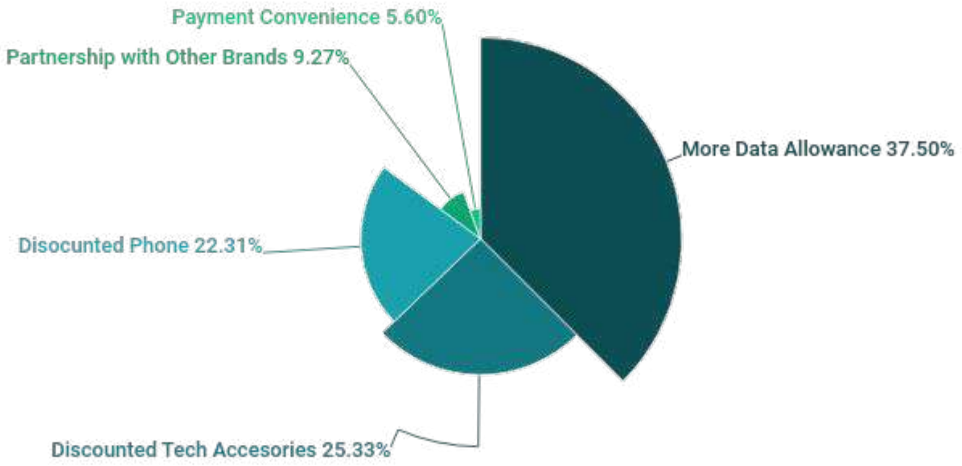
Consumption - Preferred Benefit

Which benefit would interest you the most with a new mobile phone subscription plan?



Subscription to mobile network

a.) Have you subscribed to a new mobile phone network operator in the past year?

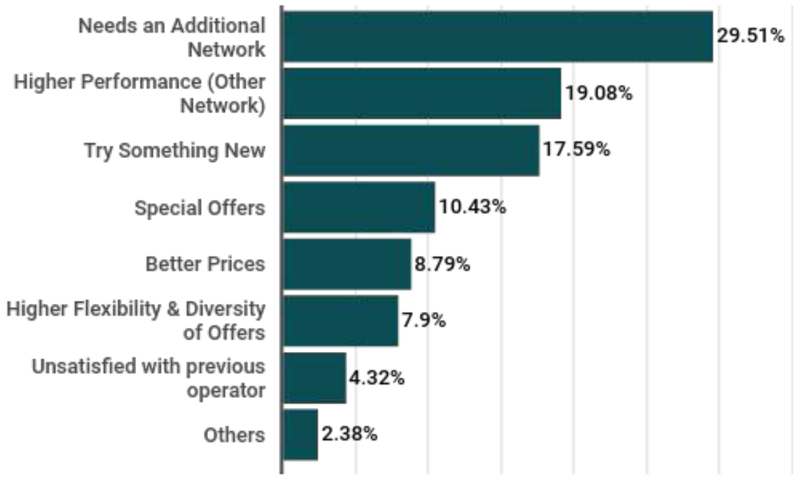
b.) Reason to subscribe to a new mobile network operator in the past year.

42.28% of subscribers across various networks have subscribed to a new mobile phone operator in the past year.

For those who did subscribe in the previous year, the top reason cited is the need for an additional network (29.51%).

Subscribed to a new network in the past year

Main reason for subscribing to a new network



Subscription to mobile network

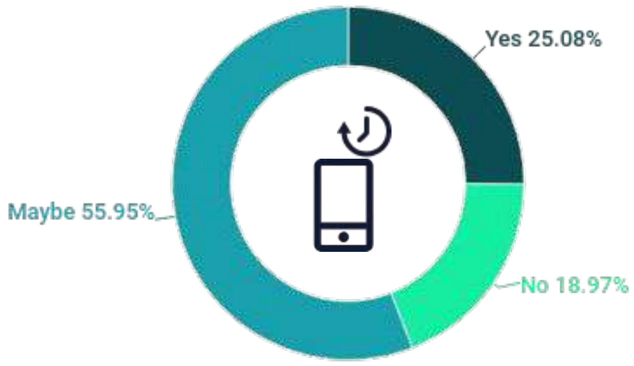
a.) Are you considering subscribing to an additional mobile phone network operator in the next year?

b.) Why are you considering subscribing to another mobile phone network operator in the next year?

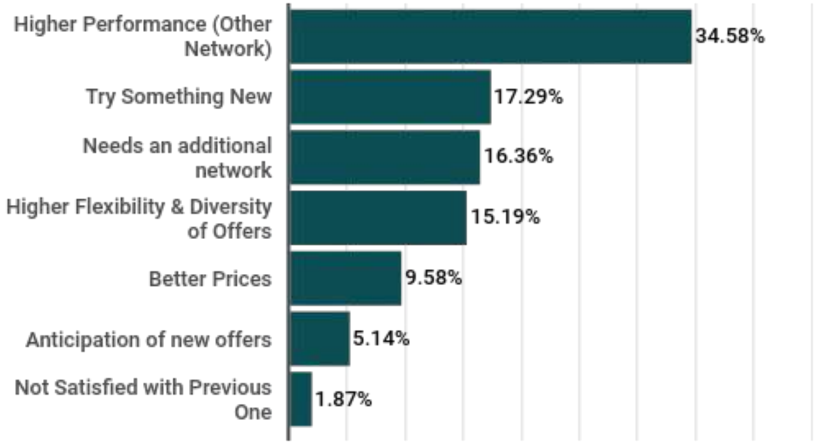
Close to 1 out of every 5 Subscribers (18.97%) don't have plans to subscribe to another network.

The perceived higher performance of other networks has been cited as the top reason to add another network this year (34.58%).

Plan to subscribe next year



Main reason for planning to subscribe next year



Subscribers are likely to consider themselves as loyal and satisfied consumers but are not satisfied with the product and services specifics.

Subscribers are likely to rant about dissatisfaction with customer service and internet speed and to a lesser extent, pricing & packages, appropriate rewards program, and network coverage.

On the other hand, they are likely to review payment convenience positively.

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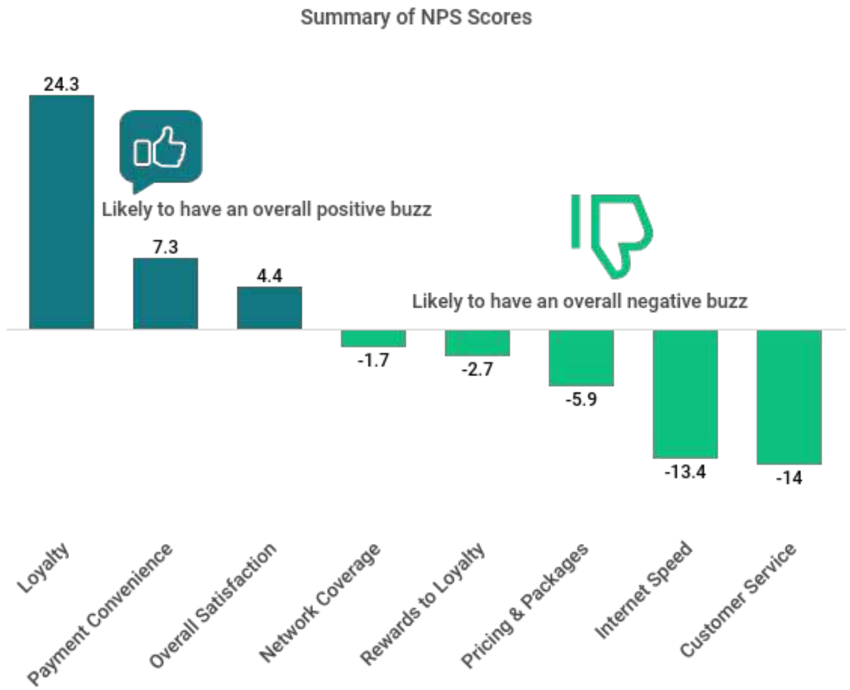
NPS Analysis

Analysis of the Net Promoter Scores across 8 parameters



Part 2:
Market Competition

Market Competition is another key element that drives innovation in the industry. Perfect competition in industries would lead market competitors to provide the best services available to consumers in the hopes of getting the edge over others.

In this section:

- The market in brief - Market Participants and their location in the Philippines
- Player Profile - a portion dedicated to the top players in the market (Globe, Smart, TNT, and TM)

Globe has the most number of subscribers (n=596 out of 1587).

Smart follows closely behind with 24.01% of the mobile network subscribers.

In terms of network relationships, 53% of subscribers use either GLOBE or TM as their mobile network operator compared to approximately 46% for SMART, SUN, and TNT.

Meanwhile, DITO as a new entrant in the market settles with 2.84% of subscribers.

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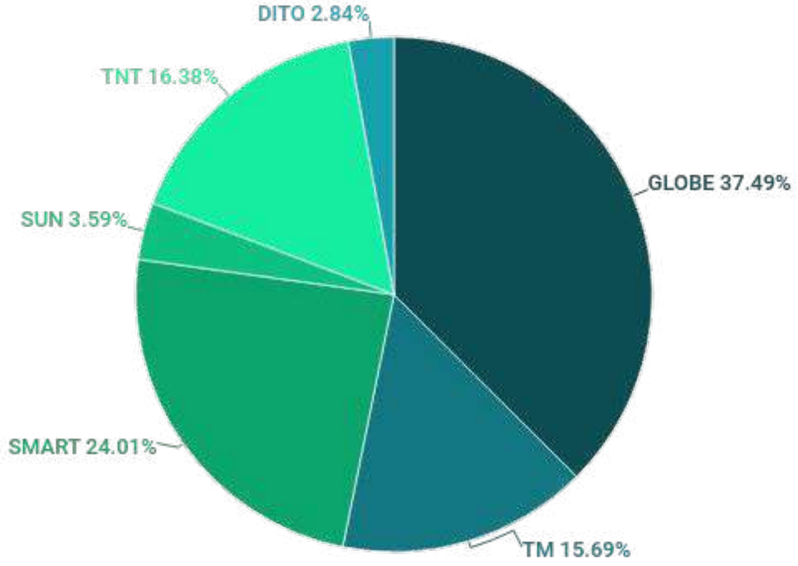
Market Competition

Which is your primary mobile phone network operator? (n=1587)



Some networks have more subscribers in specific regions than others.

Smart (60.63%) and Globe (60.5%) have more subscribers than average (56.33%) in Luzon.

Sun (36.84%), Smart (24.15%), and TNT (22.69%) have more subscribers than average (21.11%) in the Visayas.

DITO (35.56%), TM (32.13%), and TNT (30.77%) have more subscribers than average (22.56%) in Mindanao.

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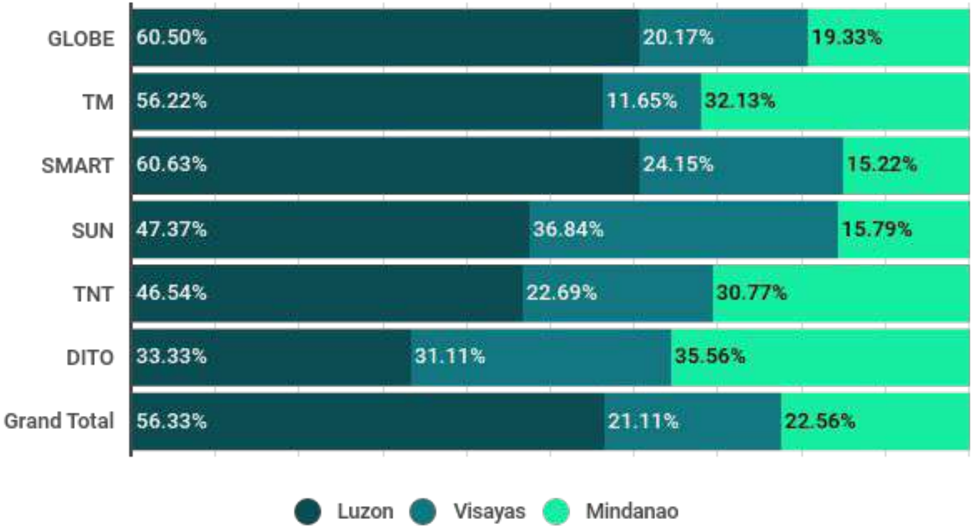
Regional Strength

Which is your primary mobile phone network operator? (by their location in the Philippines)



In absolute terms, Globe has the most subscribers across the regions.

When sister networks are considered, however, the tandem of Smart-Sun-TNT (51.34%) is comparatively stronger in the Visayas region than the Globe-TM tandem (44.48%).

Globe-TM on the other hand wins out in Luzon and Mindanao.

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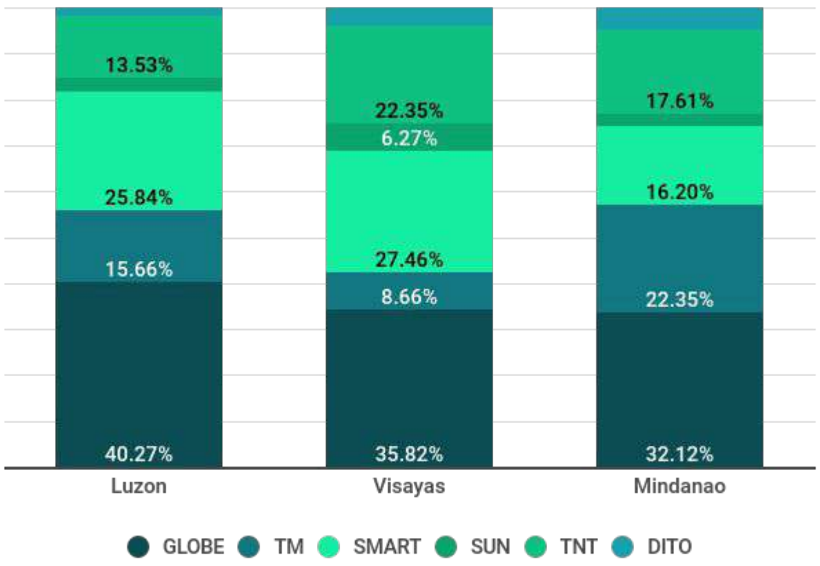
Regional Strength

Which is your primary mobile phone network operator? (n=1587) by their location in the Philippines

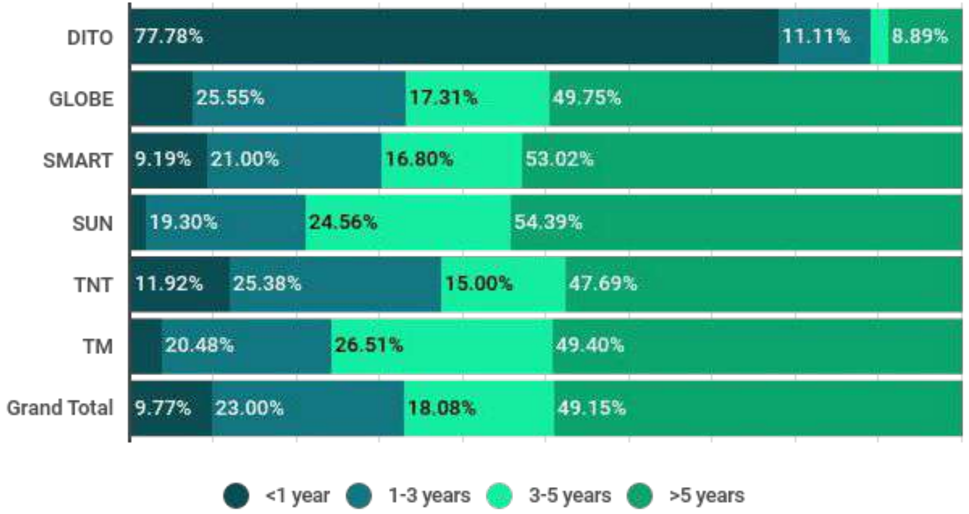


Close to half of the subscribers from all networks except DITO have been with their primary network for more than 5 years.

Given that DITO is new in the market, more than three-fourths (77.78%) of subscribers have been with the network for less than a year only.

Length of Stay

How long have you been a subscriber of this mobile phone network operator? (By Main Network Operator)



Market Player Profile

As business organizations learn more about their consumers, various options and strategies become more apparent to either maintain their market standing or win against other competitors. This section is dedicated to the main market competitors in the industry.

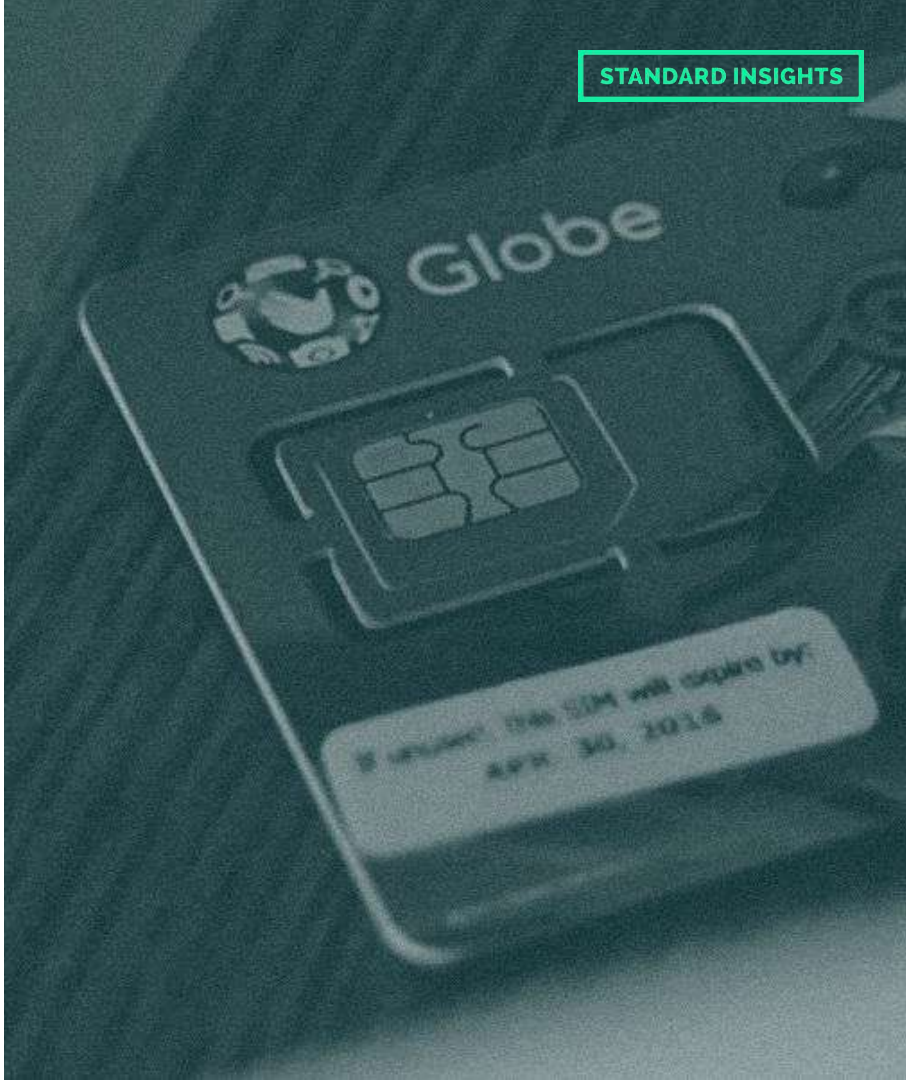
For each market player, we will focus on consumer opinion & perception to answer the following questions:

- Basic Profile
    - What products do they avail of from the network?
    - What is their impression of the network?
- Customer Experience
    - What are the strengths & weaknesses of the network?
    - What benefits do they like?
    - What would make them stay or leave?
- Pathway to loyalty - How do network subscribers perceive other networks?

GLOBE

In this survey research, Globe refers to Globe Postpaid and Globe Prepaid communication services that are provided nationwide by Globe Telecom Inc. (Listed on the Philippine Stock Exchange as GLO).

As a company, GLO (which includes TM) has around 76.6 million mobile subscribers. GLO was incorporated on Jan. 15, 1935. As of Dec. 31, 2020, GLO which includes "Globe" has a gross revenue of PHP 162.52 billion.



Globe Subscriber Profile

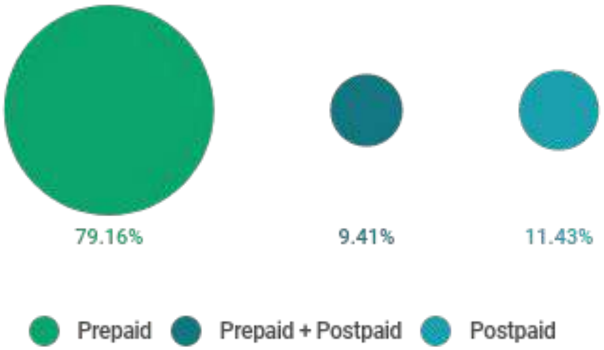
a.) Which mobile phone subscription plan do you have?

b.) Reason to subscribe to a new mobile network operator in the past year.

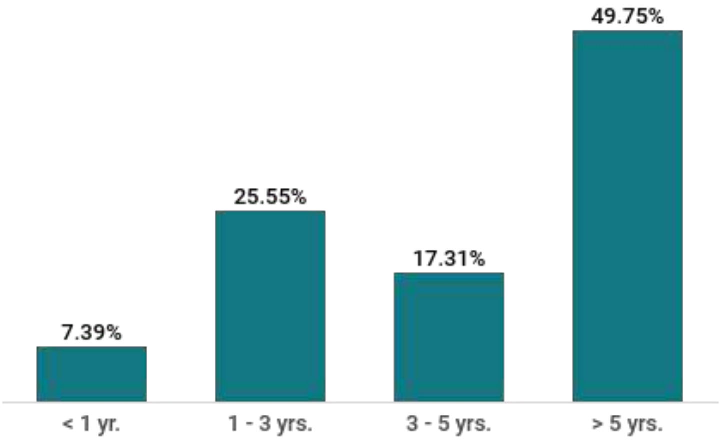
Most Globe subscribers (88.57%) have a prepaid account. More than one fifth has a postpaid account (20.84%).

Close to half of Globe subscribers (49.75%) have been using Globe for more than 5 years.

Type of Subscription



Length of Stay



Globe Subscriber Profile

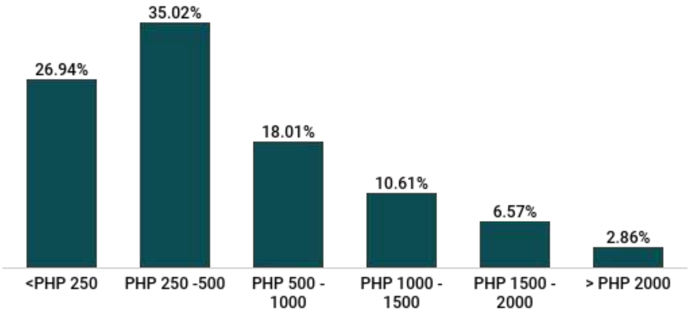
a.) How much money do you spend monthly on your mobile phone subscription plan?

b.) Would you be ready to pay more for your mobile phone subscription plan?

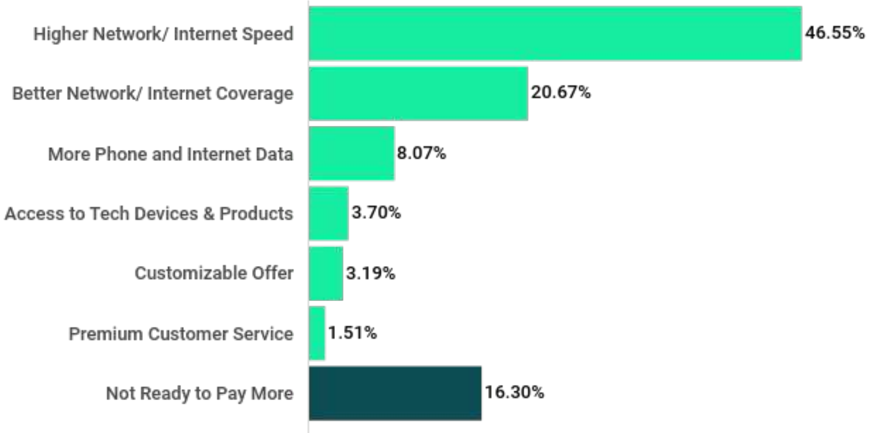
More than 3 out of 5 primary Globe subscribers spend less than PHP 500 for their subscription plan/s.

Higher Speed & Coverage of Network and Internet will convince more than 2 out of 3 Globe subscribers (67.22%) to pay more.

Monthly Spend



Reason to pay more



Subscribers overwhelmingly describe Globe positively.

The top three responses are:

- Convenient (28.40%)
- Affordable (27.06%)
- Reliable (19.83%)

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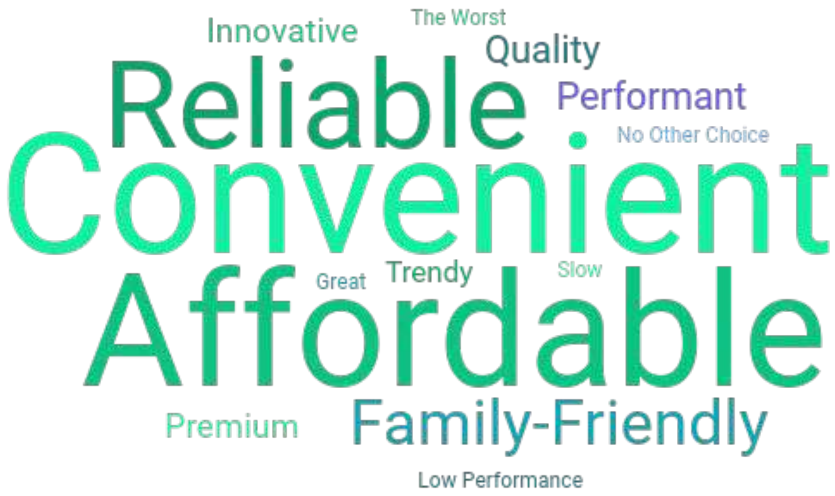
Basic Profile - Impression of Network

Which word describes your main mobile phone network operator best?



Network Speed & Coverage are both the main strength & weakness of Globe according to subscribers.

This may indicate that Globe subscribers place heavy importance on network coverage and speed, but customer experience varies.

Considering Strengths & Weaknesses, Globe's Flexibility of Offers & Packages stands out as having the most people indicating it as a strength compared to those indicating it as a weakness (Net Percentage of 8.74%). This is followed closely by brand reputation which has the least number of people indicating it as a weakness (NP of 6.39%).

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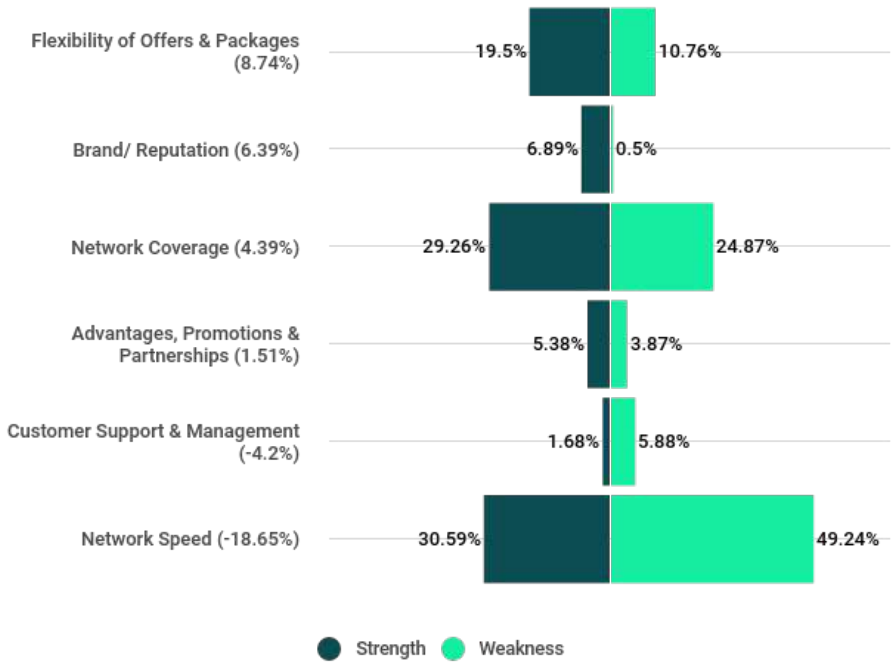
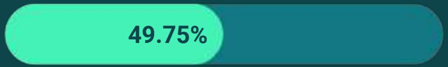
Customer Experience

In your opinion, what is the best strength/weakness of your main mobile phone network operator?



Close to 1 out of every 2 primary Globe Subscribers didn't seek new networks last year and will have no definite plans to seek one this year.



% of Globe Subscribers

On the flip side, 10.42% or 1 out of every 10 Globe subscribers had added a new network last year and are still on the lookout for others this year.

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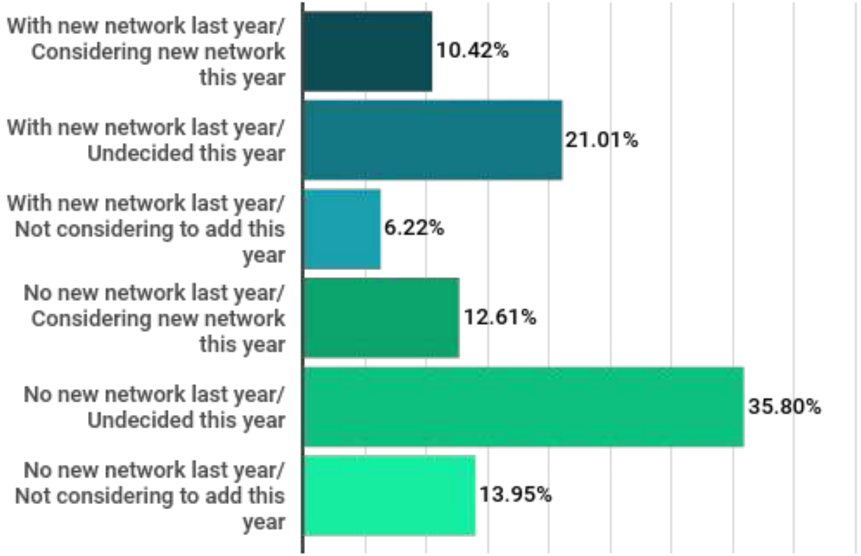
Customer Experience

Customer Behavior on adding new networks - past plan vis-a-vis future plans.



On average, around 3 out of 5 Globe subscribers (59.93%) have chosen the network as having the best advertisements and services.

Among the categories, Globe subscribers think that the network's digital advertisements are the best at 70.25%.

On the flip side, almost 1 out of 2 Globe subscribers (49.92%) think that other networks have more competitive prices.

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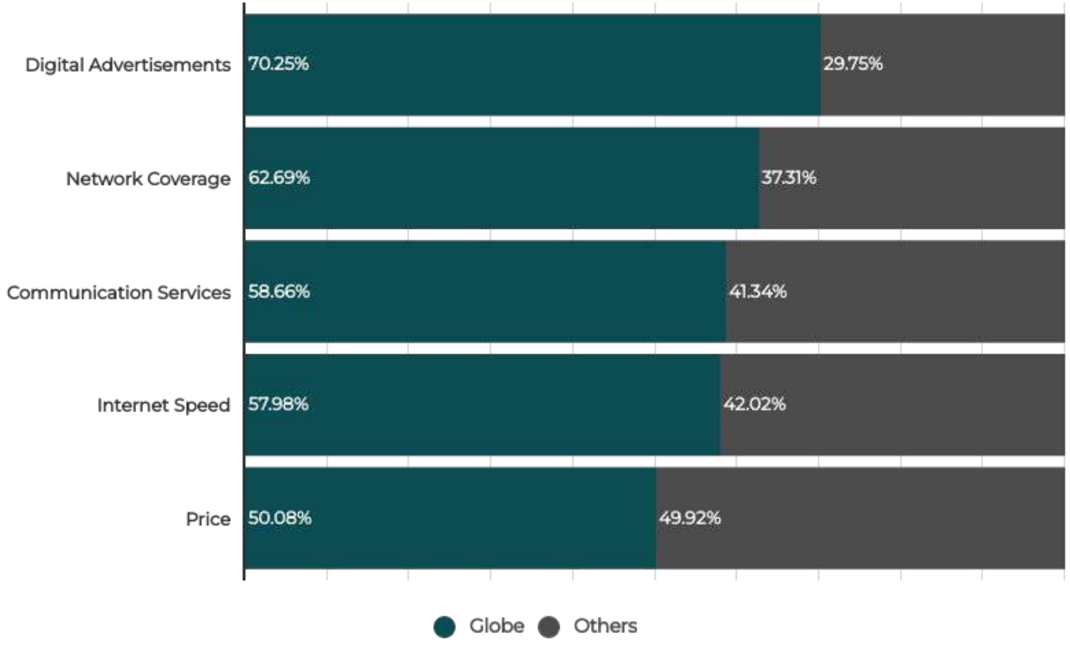
Globe vs. Other Networks

How many percent of Globe subscribers chose it as having the best...



In terms of perception, other Globe subscribers are likely to think highly of Smart and DITO.

- DITO's competitive prices and internet speed stand out to Globe subscribers.
- Smart, on the other hand, is perceived well in terms of print advertisements, network coverage, and digital advertisements.

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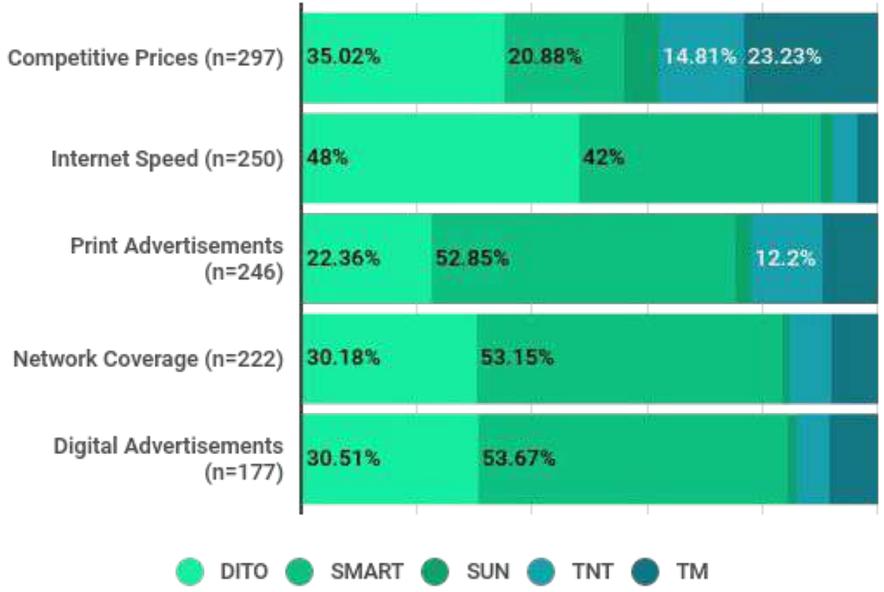
Customer Experience - Globe vs. Other Networks

For Globe subscribers who didn't choose Globe, which network did they consider the best in...



More Globe subscribers are not likely to recommend the Globe network to others in 5 out of 6 parameters.

Parameters where Globe subscribers are not as satisfied from most to least are:

- Internet Speed (NPS = - 23)
- Customer Service (NPS = -19)
- Price & Packages (NPS = -17)
- Network Coverage (NPS = -10)
- Overall Performance of Network (NPS = -2)

On the other hand, Globe subscribers are likely to recommend Globe for its Payment Convenience.

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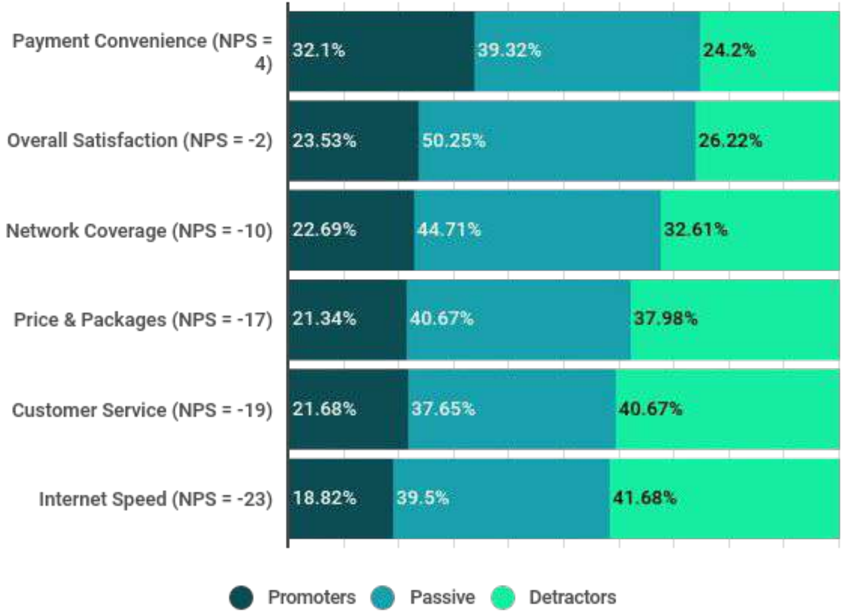
Pathway to Loyalty

On a scale of 1 to 10, we asked Globe subscribers to evaluate their satisfaction of parameters regarding Globe.

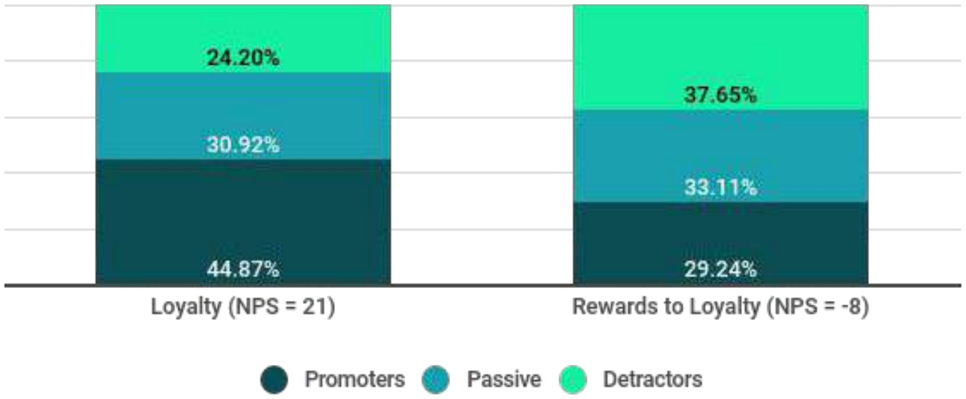


Globe subscribers are loyal but a few think that their loyalty is not rewarded.

All in all, Globe achieved a Loyalty NPS score of 21. However, it scored an NPS score of -8 for rewards to loyalty indicating that some Globe subscribers don't feel that their loyalty is rewarded by the network.

Pathway to Loyalty

On a scale of 1 to 10, we asked Globe subscribers to evaluate their loyalty to Globe and how they think their loyalty is rewarded.



24% of Globe subscribers were loyal & felt that their loyalty is rewarded.

On the flip side, 20% of Globe subscribers are relatively not loyal and expectedly feel that their level of loyalty is not rewarded.

It is estimated that the Globe rewards program would have a varying positive impact on loyalty for 59% of subscribers.

There is an opportunity for Globe to engage 20% of those who have less loyalty and who felt that their degree of loyalty is not rewarded.

Lastly, 18% of consumers felt loyal but not because of rewards, and 5% felt rewarded even though they are less loyal.

STANDARD INSIGHTS

Pathway to Loyalty

Relationship between rewards programs and loyalty.

SMART

Smart Communications, Inc. (Smart) is a subsidiary of PLDT, the largest telecommunications company in the Philippines with over 70.6 million subscribers. Smart provides mobile communications services, digital services, and content to millions of Filipinos via a 4G LTE and 5G network.

The parent company PLDT generated revenue of Php171.5 billion in full-year earnings for the year 2020, making Smart one of the biggest providers of telecommunications services and devices in the Philippines.

Smart Subscriber Profile

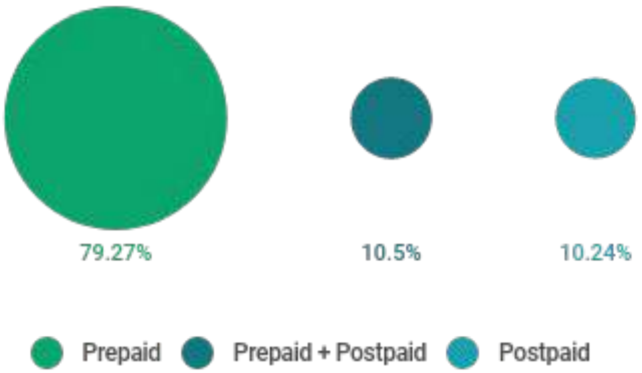
a.) Which mobile phone subscription plan do you have?

b.) Reason to subscribe to a new mobile network operator in the past year.

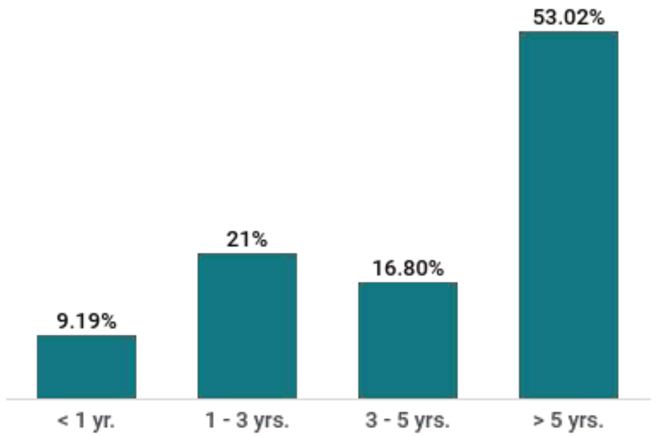
Most Smart Subscribers (89.77%) have prepaid accounts. More than one fifth have postpaid accounts (20.87%).

More than half of Smart subscribers (53.02%) have been using Smart for more than 5 years.

Type of Subscription



Length of Stay



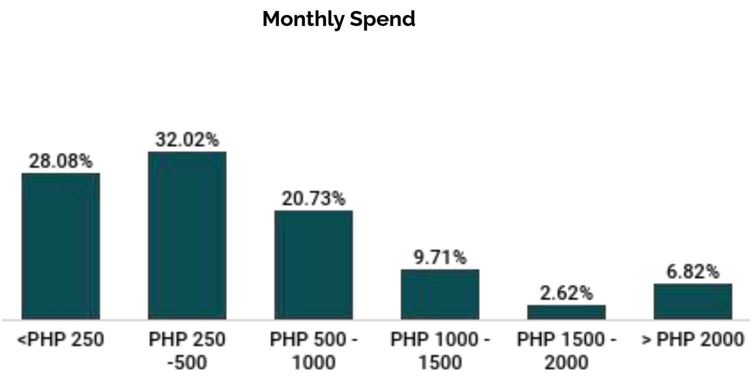
Smart Subscriber Profile

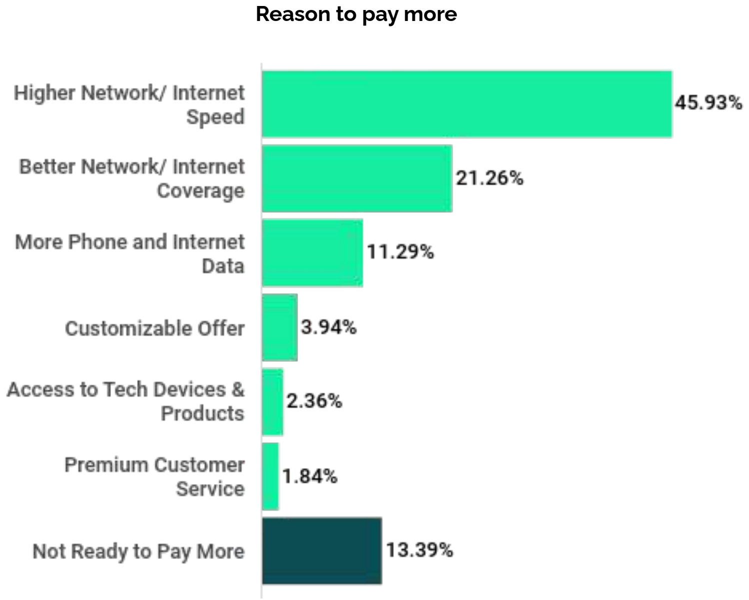
a.) How much money do you spend monthly on your mobile phone subscription plan?

b.) Would you be ready to pay more for your mobile phone subscription plan?

More than 3 out of 5 primary Smart subscribers spend less than PHP 500 for their subscription plan/s.

Higher Speed & Coverage of Network and Internet will convince more than 2 out of 3 Smart subscribers (67.19%) to pay more.





Subscribers overwhelmingly describe Smart positively.

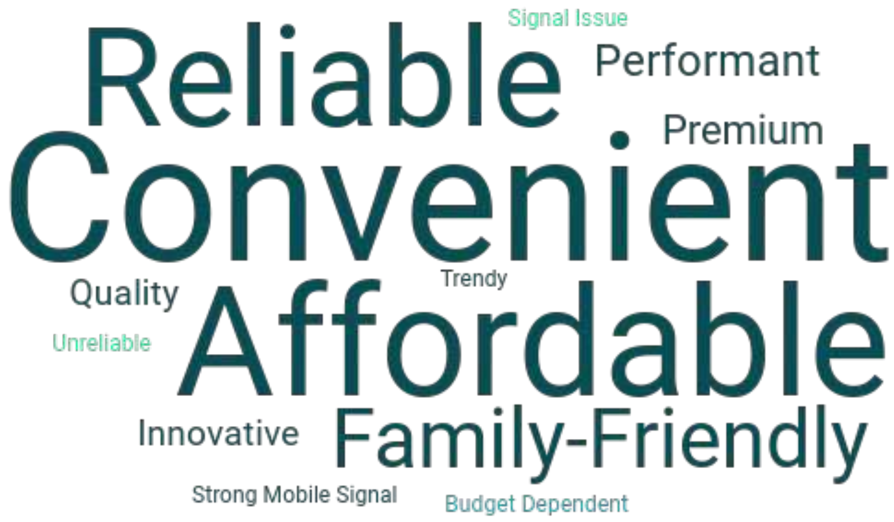
This sentiment is reflected across regions in the country.

The top three responses are:

- Convenient (28.08%)
- Affordable (23.36%)
- Reliable (21%)

Basic Profile - Impression of Network

Which word describes your main mobile phone network operator best?



Most Smart subscribers consider Network Speed & Coverage as both the top strength and weaknesses of the mobile network.

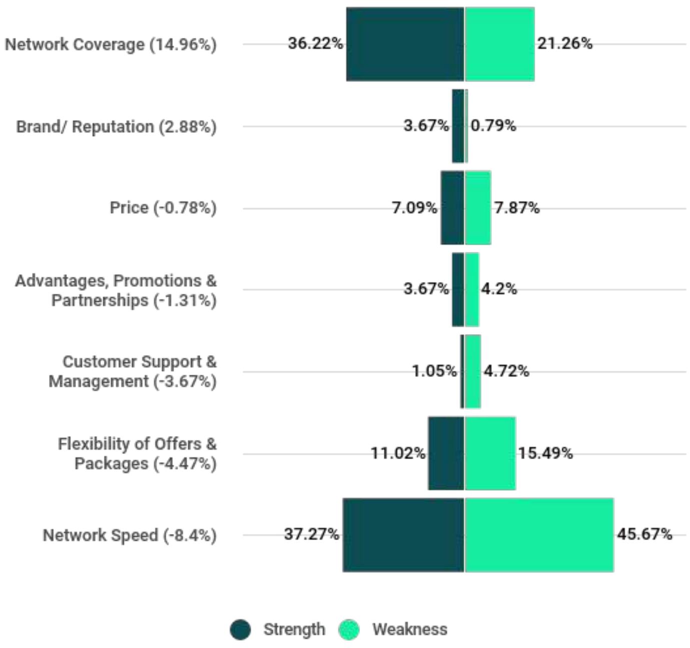
Considering Strengths & Weaknesses, Smart's Network Coverage stands out as having the most people indicating it as a strength in comparison to those indicating it as a weakness (Net Percentage of 14.96%).

On the other hand, more subscribers think that Network Speed is a weakness of the mobile network

STANDARD INSIGHTS

Customer Experience

In your opinion, what is the best strength/weakness of your main mobile phone network operator?



44.88% of Smart subscribers didn't seek new networks last year and will have no definite plans to seek one this year.

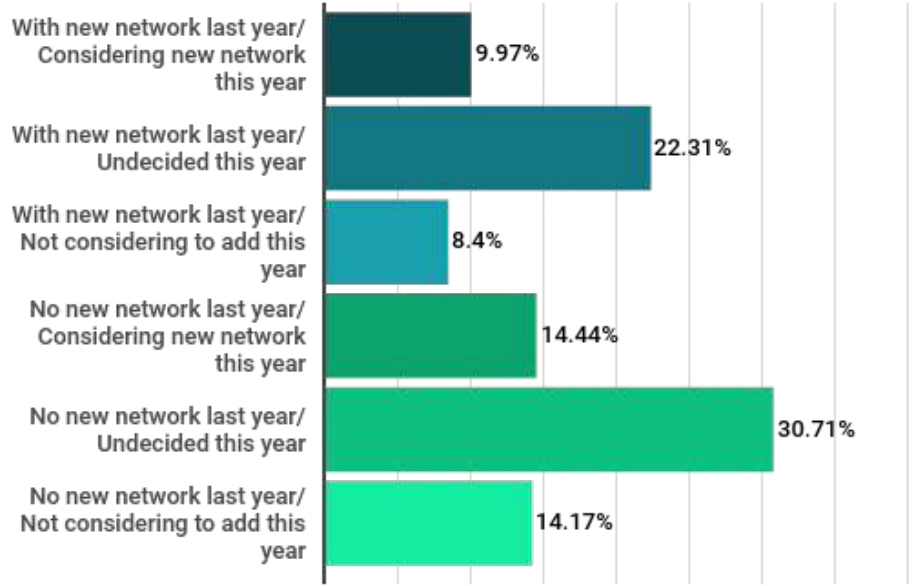
% of Smart Subscribers

On the flip side, 9.97% of Smart subscribers had added a new network last year and are still on the lookout for others this year.

STANDARD INSIGHTS

Customer Experience

Customer Behavior on adding new networks - past plan vis-a-vis future plans.

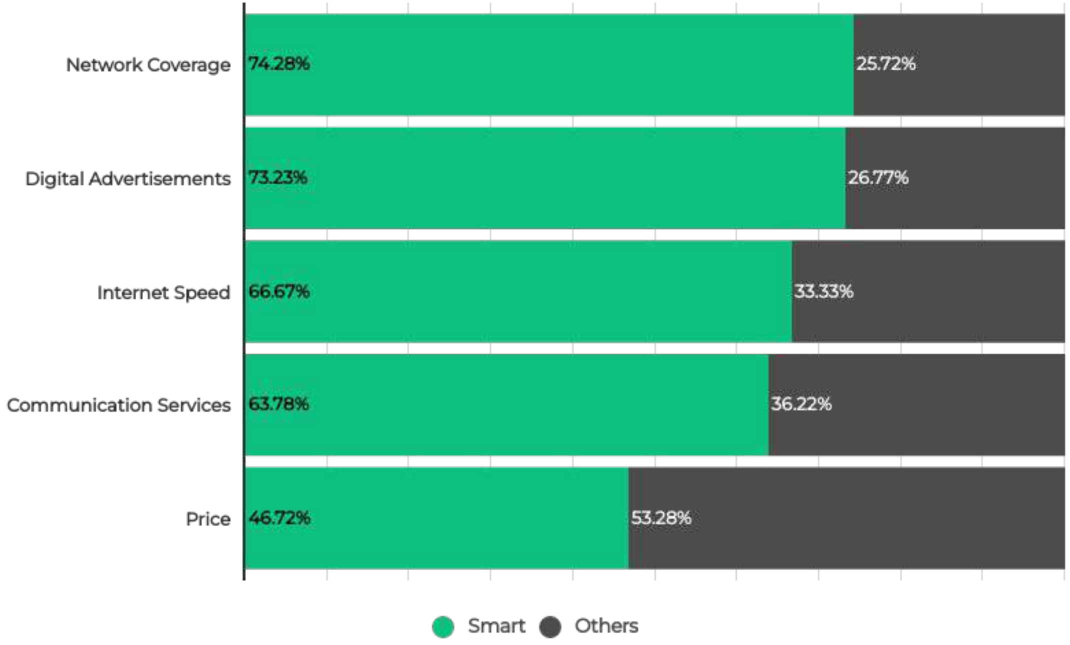


On average, 64.94% of Smart subscribers choose it as having the best advertisements and services.

Among the categories, Smart subscribers (74.28%) think that the network's network coverage is the best. On the flip side, more Smart subscribers think that other networks have better prices.

Smart vs. Other Networks

How many percent of Smart subscribers chose it as having the best...

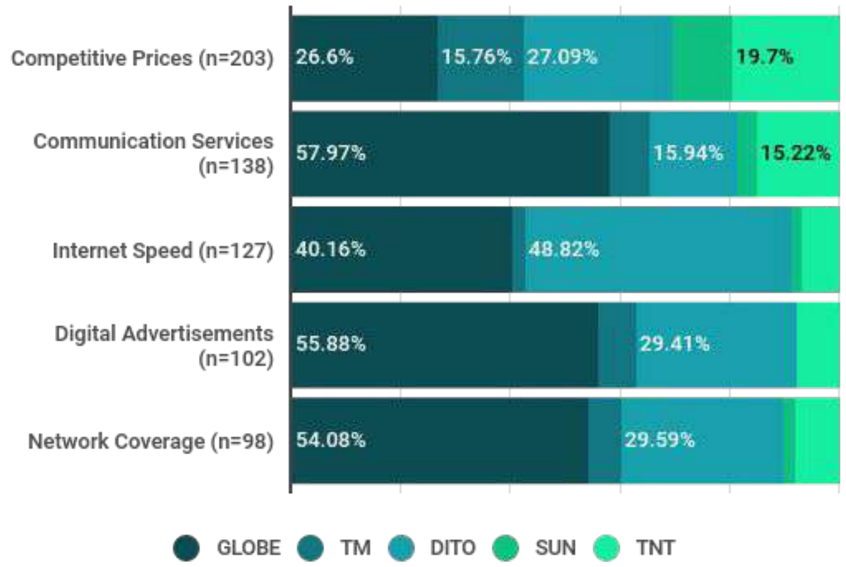


In terms of perception, other Smart subscribers are likely to think highly of Globe and DITO.

- DITO's competitive prices and internet speed stand out to Smart subscribers.
- Globe, on the other hand, is perceived well in terms of communication services, digital advertisements, and network coverage.

Customer Experience - Smart vs. Other Networks

For Smart subscribers who didn't choose Smart, which network did they consider the best in...



STANDARD INSIGHTS

Smart subscribers are likely to recommend the network in terms of overall satisfaction, payment convenience, and network coverage.

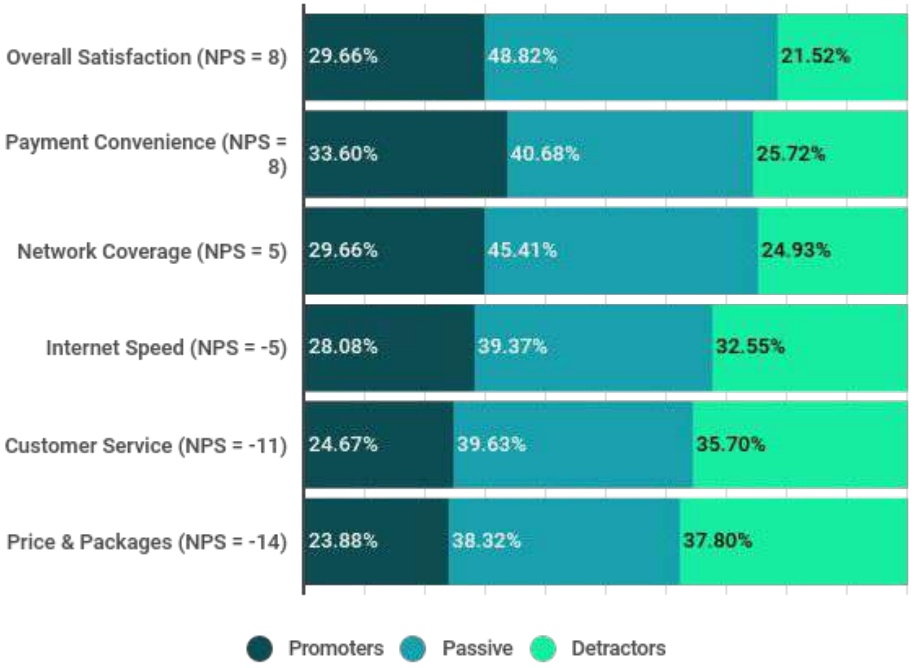
Parameters where Smart subscribers are not as satisfied are:

- Internet Speed (NPS = - 5)
- Customer Service (NPS = -11)
- Price & Packages (NPS = -14)

STANDARD INSIGHTS

Pathway to Loyalty

On a scale of 1 to 10, we asked Smart subscribers to evaluate their satisfaction of parameters regarding Smart.



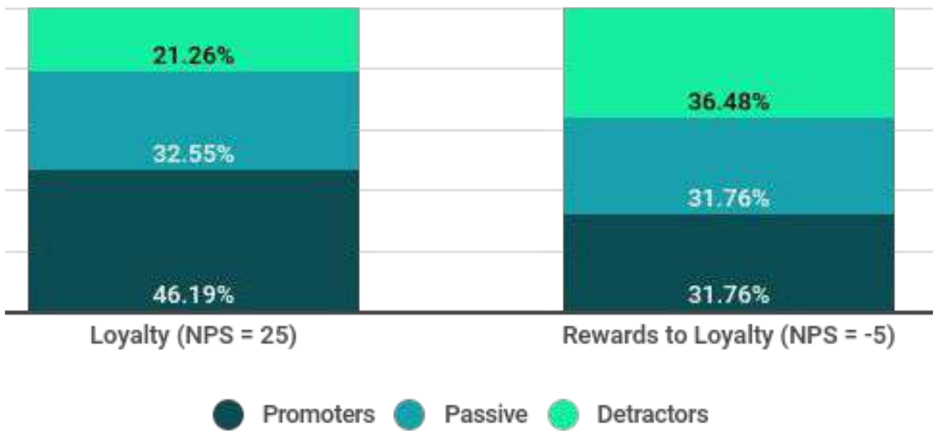
Smart subscribers are loyal but a few think that their loyalty is not rewarded.

All in all, Smart achieved a Loyalty NPS score of 25. However, it scored an NPS score of -5 for rewards to loyalty indicating that some Smart subscribers don't feel that their loyalty is rewarded by the network.

STANDARD INSIGHTS

Pathway to Loyalty

On a scale of 1 to 10, we asked Smart subscribers to evaluate their loyalty to Smart and how they think their loyalty is rewarded.



27% of Smart subscribers were loyal and felt that their loyalty is rewarded.

On the flip side, 17% of Smart subscribers are relatively not loyal and expectedly feel that their level of loyalty is not rewarded.

It is estimated that Smart rewards program would have varying positive impacts on loyalty for 59% of subscribers.

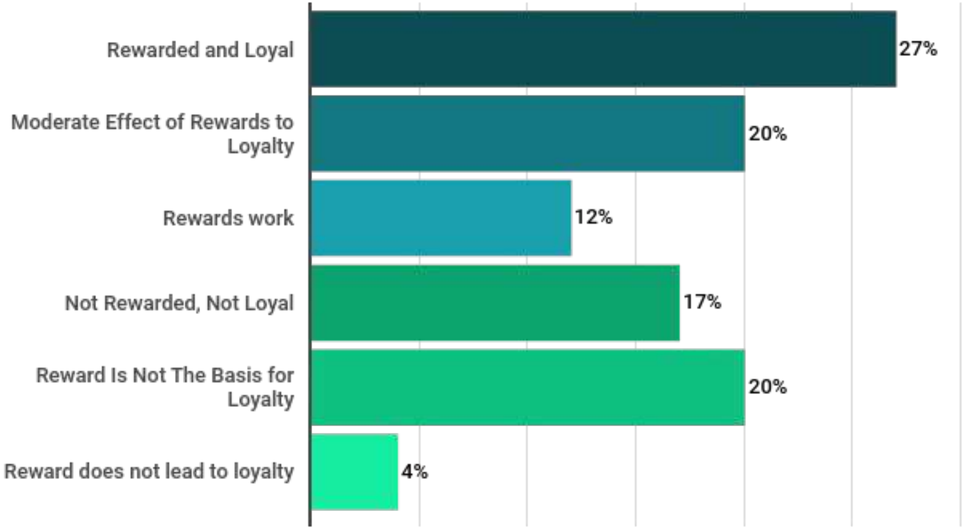
There is an opportunity for Smart to engage 20% who have less loyalty and who felt that their degree of loyalty is not rewarded.

Lastly, 20% of consumers felt loyal but not because of rewards and 4% felt rewarded even though they are less loyal.

STANDARD INSIGHTS

Pathway to Loyalty

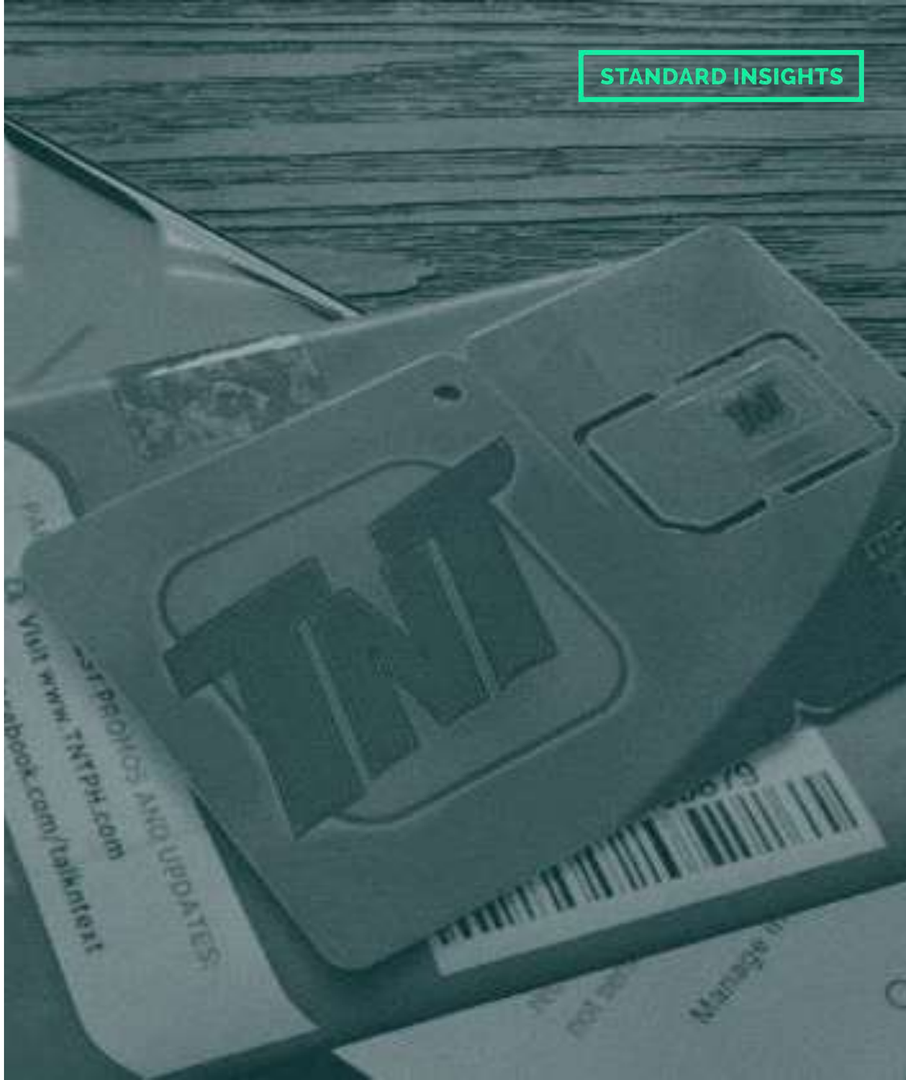
Relationship between rewards and loyalty.



TNT

Talk N' Text (TNT) is a subsidiary of PLDT, the largest telecommunication company in the Philippines. TNT is part of a conglomerate along with SMART Communications, both of which are large telecom providers in the Philippines.

The parent company PLDT generated revenue of Php171.5 billion in full-year earnings for the year 2020, making it one of the most profitable telecommunication players in the Philippines.



TNT Subscriber Profile

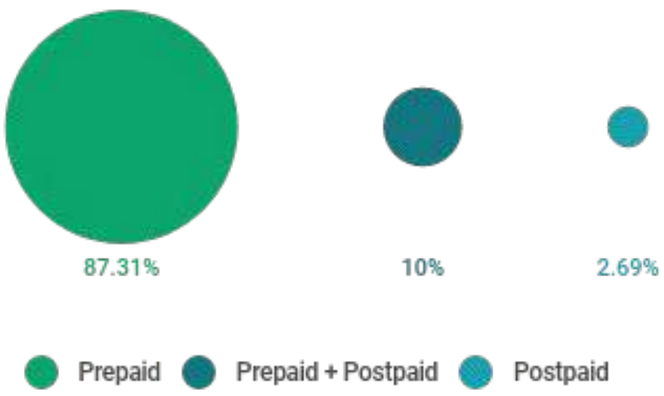
a.) Which mobile phone subscription plan do you have?

b.) Reason to subscribe to a new mobile network operator in the past year.

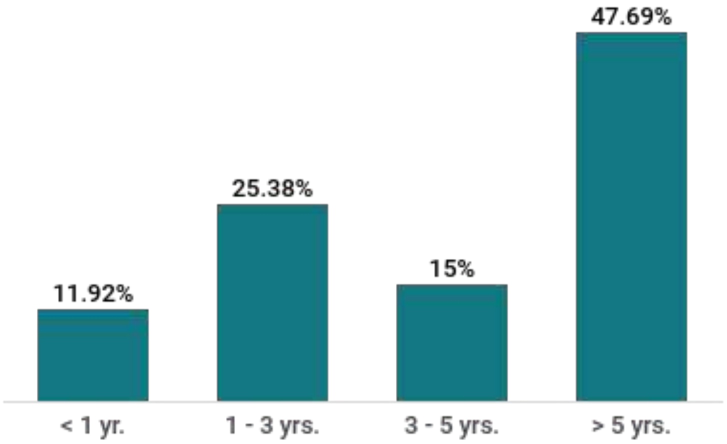
Most TNT Subscribers (97.31%) have a prepaid account. 12.69% have postpaid accounts.

Close to half of TNT subscribers (47.69%) have been using TNT for more than 5 years.

Type of Subscription



Length of Stay



TNT Subscriber Profile

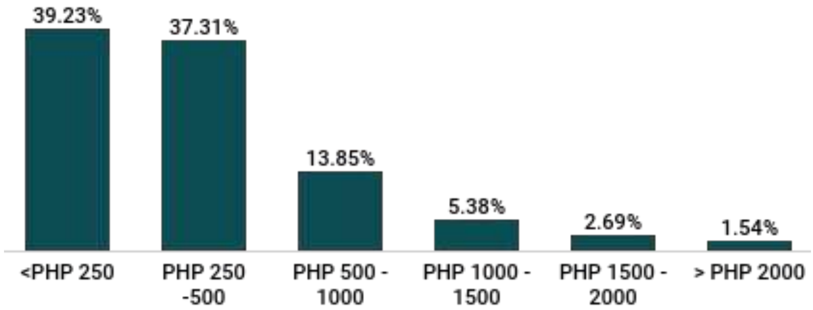
a.) How much money do you spend monthly on your mobile phone subscription plan?

b.) Would you be ready to pay more for your mobile phone subscription plan?

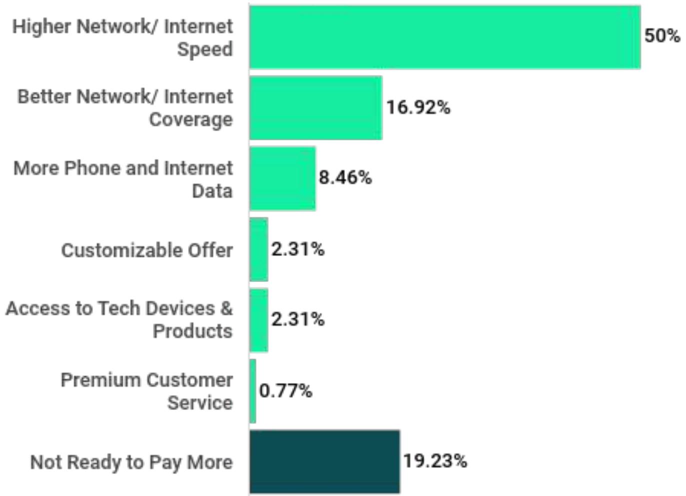
More than 3 out of 4 (76.54%) primary TNT subscribers spend less than PHP 500 for their subscription plan/s.

Higher Speed & Coverage of Network and Internet will convince more than 2 out of 3 TNT subscribers (66.92%) to pay more.

Monthly Spend



Reason to pay more



Subscribers overwhelmingly describe TNT positively.

This sentiment is reflected across regions in the country.

The top three responses are:

- Affordable (48.46%)
- Convenient (18.08%)
- Family-Friendly/Reliable (11.15%)

STANDARD INSIGHTS

Basic Profile - Impression of Network

Which word describes your main mobile phone network operator best?

Most TNT subscribers consider Network Speed & Coverage as both the top strength and weaknesses of the mobile network.

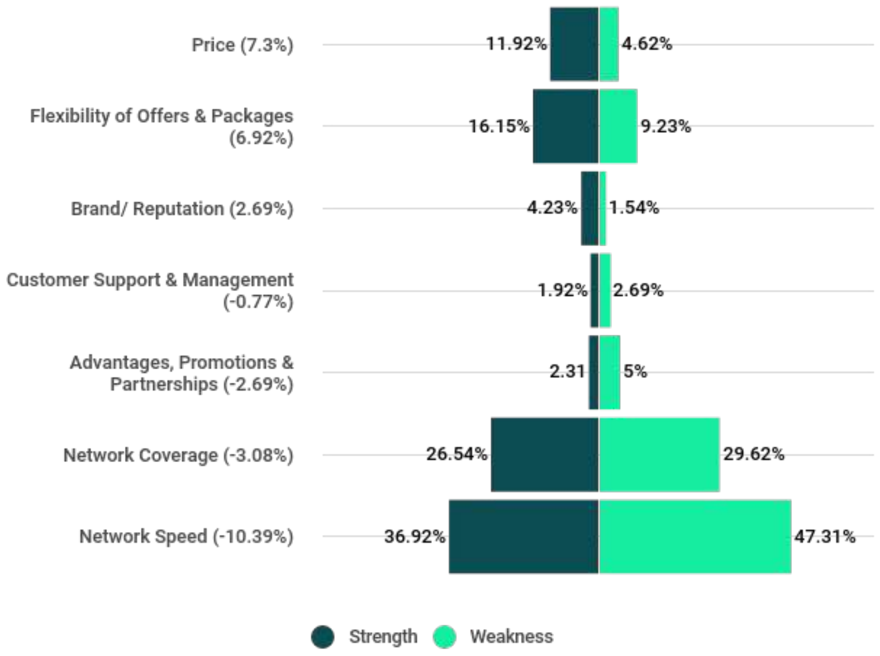
Considering Strengths & Weaknesses, TNT's price stands out as having the most people indicating it as a strength compared to those indicating it as a weakness (Net Percentage of 7.93%).

This is followed closely by the flexibility of offers and packages with a net percentage of 6.92%

STANDARD INSIGHTS

Customer Experience

In your opinion, what is the best strength/weakness of your main mobile phone network operator?



38.46% of TNT subscribers didn't seek new networks last year and will have no definite plans to seek one this year.

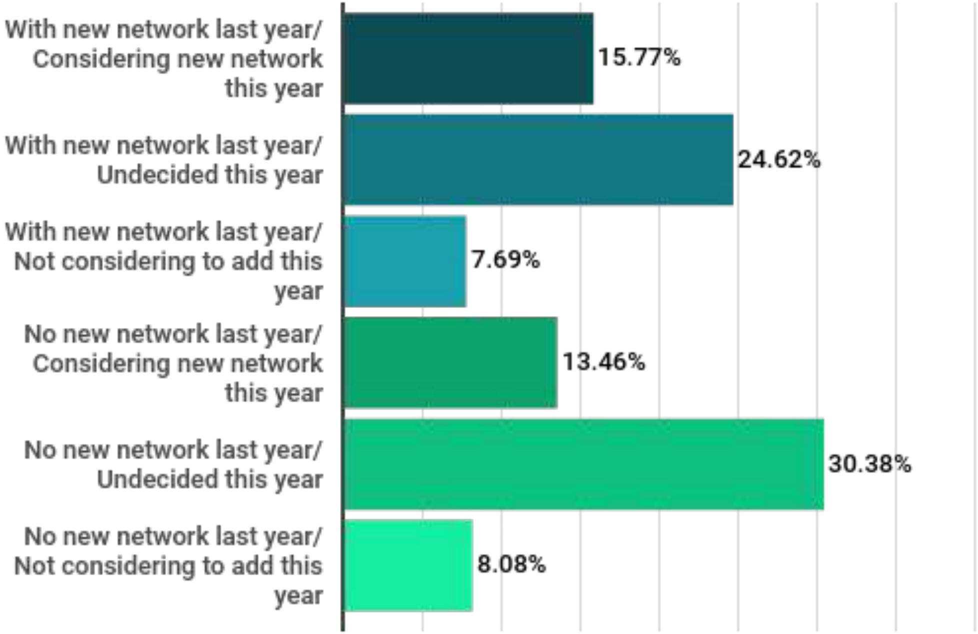
% of TNT Subscribers

On the flip side, 15.77% of TNT subscribers had added a new network last year and are still on the lookout for others this year.

STANDARD INSIGHTS

Customer Experience

Customer Behavior on adding new networks - past plan vis-a-vis future plans.



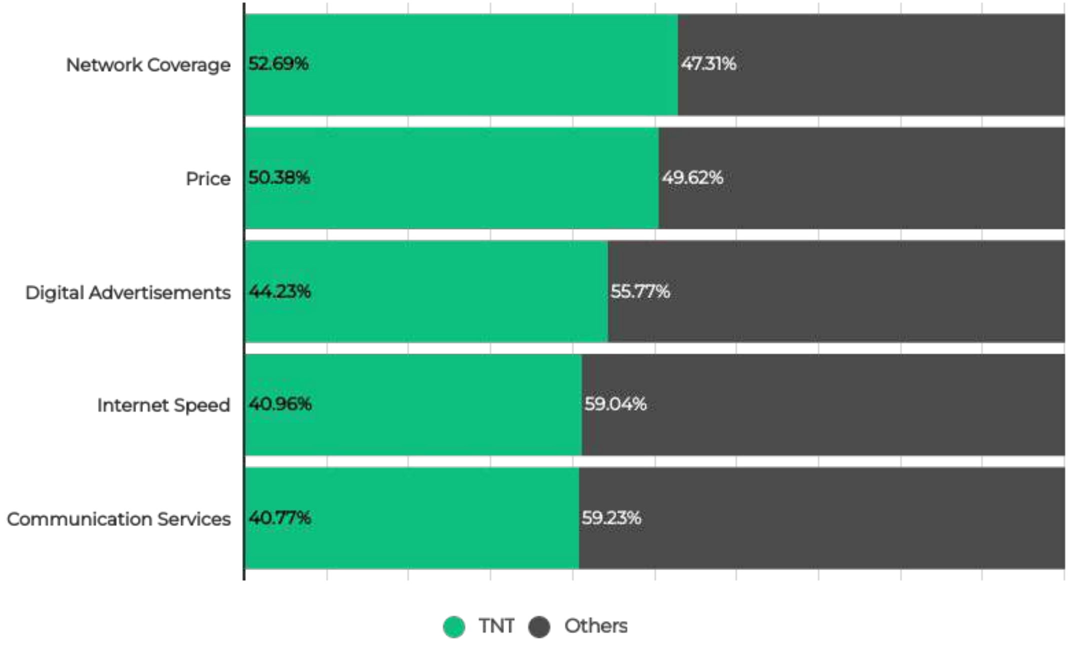
On average, 46.08% of TNT subscribers choose it as having the best advertisements and services.

Among the categories, TNT subscribers (52.69%) think that the network's network coverage is the best. On the flip side, more TNT subscribers think that other networks have better digital advertisements, internet speed, and communication services.

STANDARD INSIGHTS

TNT vs. Other Networks

How many percent of TNT subscribers chose it as having the best...



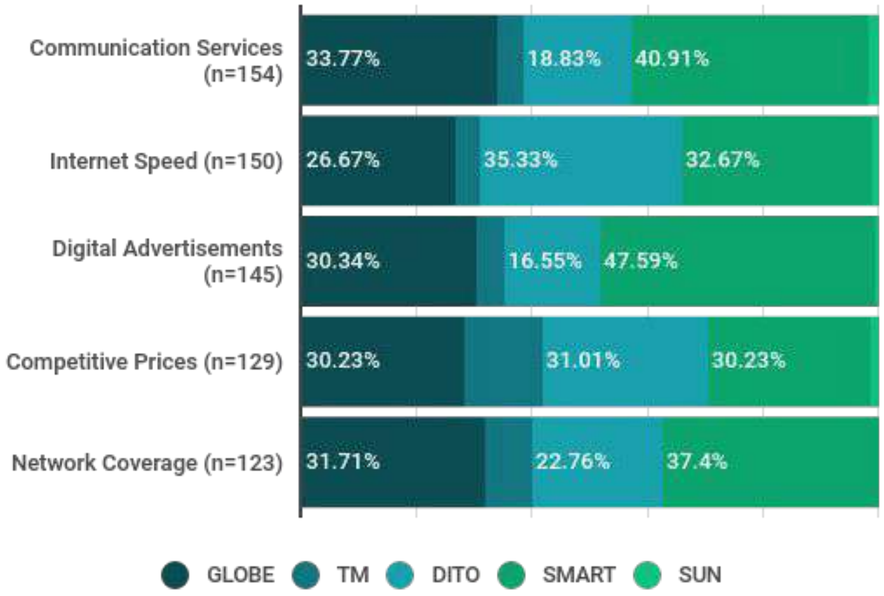
In terms of perception, other TNT subscribers are likely to think highly of Smart, DITO, and Globe.

- Smart's communication services, digital advertisements, and network coverage stand out to TNT subscribers.
- DITO, on the other hand, is perceived well in terms of internet speed, and competitive prices.

STANDARD INSIGHTS

Customer Experience - TNT vs. Other Networks

For TNT subscribers who didn't choose TNT, which network did they consider the best in...



TNT subscribers are likely to recommend the network in terms of price & packages, overall satisfaction, payment convenience, and network coverage.

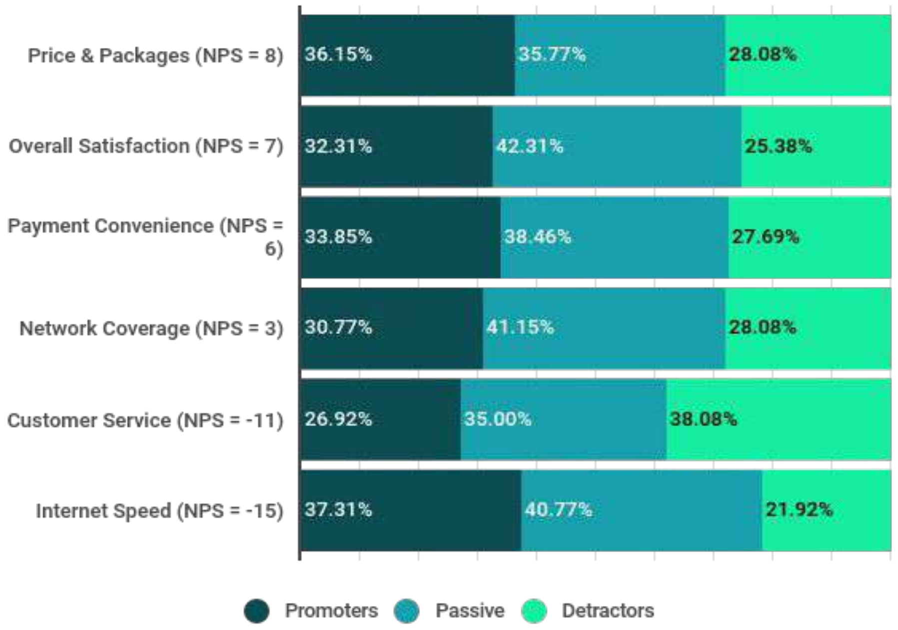
Parameters where TNT subscribers are not as satisfied are:

- Customer Service (NPS = -11)
- Internet Speed (NPS = - 15)

STANDARD INSIGHTS

Pathway to Loyalty

On a scale of 1 to 10, we asked TNT subscribers to evaluate their satisfaction of parameters regarding TNT.



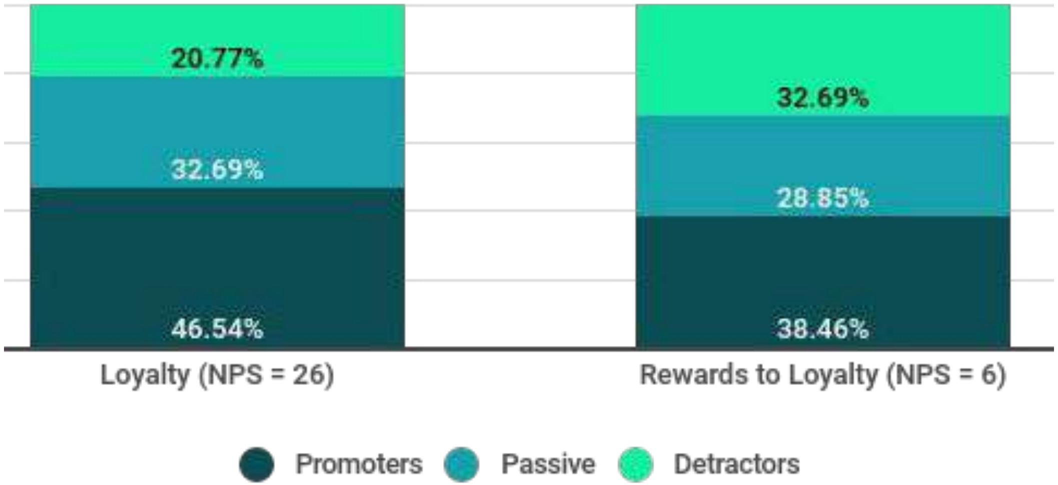
TNT subscribers are loyal and feel that their loyalty is rewarded.

All in all, TNT achieved a Loyalty NPS score of 25. It also scored an NPS score of 6 for rewards to loyalty indicating that some TNT subscribers don't feel that their loyalty is rewarded by the network.

STANDARD INSIGHTS

Pathway to Loyalty

On a scale of 1 to 10, we asked TNT subscribers to evaluate their loyalty to TNT and how they think their loyalty is rewarded.



33% of TNT subscribers were loyal and felt that their loyalty is rewarded.

It is estimated that TNT rewards program would have varying positive impacts on loyalty for 64% of subscribers.

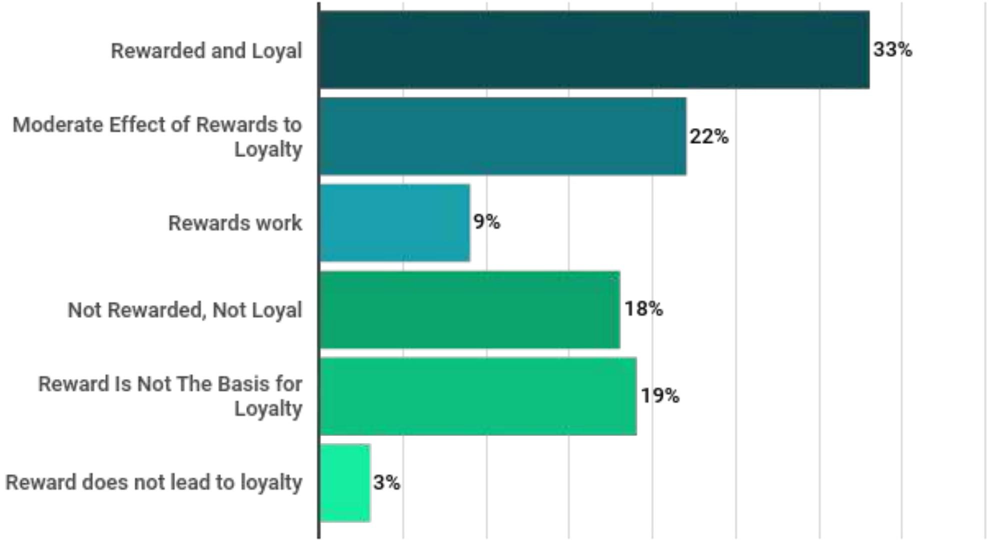
There is an opportunity for TNT to engage 18% who have less loyalty and who felt that their degree of loyalty is not rewarded.

Lastly, 19% of consumers felt loyal but not because of rewards and 3% felt rewarded even though they are less loyal.

STANDARD INSIGHTS

Pathway to Loyalty

Relationship between rewards and loyalty.



TOUCH MOBILE

Commonly known as TM, Touch Mobile refers to the communication services that are marketed under the brand TM and that are provided nationwide by Globe Telecom Inc. (Listed on Philippine Stock Exchange as GLO).

As a company, GLO (which includes Globe) has around 76.6 million mobile subscribers. GLO was incorporated on Jan. 15, 1935. As of Dec. 31, 2020, GLO which includes “TM” has a gross revenue of PHP 162.52 billion.

TM Subscriber Profile

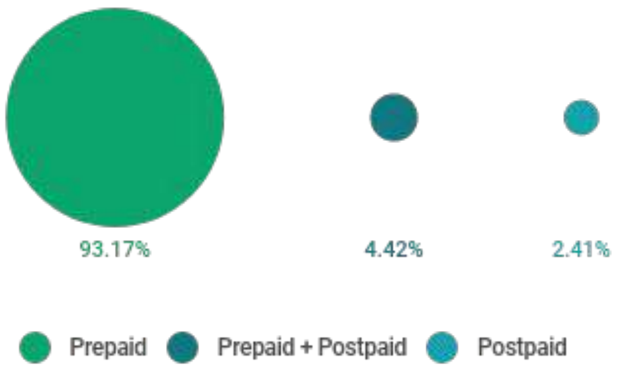
a.) Which mobile phone subscription plan do you have?

b.) Reason to subscribe to a new mobile network operator in the past year.

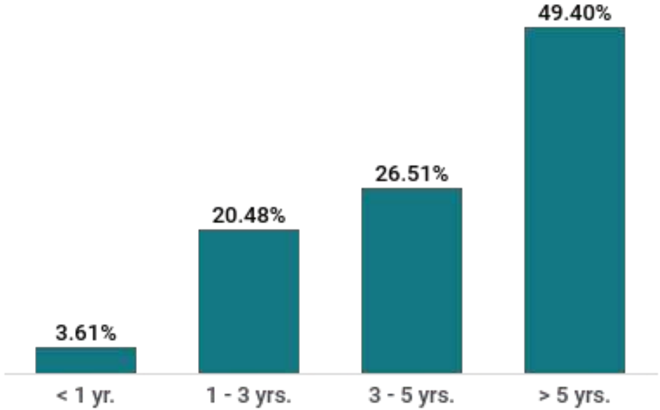
Most TM Subscribers (97.59%) have a prepaid account. 6.83% have postpaid accounts.

Close to half of TM subscribers (49.4%) have been using TM for more than 5 years.

Type of Subscription



Length of Stay



TM Subscriber Profile

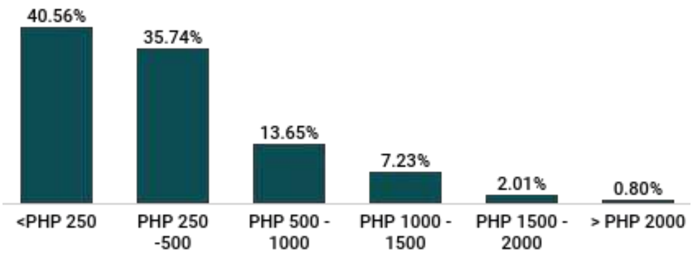
a.) How much money do you spend monthly on your mobile phone subscription plan?

b.) Would you be ready to pay more for your mobile phone subscription plan?

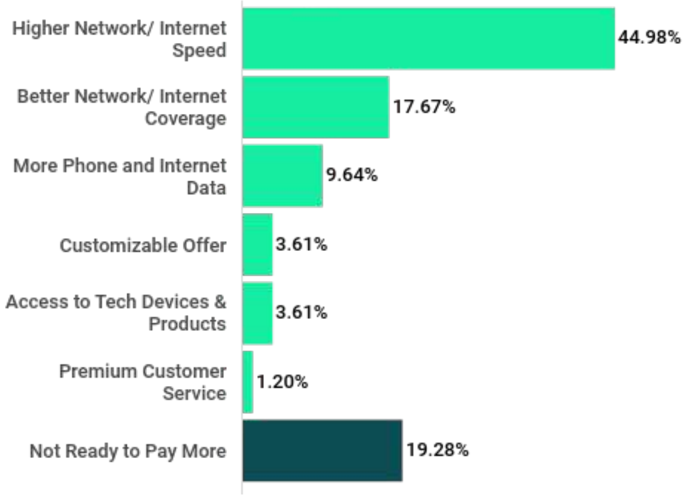
More than 3 out of 4 (76.3%) primary TM subscribers spend less than PHP 500 for their subscription plan/s.

Higher Speed & Coverage of Network and Internet will convince 62.65% of TM subscribers to pay more.

Monthly Spend



Reason to pay more



Subscribers overwhelmingly describe TM positively.

This sentiment is reflected across regions in the country.

The top three responses are:

- Affordable (50.6%)
- Convenient (19.688%)
- Family-Friendly/Reliable (11.65%)

STANDARD INSIGHTS

Basic Profile - Impression of Network

Which word describes your main mobile phone network operator best?

Most TM subscribers consider Network Speed & Coverage as both the top strength and weaknesses of the mobile network.

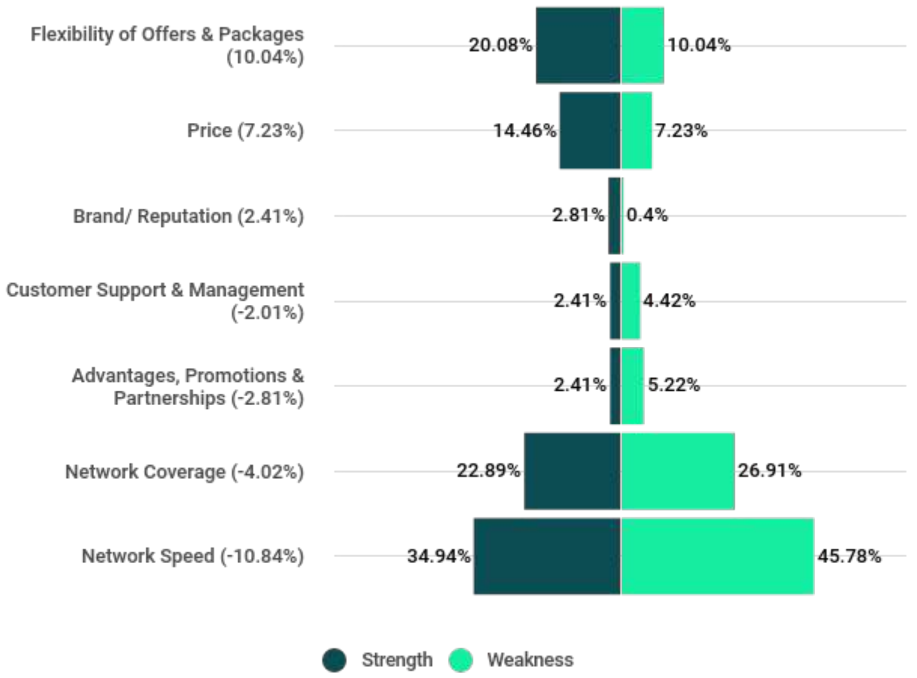
Considering Strengths & Weaknesses, TM's flexibility of offers & packages stand out as having the most people indicating it as a strength compared to those indicating it as a weakness (Net Percentage of 10.04%).

This is followed closely by price with a net percentage of 7.23%.

STANDARD INSIGHTS

Customer Experience

In your opinion, what is the best strength/weakness of your main mobile phone network operator?



44.68% of TM subscribers didn’t seek new networks last year and will have no definite plans to seek one this year.

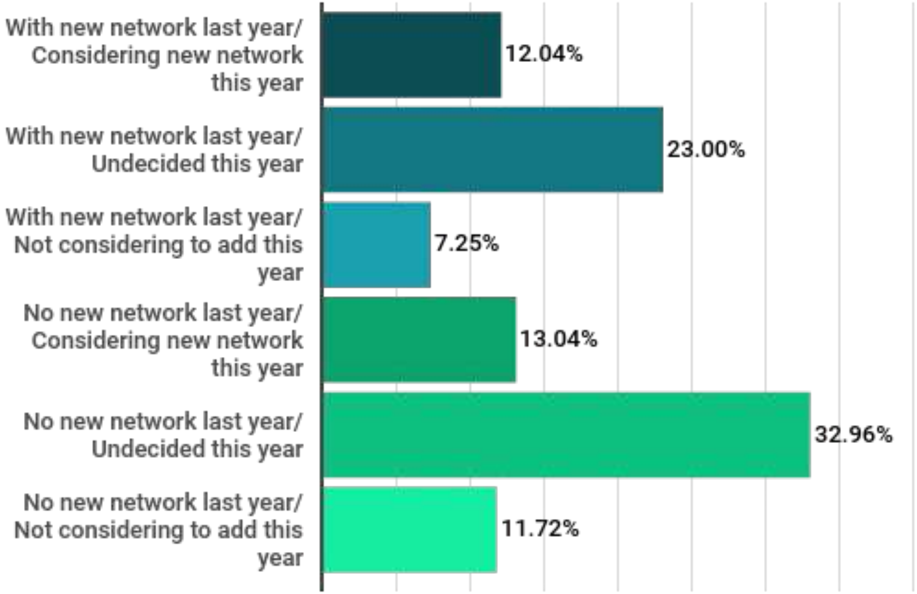
% of TM Subscribers

On the flip side, 12.04% of TM subscribers had added a new network last year and are still on the lookout for others this year.

STANDARD INSIGHTS

Customer Experience

Customer Behavior on adding new networks - past plan vis-a-vis future plans.

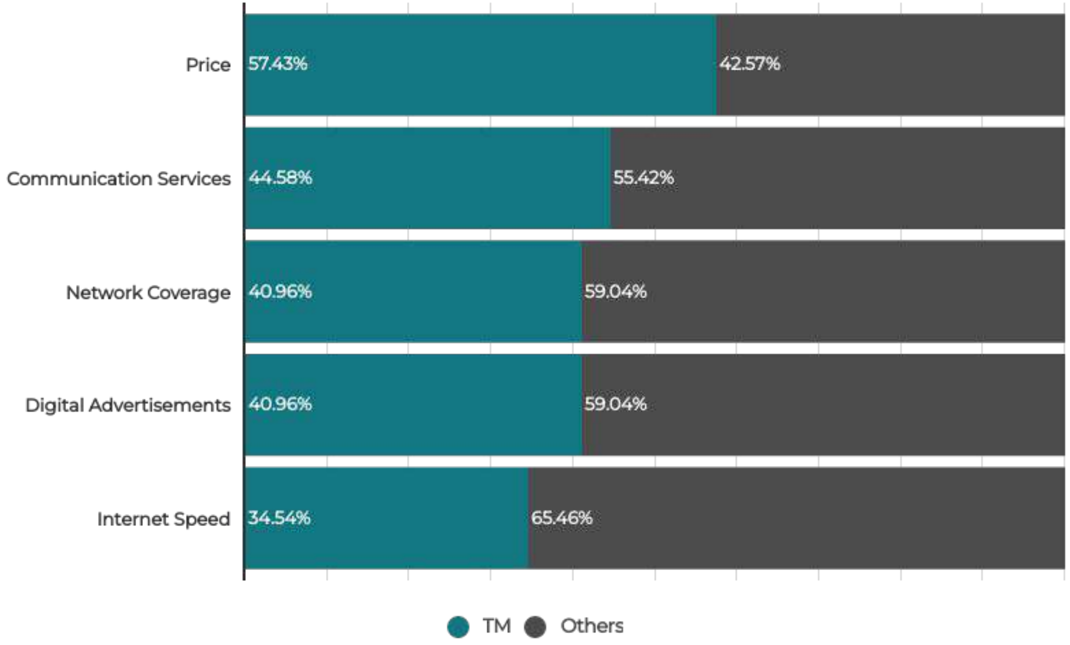


On average, 43.69% of TM subscribers choose it as having the best advertisements and services.

Among the categories, TM subscribers (57.43%) think that the network's prices and packages are the best. On the flip side, more TM subscribers think that other networks have better communication services, network coverage, digital advertisements, and internet speed.

TM vs. Other Networks

How many percent of TM subscribers chose it as having the best..



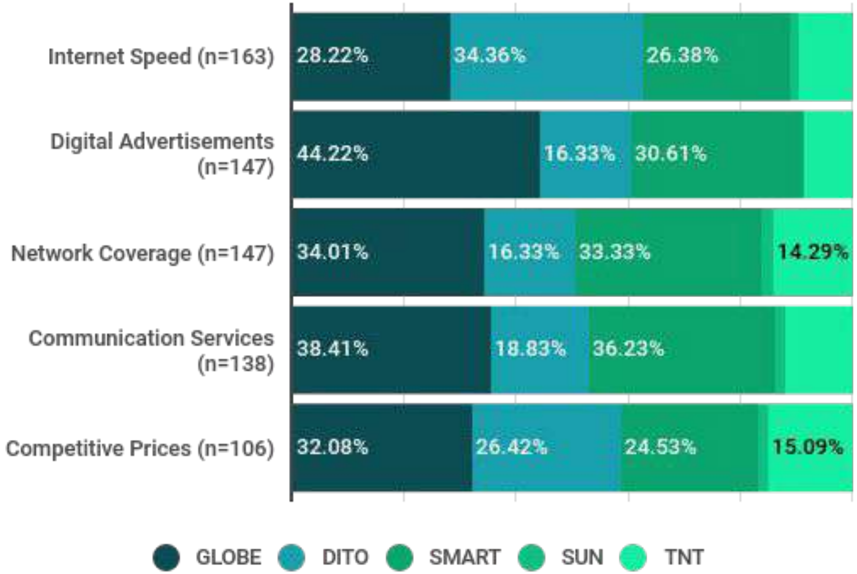
In terms of perception, other TM subscribers are likely to think highly of Globe, DITO, and Smart.

- Globe's digital advertisements, communication services, network coverage, and prices stand out to TM subscribers.
- DITO, on the other hand, is perceived well in terms of internet speed.

STANDARD INSIGHTS

Customer Experience - TM vs. Other Networks

For TM subscribers who didn't choose TM, which network did they consider the best in...



TM subscribers are likely to recommend the network in terms of price & packages, payment convenience, and overall satisfaction.

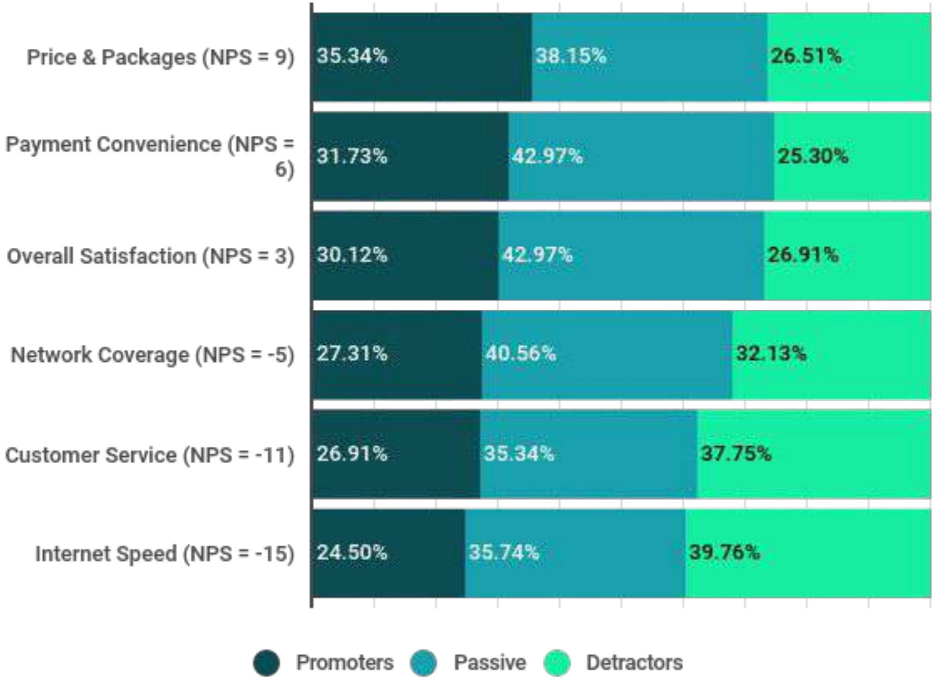
Parameters where TM subscribers are not as satisfied are:

- Network Coverage (NPS = -5)
- Customer Service (NPS = -11)
- Internet Speed (NPS = - 15)

STANDARD INSIGHTS

Pathway to Loyalty

On a scale of 1 to 10, we asked TM subscribers to evaluate their satisfaction with parameters regarding TM.



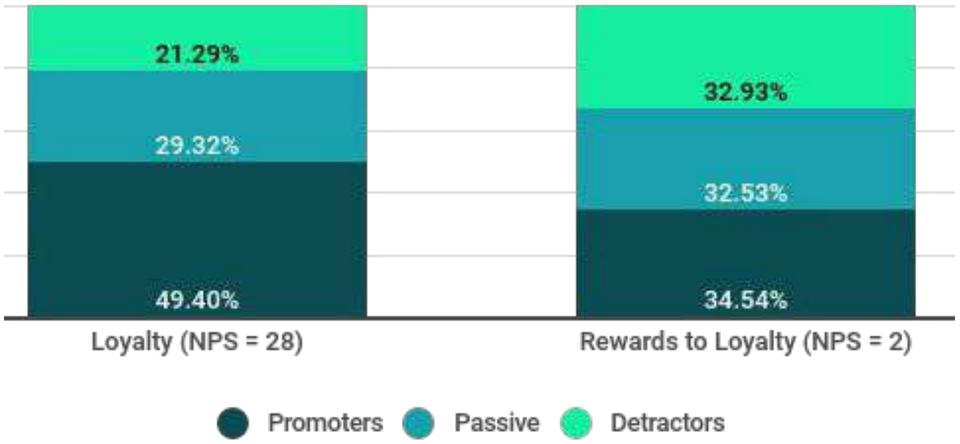
TM subscribers are loyal and feel that their loyalty is rewarded.

All in all, TM achieved a Loyalty NPS score of 28. It also scored an NPS score of 2 for rewards to loyalty indicating that some TM subscribers don't feel that their loyalty is rewarded by the network.

STANDARD INSIGHTS

Pathway to Loyalty

On a scale of 1 to 10, we asked TM subscribers to evaluate their loyalty to TM and how they think their loyalty is rewarded.



29% of TM subscribers felt loyal and felt that their loyalty is rewarded.

It is estimated that TM rewards program would have a varying positive impact on loyalty for 61% of subscribers.

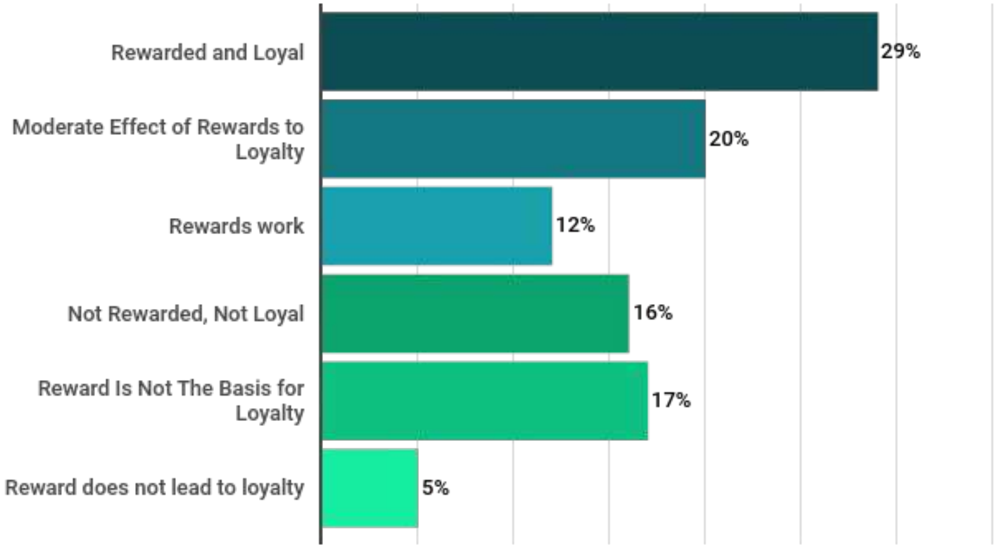
There is an opportunity for TM to engage 16% who have less loyalty and who felt that their degree of loyalty is not rewarded.

Lastly, 17% of consumers felt loyal but not because of rewards and 5% felt rewarded even though they are less loyal.

STANDARD INSIGHTS

Pathway to Loyalty

Relationship between rewards and loyalty.



Part 3: Analysis

Matching consumer needs and wants is a key factor that leads to the success of mobile networks.

At the same time, never before had it been easier for consumers to air their appreciation or dissatisfaction with any service or product.

In this section, we aim to connect two factors: elements important to subscribers and how mobile networks are perceived. We begin by analyzing the market that the network operators are in and then deep dive into the customer preferences and how they perceive the networks are performing in these aspects.

Globe and Smart are more popular for premium customers with more customers availing of postpaid accounts and paying above average (above PHP 1000).

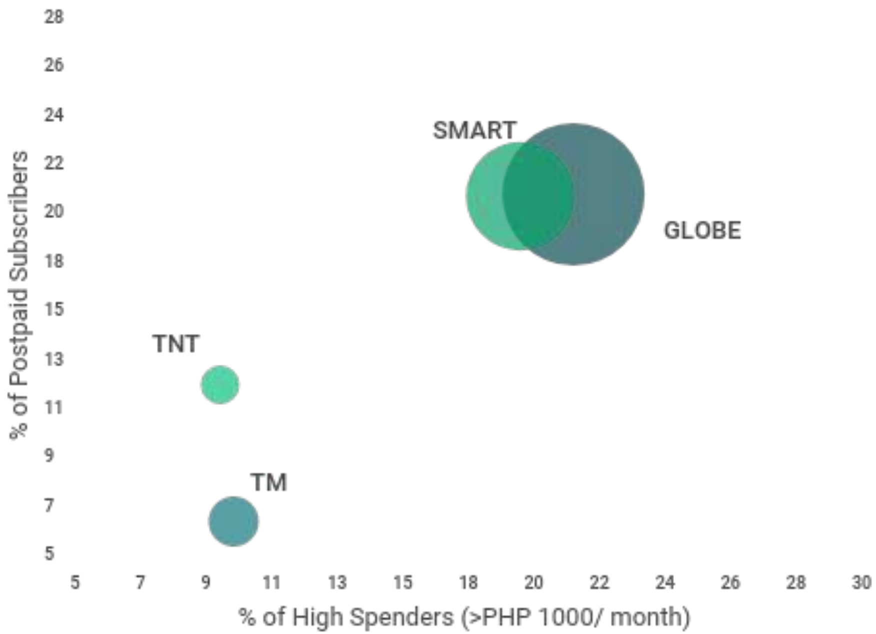
For this niche sector (postpaid subscribers paying more than PHP 1000 per month) which only accounts for 7.37% of the market, Globe (53.85%) and Smart (30.77%) are popular choices.

On the other hand, TM and TNT are mainly attracting prepaid and lower-paying subscribers. Interestingly, Globe & Smart are most often described by customers as convenient while TNT and TM are often described as affordable.

STANDARD INSIGHTS

Niche Market - Postpaid

An analysis of network preferences of high spending & postpaid subscribers.



Note: The larger the circle, the more niche customers there are

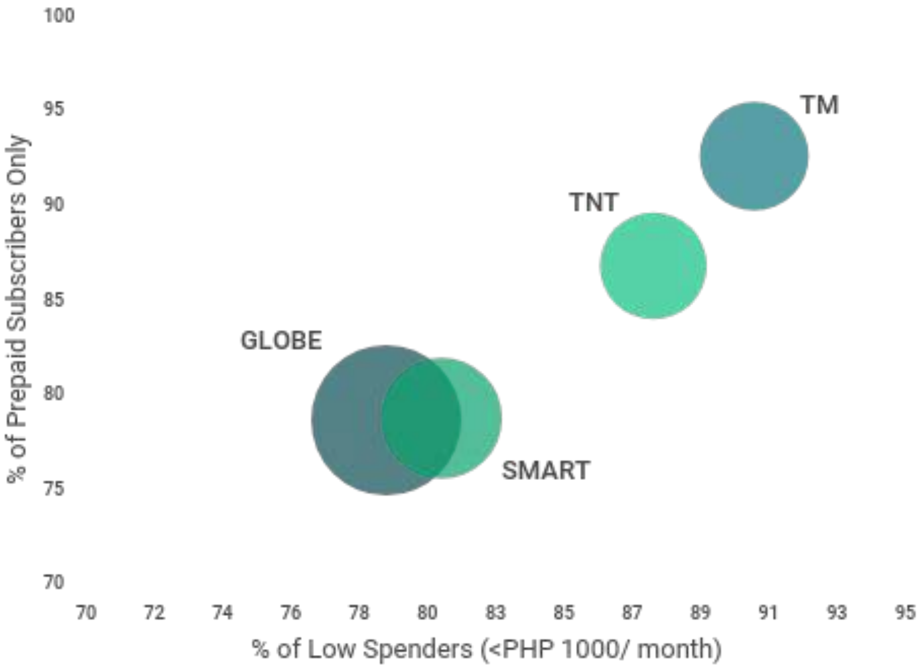
TM and TNT have more concentration of prepaid subscribers who pay less than PHP 1,000/month.

Despite this, Globe and Smart still compete in this sector with the most subscribers at 35.32% and 22.55% respectively compared to 18.21% of TM and 17.53% of TNT.

STANDARD INSIGHTS

Mass Market - Prepaid

An analysis of the concentration of prepaid and low spending subscribers in networks.



Note: The larger the circle, the more mass market customers there are

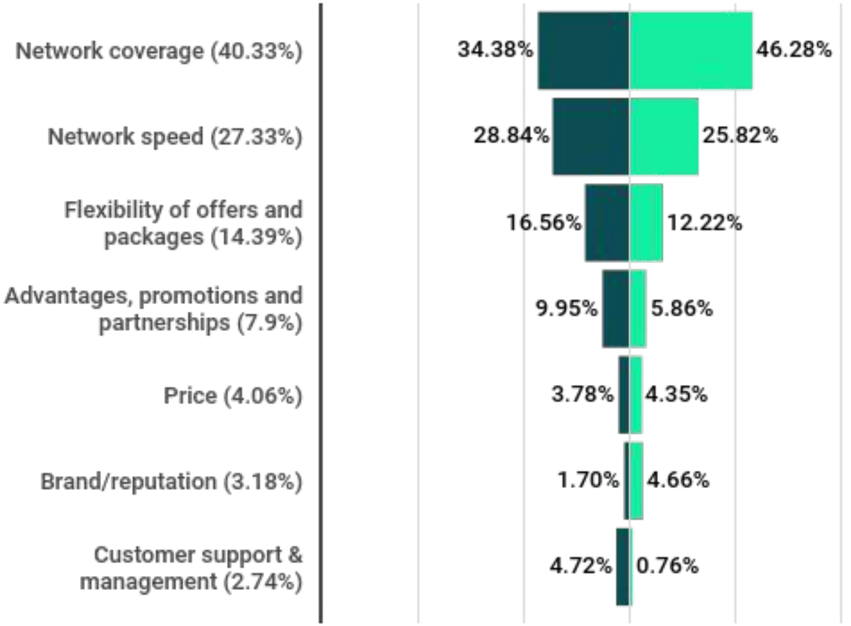
Network Coverage & Speed is the most common response for the strength (63.22%) and weakness (72.1%) of networks.

This means that the quality of network coverage & speed gives a more lasting impact on subscribers when evaluating their subscription.

STANDARD INSIGHTS

Strength & Weakness - Frequency of Response

Summary of frequency of responses of strengths & weaknesses across networks.



Overall, more internal subscribers perceive Smart (14.96%) and Globe (4.37%) as having strong network coverage meanwhile no network stands out in terms of network speed.

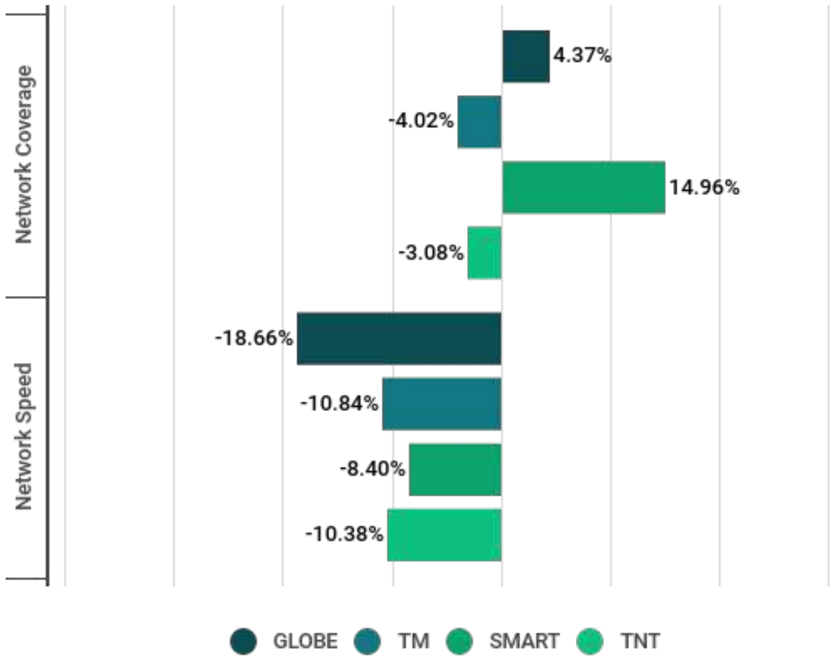
On the other hand, TM (-4.02%), and TNT (-4.02%) subscribers perceive their networks as having weak network coverage.

All subscribers in the top 4 players think that network speed is a weakness. However, this is felt more among Globe subscribers (-18.66%).

STANDARD INSIGHTS

Strength & Weakness - Tier 1 Considerations

Net Strength % Summary



TM, Globe, and TNT subscribers consider the secondary considerations (price and flexibility of offers) as strengths.

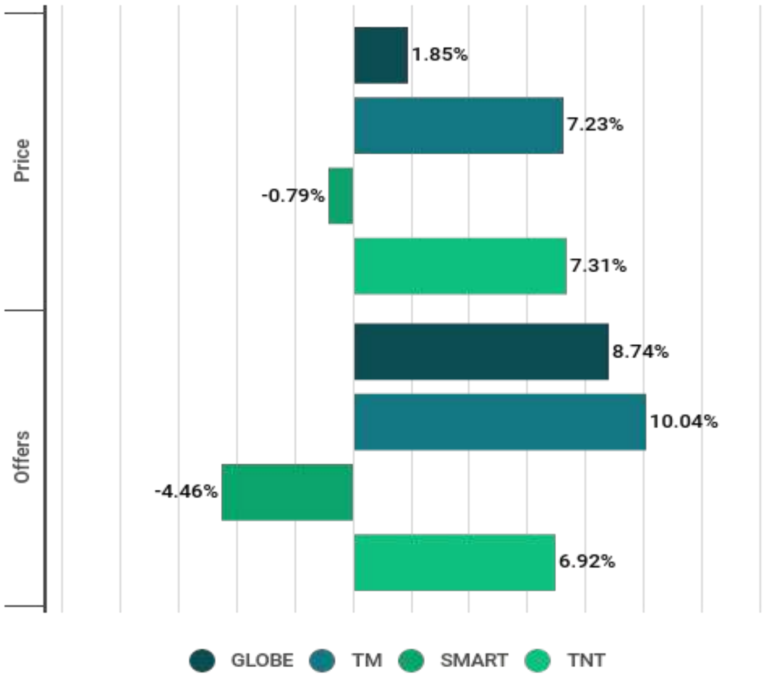
For Prices, TNT (7.31%) and TM (7.23%) stand out. While for the flexibility of offers, TM (10.04%) and Globe (8.74%) stand out.

Smart subscribers, on the other hand, think that all secondary considerations are a weakness (Flexibility & Diversity of Offers -4.46%, and Price -0.79%).

STANDARD INSIGHTS

Strength & Weakness - Tier 2 Considerations

Net Strength % Summary



For Tier 3 considerations, Globe stands out in existing perks and promos (advantages).

Most subscribers find that their network's reputation is a strength and customer service is a weakness.

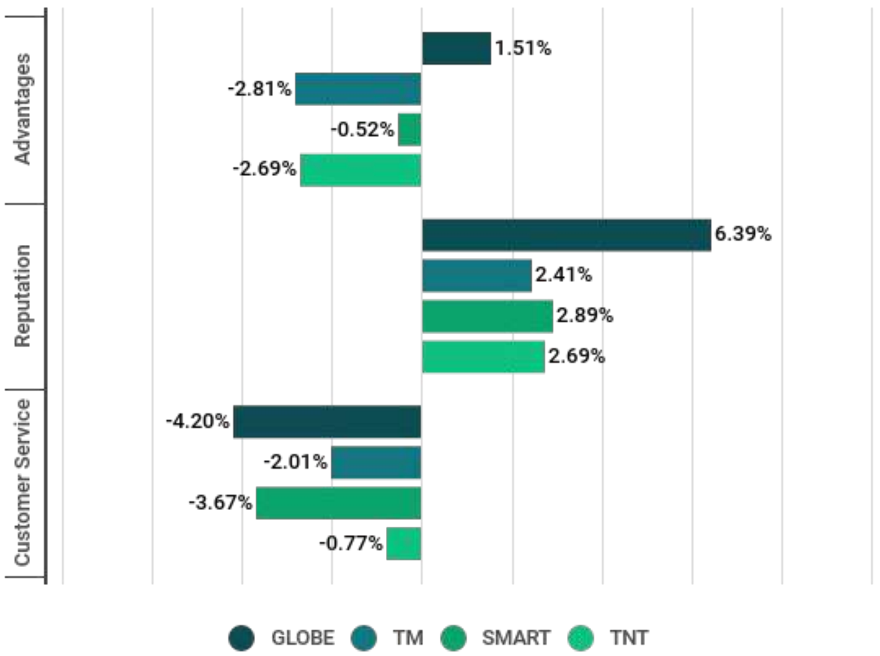
In terms of brand reputation & trust, Globe (6.39%), Smart (2.89%), and TNT (2.69%) stand out.

On the other hand, for customer service, Globe (-4.2%) & Smart (-3.67%) received the worst reviews.

STANDARD INSIGHTS

Strength & Weakness - Tier 3 Considerations

Net Strength % Summary



Across all categories, Globe is perceived in the market as having the best Marketing & Services.

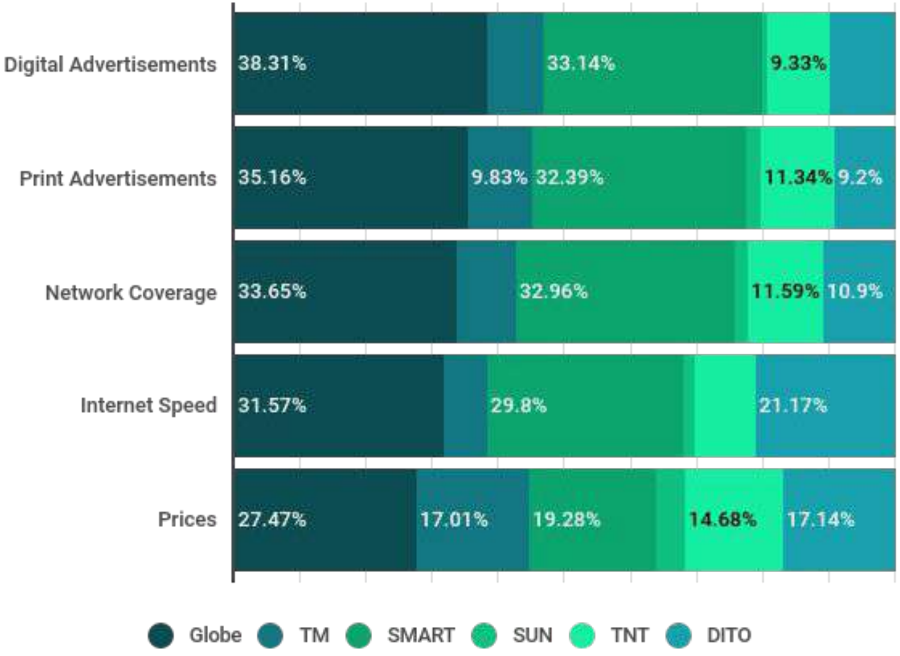
When sister networks are considered, the tandem of Globe and TM wins out in the categories of Digital Advertisements (46.63% vs. 43.35%) and Price (44.8% vs. 38.37%).

On the other hand, the tandem of Smart-Sun-TNT wins out in print advertisements (45.81% vs. 44.99%), Network Coverage (46.5% vs. 42.6%), and Internet Speed (40.7% vs. 38.12%).

STANDARD INSIGHTS

Market Indicators - Perception of Marketing and Services

In your opinion, which mobile phone network operator has the best...



Despite its market share, DITO is perceived well by subscribers.

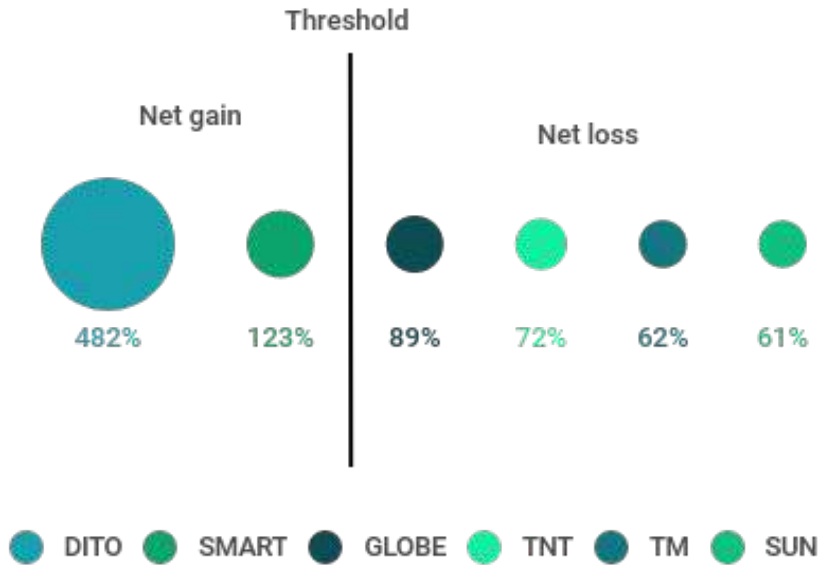
On average, DITO is chosen as the best over 4.82 times its subscriber size. Smart is also a net gainer being chosen at least 1.23 times its subscriber size.

Globe, TNT, TM, and Sun, on the other hand, are net losers with fewer subscribers choosing it as the best compared to their subscriber size.

STANDARD INSIGHTS

Market Indicators - Perception of Marketing and Services

Which networks are perceived well in proportion to the number of subscribers in each network?



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