

# 2014 TELECOMMUNICATIONS MARKET SURVEY REPORT – RESIDENTIAL RESULTS

18 NOVEMBER 2014



هيئة تنظيم الاتصالات  
Telecommunications Regulatory Authority

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- TRA notes that the information contained in this report is based on a survey of a sample of 1204 residential consumers and as such may not necessarily represent the market or the population as a whole.
- This survey is wide in scope, and because of the reliance on third-party data we cannot always fully guarantee the accuracy of data. We have carried out comprehensive checks as far as is reasonably possible and have acted to ensure that the data in this survey are comprehensive and the most accurate currently available
- The information set out in this survey does not represent any conclusion or proposal by the TRA in respect of the current or future definition of markets, nor does it represent any conclusion or proposal about the assessment of significant market power for the purpose of the Telecommunications Law of the Kingdom of Bahrain.
- This survey fulfills the requirement to undertake research and publish information as set out in Article 54 of the Law. It also fulfills the requirement of Article 25 to provide information to the Regulator as set out in the Individual Licenses granted to the Operators mentioned in this survey

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# INTRODUCTION

Research Background  
Research Objectives

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- The Telecommunications Regulatory Authority of Bahrain (TRA) was formed in October 2002. TRA is an independent body which has a direct responsibility to ensure effective liberalization of the telecommunications market.
- TRA has commissioned Nielsen to conduct a market research study in 2014 with the objective of better understanding the demand for telecommunications services in Bahrain. This includes usage of and access to telecom services across various users as well as consumer awareness of TRA and its role. It also outlines numerous areas of progress in the telecommunications sector in Bahrain
- The telecom users are divided into two broad segments (Residential and Business), thus two separate modules were conducted to collect the required information.
- This report presents the results of residential survey which was based on 1204 face to face interviews.
- TRA also conducted a similar survey in 2007 and 2011. The results of these surveys can be found at <http://www.tra.org.bh/en/media/consumer-and-business-surveys/>

# RESEARCH OBJECTIVES

- The key objectives of this phase of the study are to understand the following :

**Detailed Access to and Usage of Telecom  
Services in Bahrain - Fixed Line, Mobile  
and Internet**

**Satisfaction with Various Services and  
Switching Behavior**

**Awareness of TRA and Its Activities**

- Where appropriate the results of the 2014 survey have been compared with the results from the 2007 and 2011 surveys to identify the key trends during this period.



## KEY RESEARCH FINDINGS

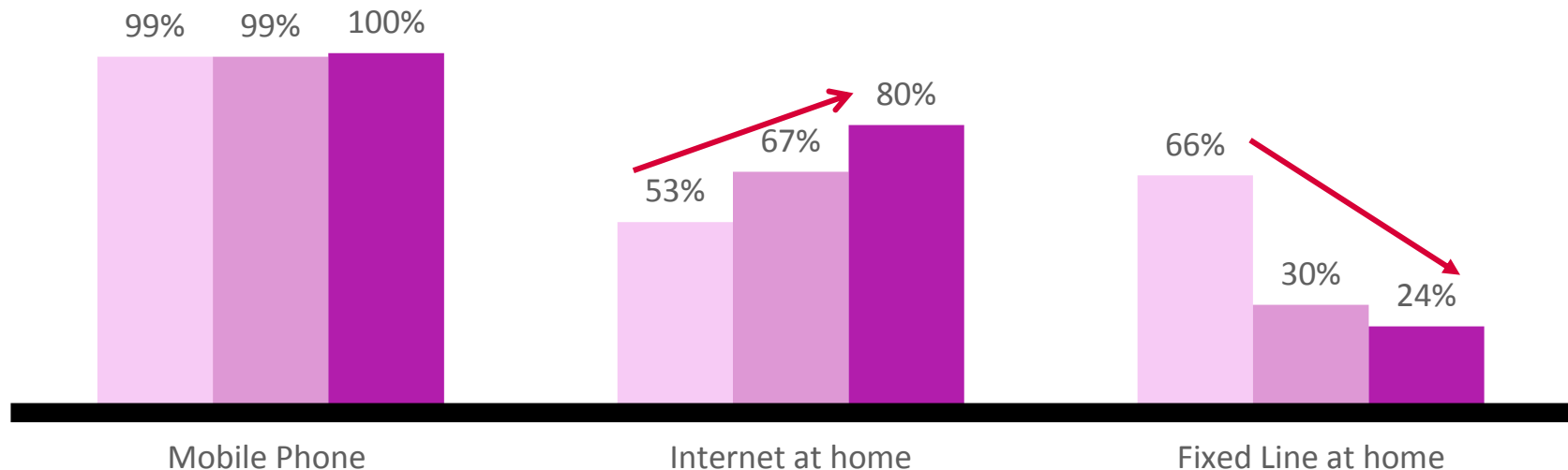
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# ACCESS TO TELECOM SERVICES IN BAHRAIN

- 100% of respondents have access to mobile phone, which is broadly comparable to previous years.
- Access to the internet continues to increase, with 80% of respondents having access to some form of internet at home in 2014.
- Fixed line access continues to fall, with 24% of respondents in 2014 having access to a fixed line service at home.

## Access to Telecom services in Bahrain

2007 2011 2014



Base: All Respondents (n=1204)

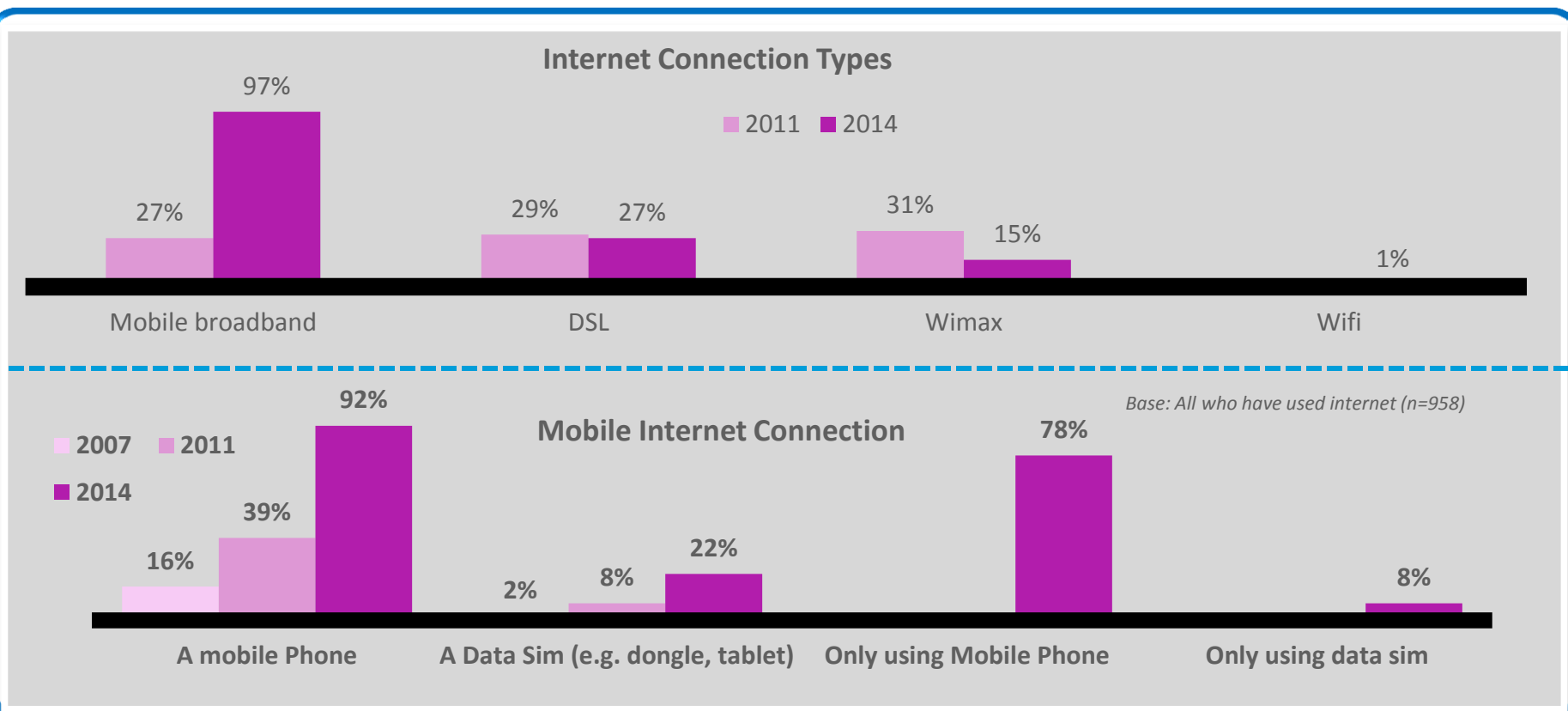
Q13. Which of these items do you have in a usable state or working condition in house (regardless of whether they are regularly used)?





# INTERNET ACCESS IN BAHRAIN

- Mobile broadband has significantly increased from 27% in 2011 to 97% in 2014.
- Internet access via mobile phones has also grown significantly, from 16% in 2007 to 92% in 2014.

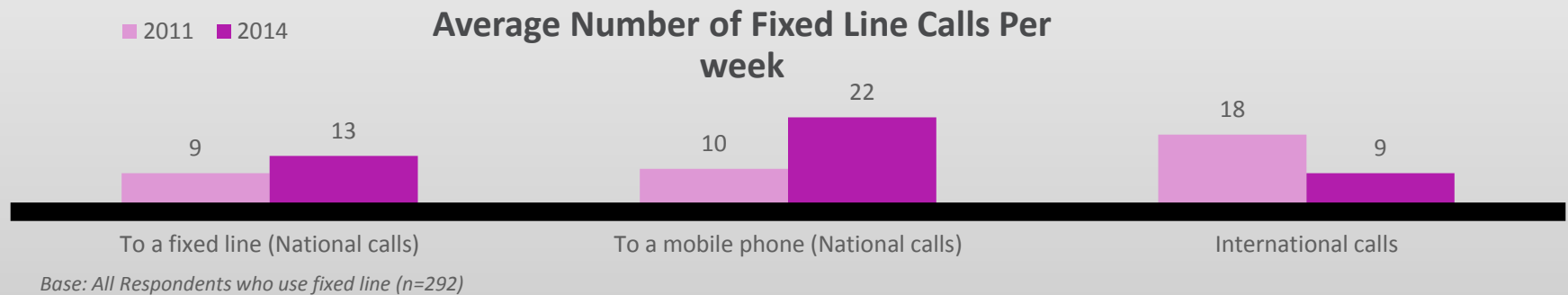


[Q59a] What are all the types of internet access you or your family members used? Please let me know all the methods used to access internet at home  
 [Q68] Have you ever accessed internet using...?

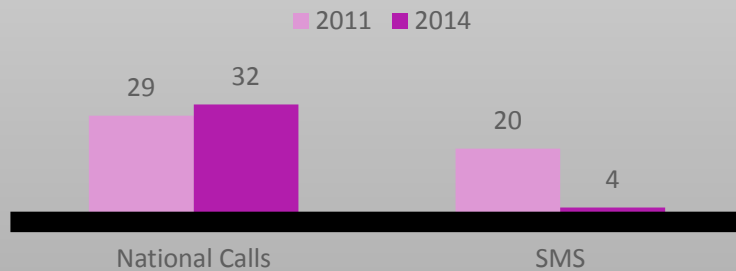


# USAGE OF TELECOM SERVICES IN BAHRAIN

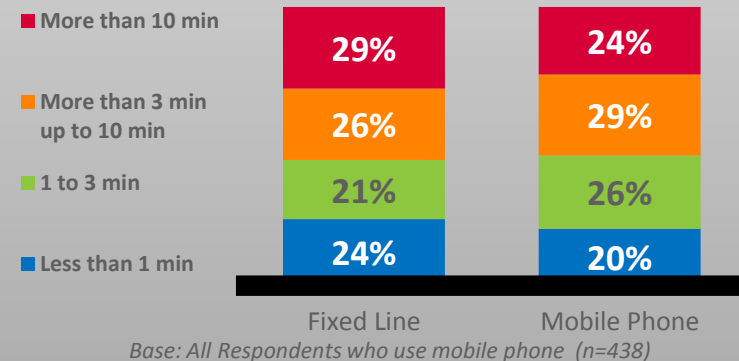
- Average number of calls from fixed line to a mobile phone has gone up significantly.
- While average number of calls from mobile phone has slightly increased, the average number of SMS sees a significant drop compared to 2011.
- Fixed line calls tend to be slightly longer in duration than mobile phone calls.



## Mobile Phone Usage (Average no. of calls and SMS in a week)



## Call Duration (Average Call duration of national calls)



Q20. On average, how many calls do you make each week from your fixed line phone?

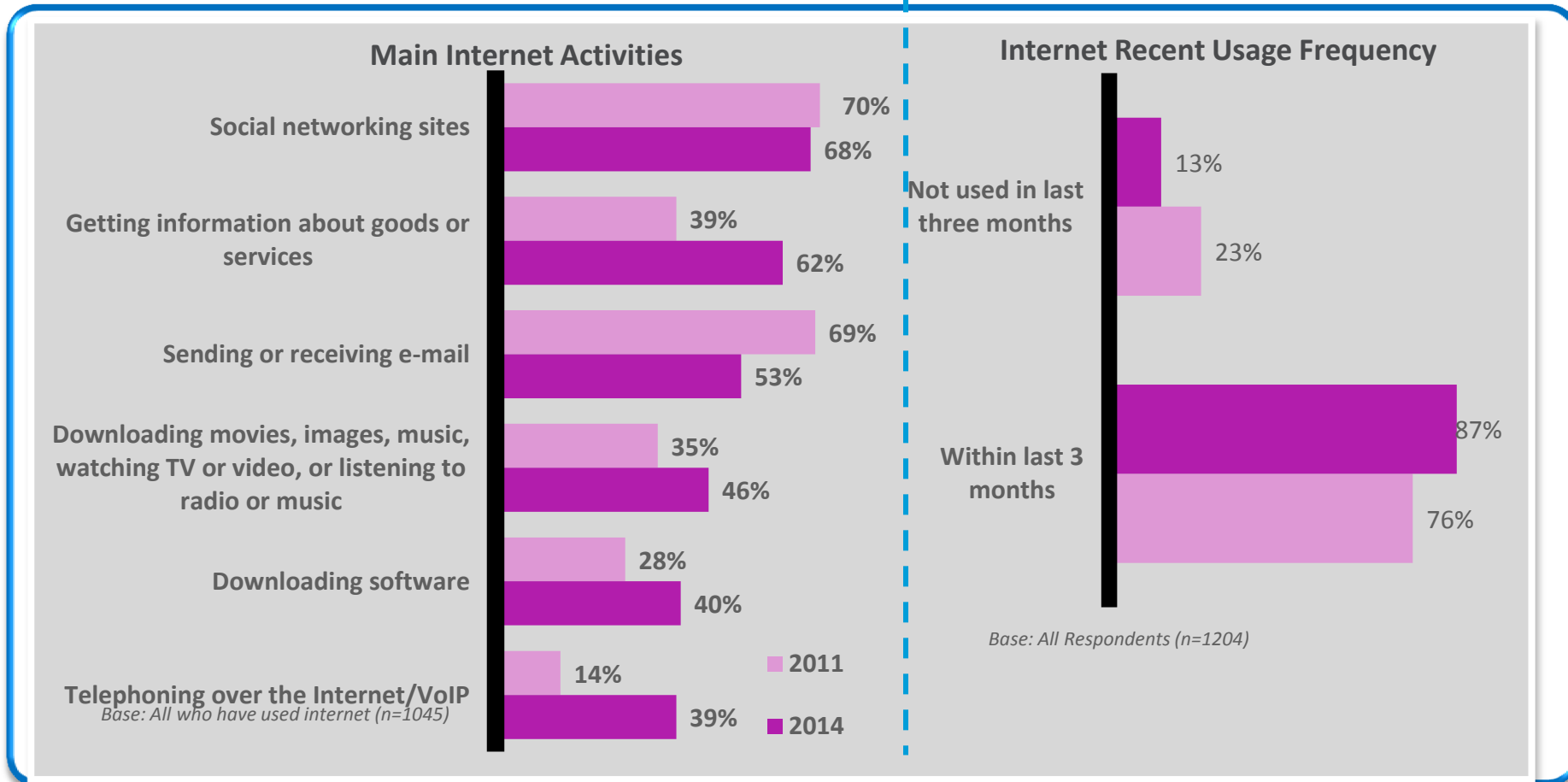
Q36. On average, how many calls do you make each week from your mobile phone?

Q39. Could you please tell me in a typical week how many SMS do you send?



# INTERNET RELATED ACTIVITIES

- In 2014, 87% of respondents have used the internet in last three months, compared to 76% in 2011.
- Overall, the proportion of respondents engaging in internet related activities has grown compared to 2011. In particular, telephony services over VoIP has become more prominent in 2014 (39%) compared to 2011 (14%)
- Social networking remains the main internet activity among respondents (68%).



[Q63] Have you used internet from any location in the last 3 months?

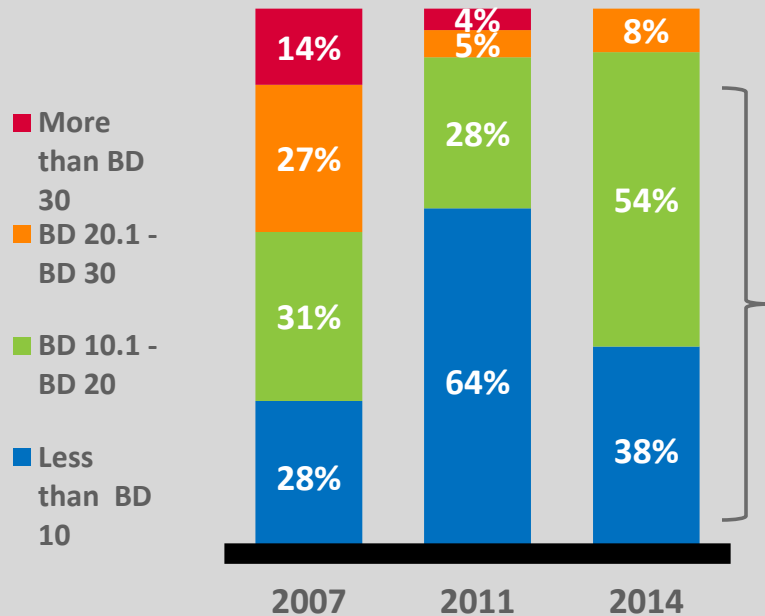
[Q66] For which of the following activities did you use the internet for private purposes (from any location) in the last three months?



# AVERAGE MONTHLY SPEND

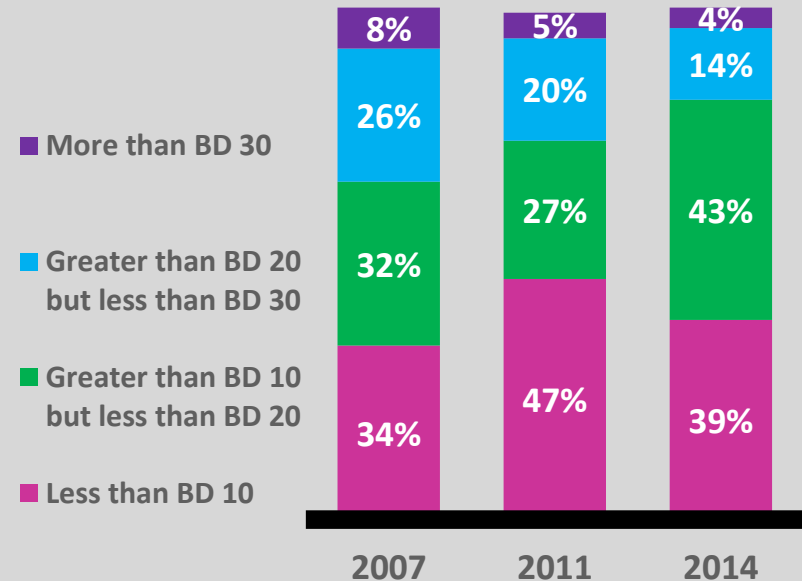
- The majority of respondents (92% in 2014 and 2011) spend less than BD20 on their fixed line services.
- The proportion of the respondents who spend more than BD10 but less than BD20 on their mobile phone services has increased significantly from 27% in 2011 to 43% in 2014.

Average monthly spend - Fixed Line



Base: All who have used fixed line (n=292)

Average monthly spend - Mobile Phone Service (including data)



Base: All who have used mobile phone line (n=1202)

[Q23a] What is your household's average monthly bill on fixed line services?(including international calls)?

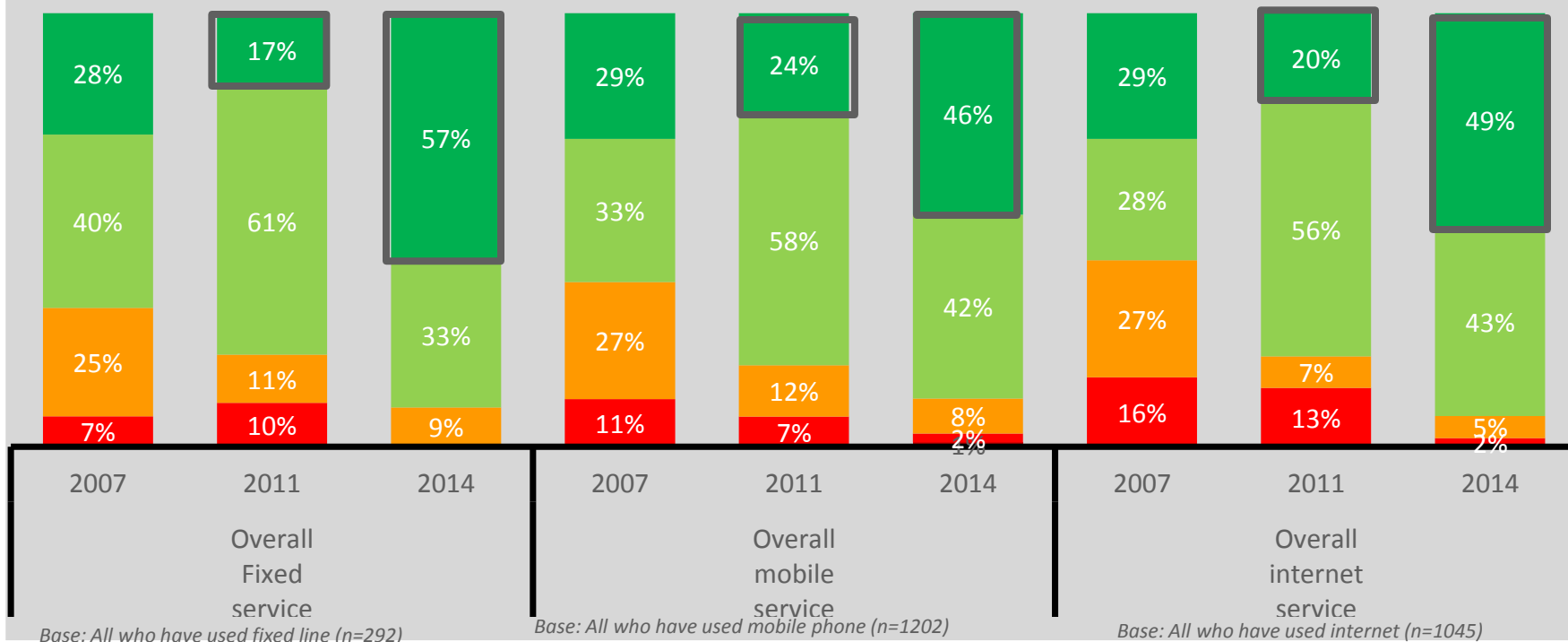
[Q42] On average, how much do you spend on mobile phone service (including international calls) each month?

# SATISFACTION WITH TELECOM SERVICES

- Overall consumer satisfaction with telecom services in Bahrain has grown significantly in 2014. Fixed line services sees the highest increase in satisfaction followed by internet and mobile phone.
- Proportion of overall very satisfied respondents has gone up significantly across all three services

## Overall Satisfaction across ICT services

■ Not at all satisfied   
 ■ Not very satisfied   
 ■ Neither satisfied nor dissatisfied   
 ■ Fairly Satisfied   
 ■ Very Satisfied



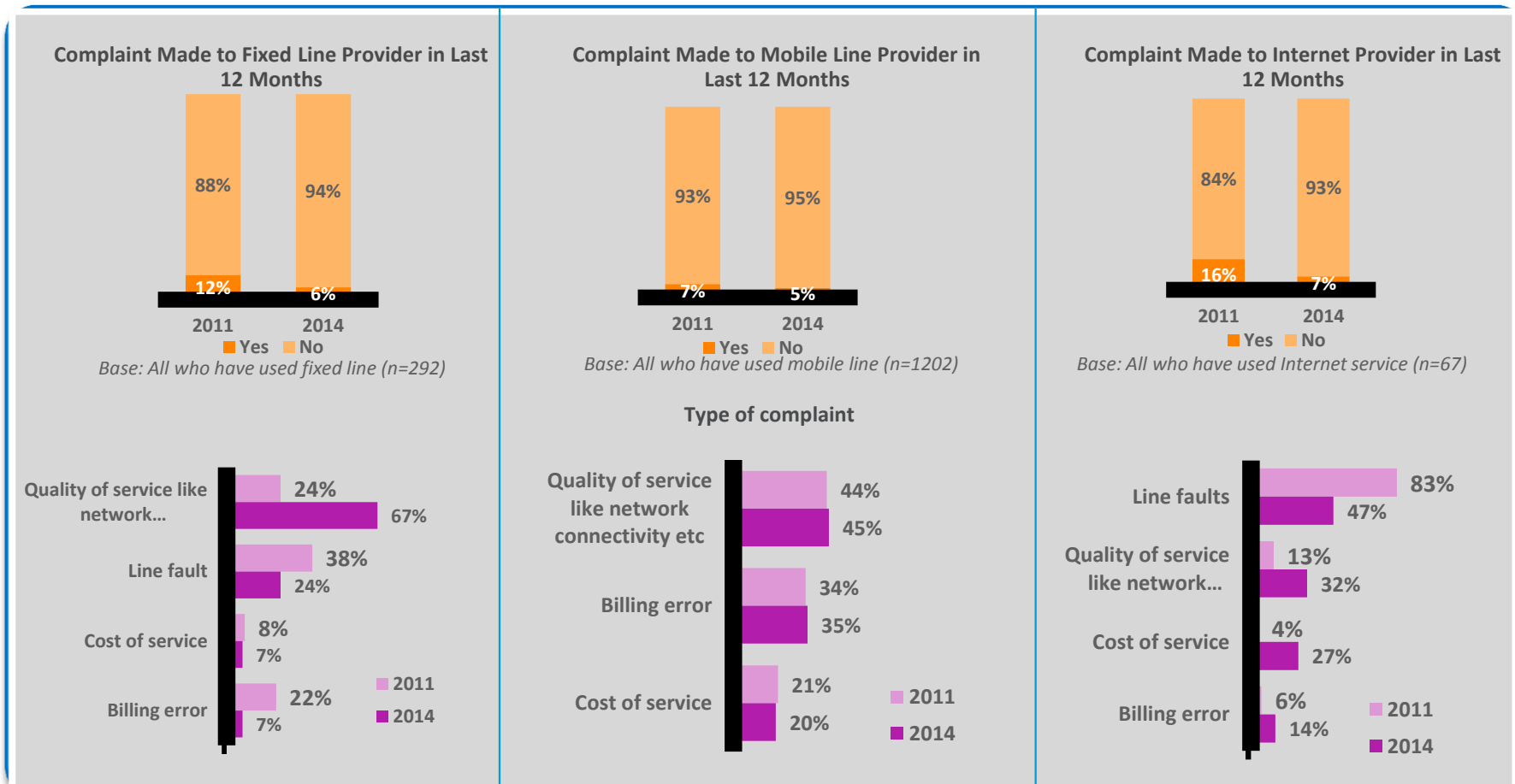
[Q28] How satisfied are you with the following elements of your fixed phone service?

[Q49] How satisfied are you with the following elements of your mobile service?

[Q87] How satisfied are you with the following elements of your internet service?

# COMPLAINTS MADE TO SERVICE PROVIDER

- Majority of respondents have not made complaints about their telecom service providers within the last 12 months.
- The most common complaints were for quality of service for both fixed line and mobile phone and line faults for internet services.



Q25. Have you made a complaint about your fixed line provider within last 12 months? Q26. What was about? Q46. Have you made a complaint about your mobile provider within last 12 month? Q47. What was about? Q84 Have you made a complaint about your internet service provider? Q85 what was about?



# TELECOM SERVICES

## **Fixed Line**

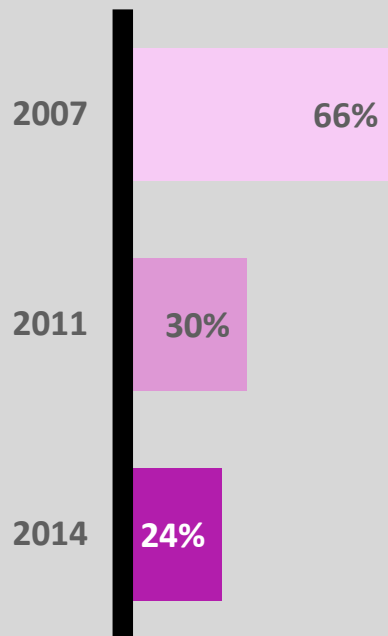
Mobile Phone Service  
International Calls  
Internet Service

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# FIXED LINE SERVICE ACCESS (1/2)

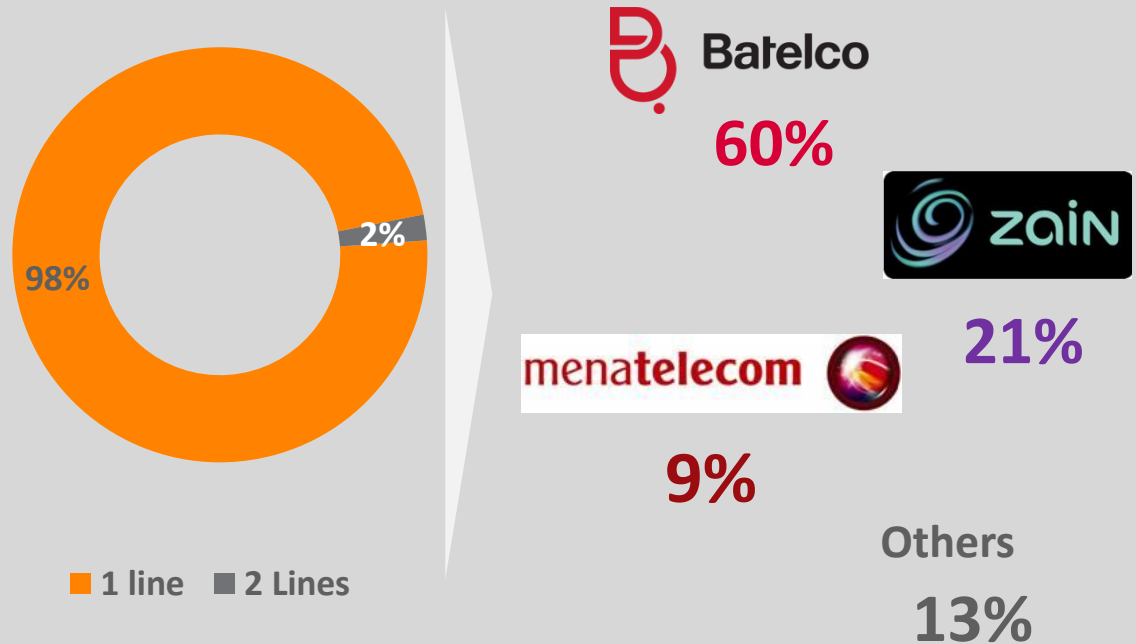
- Only 24% of respondents have a fixed line at home compared to 30% in 2011 and 66% in 2007.
- Almost all of those who have a fixed line have single line (98%).
- The Majority of respondents have a Batelco connection (60%) followed by Zain (21%).

Access to Fixed line at Home



Base: All respondents (1204)

Fixed Line Connections At Home



Base: All who have a fixed telephone line at home (292)

Q13a1. Please tell me which of these do you have access to regardless of whether it is used?

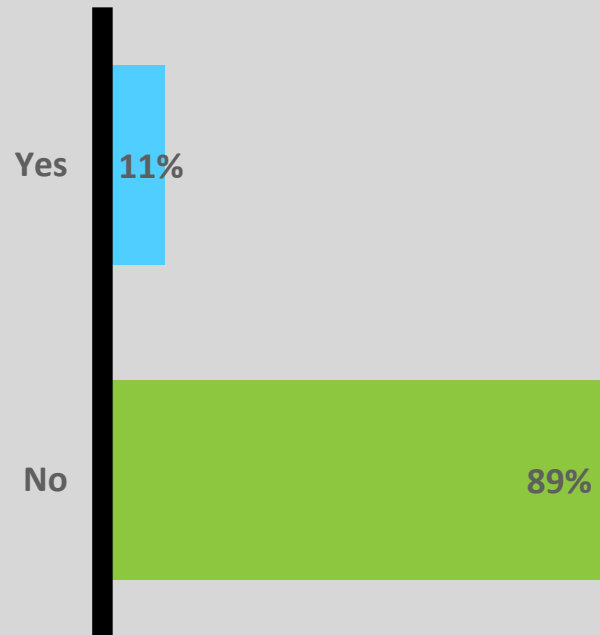
Q15. How many fixed line connections do you have at home?



## FIXED LINE SERVICE ACCESS (2/2)

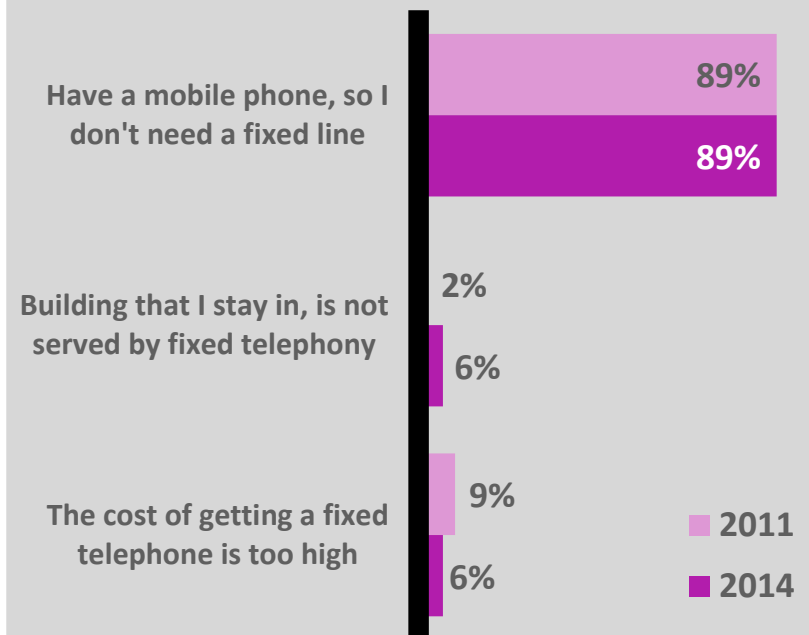
- While only 11% of respondents have previously cancelled their fixed line service at home to rely solely on their mobile phone, the availability of a mobile phone is still the main reason for not having a fixed line at home.

### Cancellation of fixed line for mobile connections



Base: All who have not used fixed line (n=912)

### Reasons For Not Using Fixed Lines



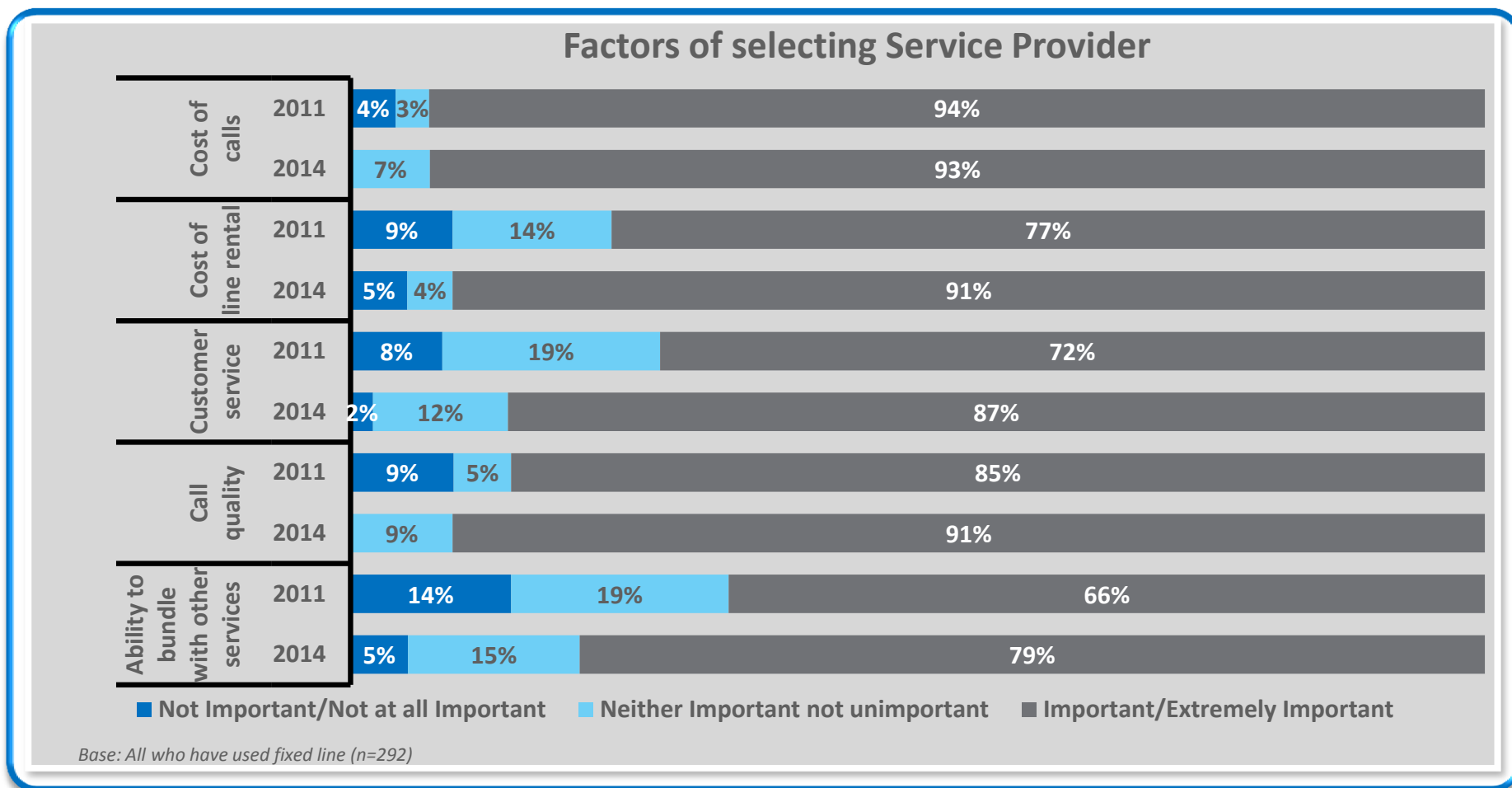
Base: All who have not used fixed line (n=912)

Q14b. Have you previously cancelled a fixed line service and instead relied solely on mobile service?

Q14c. which of the following most closely describe your reasons for not having a fixed telephone?

# IMPORTANT FACTORS FOR SERVICE PROVIDER SELECTION

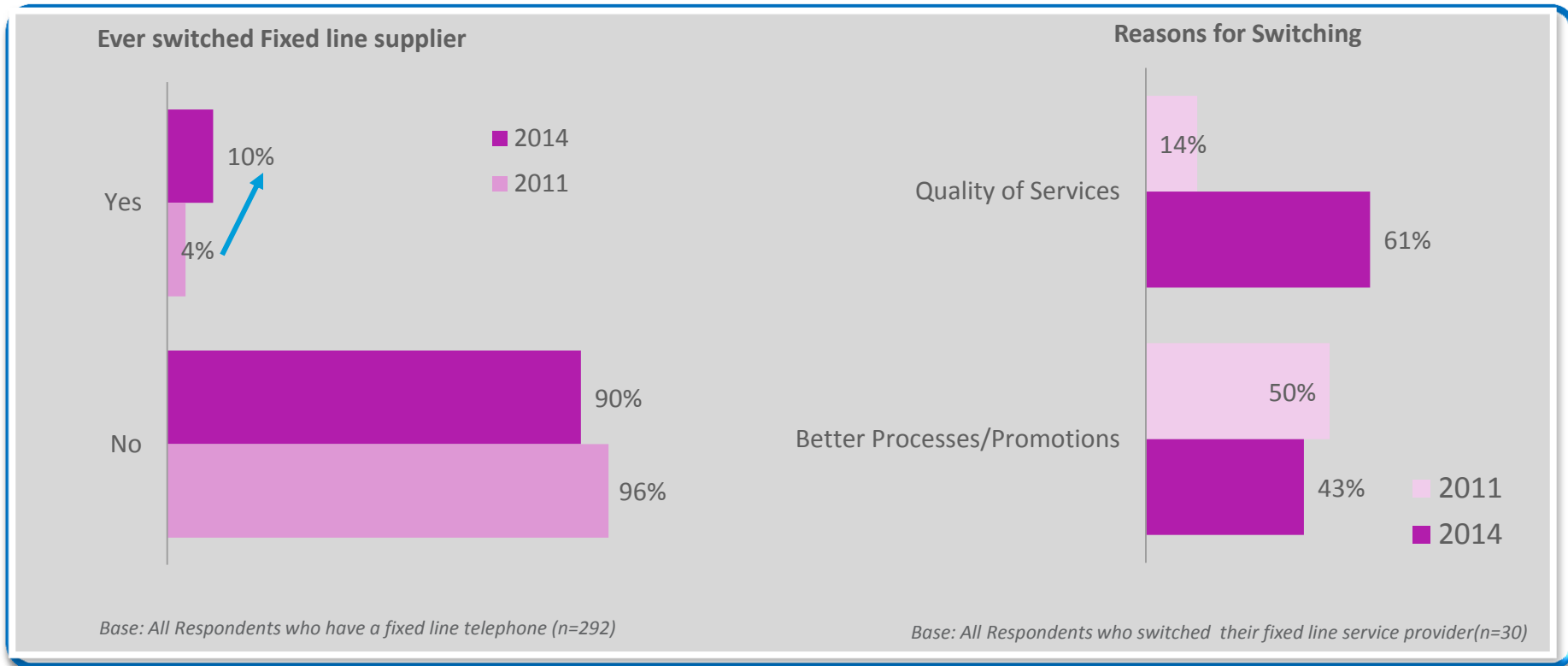
- For respondents, the cost of calls is still the most important factor when selecting a fixed line service provider in 2014



Q16. What factors are most important to you when selecting a fixed line provider? Please rate the following factors on a 5 point importance scale where 5 means extremely important and 1 means not at all important

# SWITCHING FIXED LINE SUPPLIER

- 10% of respondents who have a fixed line have switched their fixed line supplier compared with only 4% in 2011.
- Quality of services becomes the most common reason for switching in 2014 compared with better promotions which was the most common reason for switching in 2011.



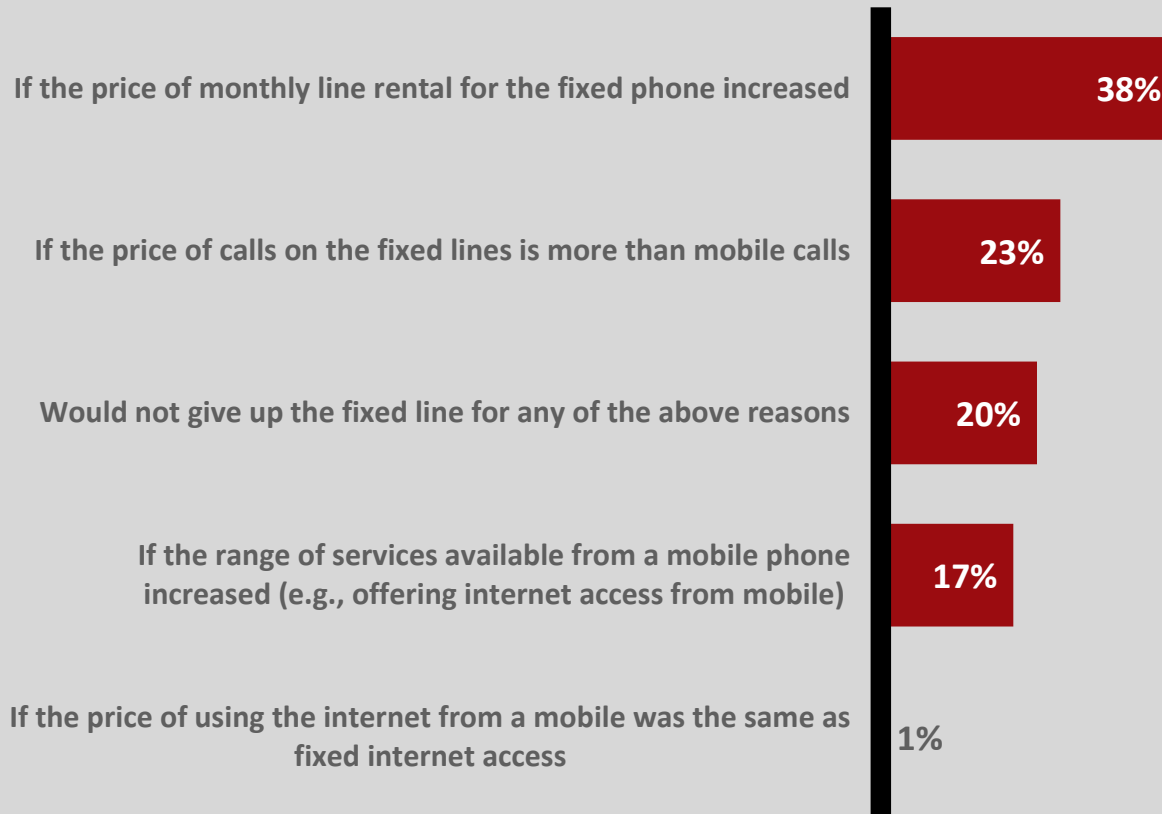
[Q21] Switched between fixed line service provider

[Q22b] Reasons for switching between fixed line service provider

# REASONS FOR CONSIDERING SWITCHING FROM FIXED TO MOBILE

- Customers would switch from fixed line to mobile phone if the monthly fixed line rental increased

## Reason for Switching from Fixed Line to Mobile

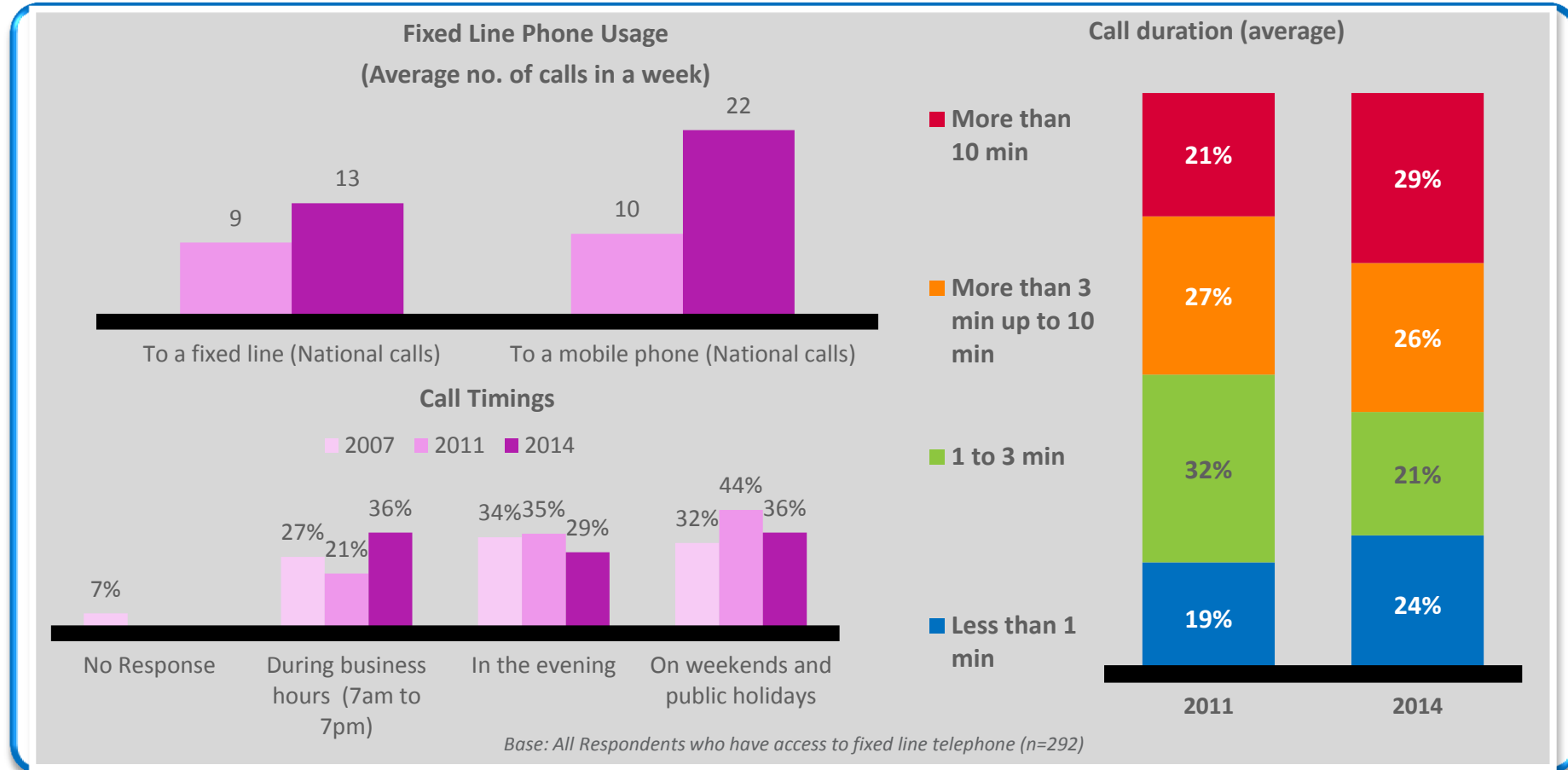


Base: All Respondents who have access to fixed line telephone (n=292)

[Q17] Considering all the services that can be provided with a fixed telephone connection, under what circumstances would you consider cancelling your fixed line and rely only on your mobile phone?

# USAGE OF FIXED LINE SERVICES

- Average number of calls made per week from fixed line has increased in 2014.
- Respondents who have access to a fixed line made most of their calls either on weekends or during business hours in 2014 (in 2007 and 2011, most calls were made in the evening).
- Percentage of respondents making calls more than 10 minutes in 2014 has gone up slightly compared to 2011



Q20] Approximate number of calls made from fixed line]

Q18] Proportion of calls made from your households fixed line]

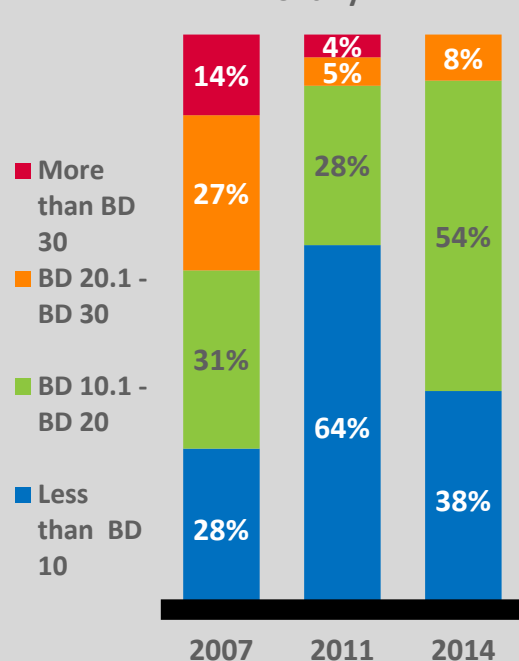
Q19] Approximate average in minutes length of national calls]

Base: All Respondents who have access to fixed line telephone (n=298)

# FIXED LINE EXPENDITURE

- The majority of respondents who have a fixed line pay between BD10 – 20 as average monthly bill in 2014 whereas in 2011 64% paid under BD 10 as average monthly bill
- The average monthly spend for fixed line services for both Bahrain nationals and expatriates has slightly increased in 2014.
- The proportion of monthly bill between national/international calls in fixed line monthly bill has slightly changed in 2014 with an increase in the proportion of international calls in the total bill.

Monthly Bill



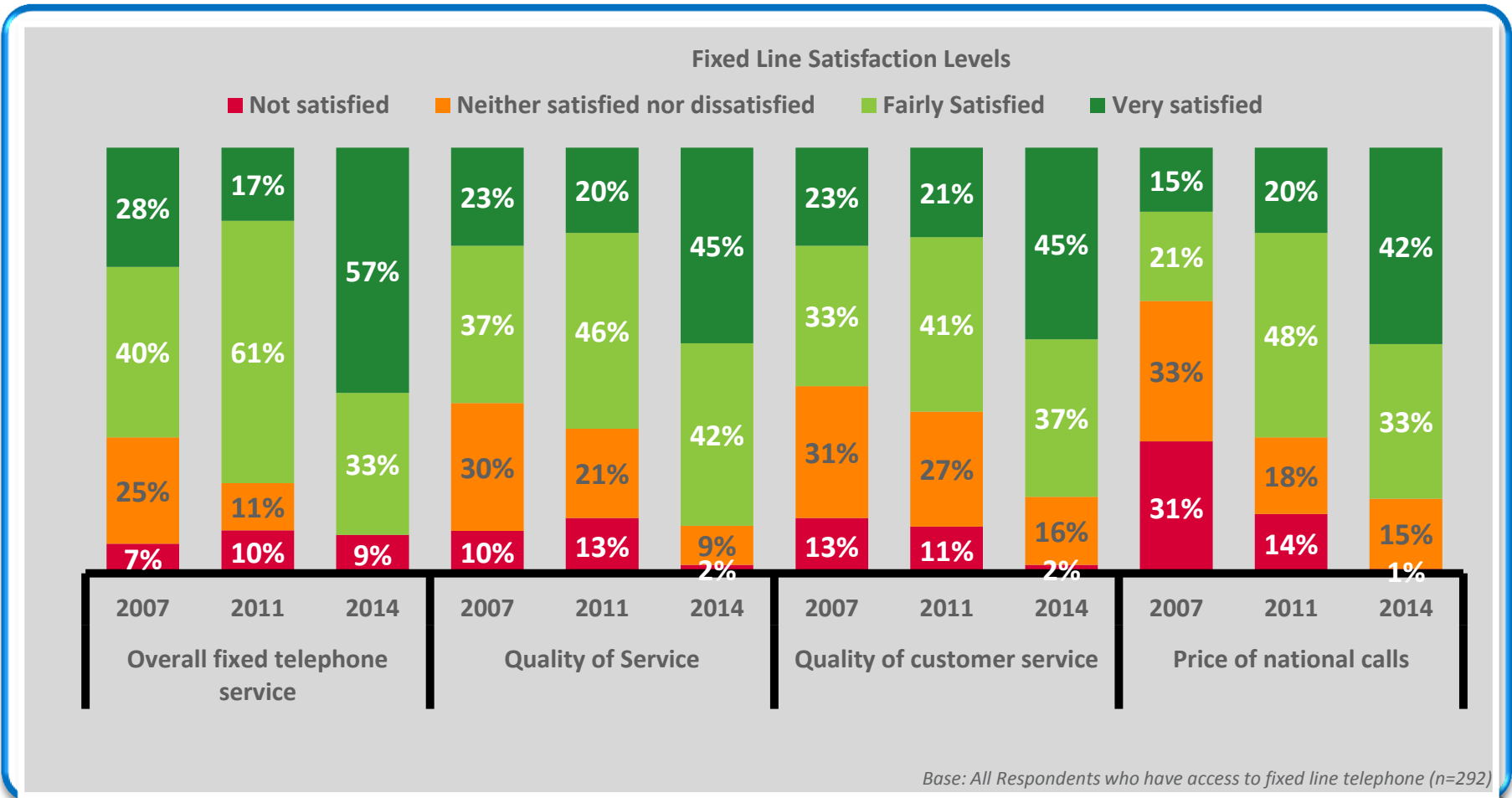
Base: All Respondents who have access to fixed line telephone (n=292)

Average Monthly bill (BD)	National			Expatriate		
	2007	2011	2014	2007	2011	2014
Base	550	189	180	143	123	113
Average Monthly Bill (BD)	16.5	9	11.3	21.3	12.6	13.44

Value %	Total			National			Expatriate		
	2007	2011	2014	2007	2011	2014	2007	2011	2014
Base	659	312	292	516	189	180	143	123	113
National calls	89	87	79	93	91	91	74	81	78
International calls	11	13	21	7	9	9	26	19	22

# SATISFACTION LEVELS – FIXED LINE

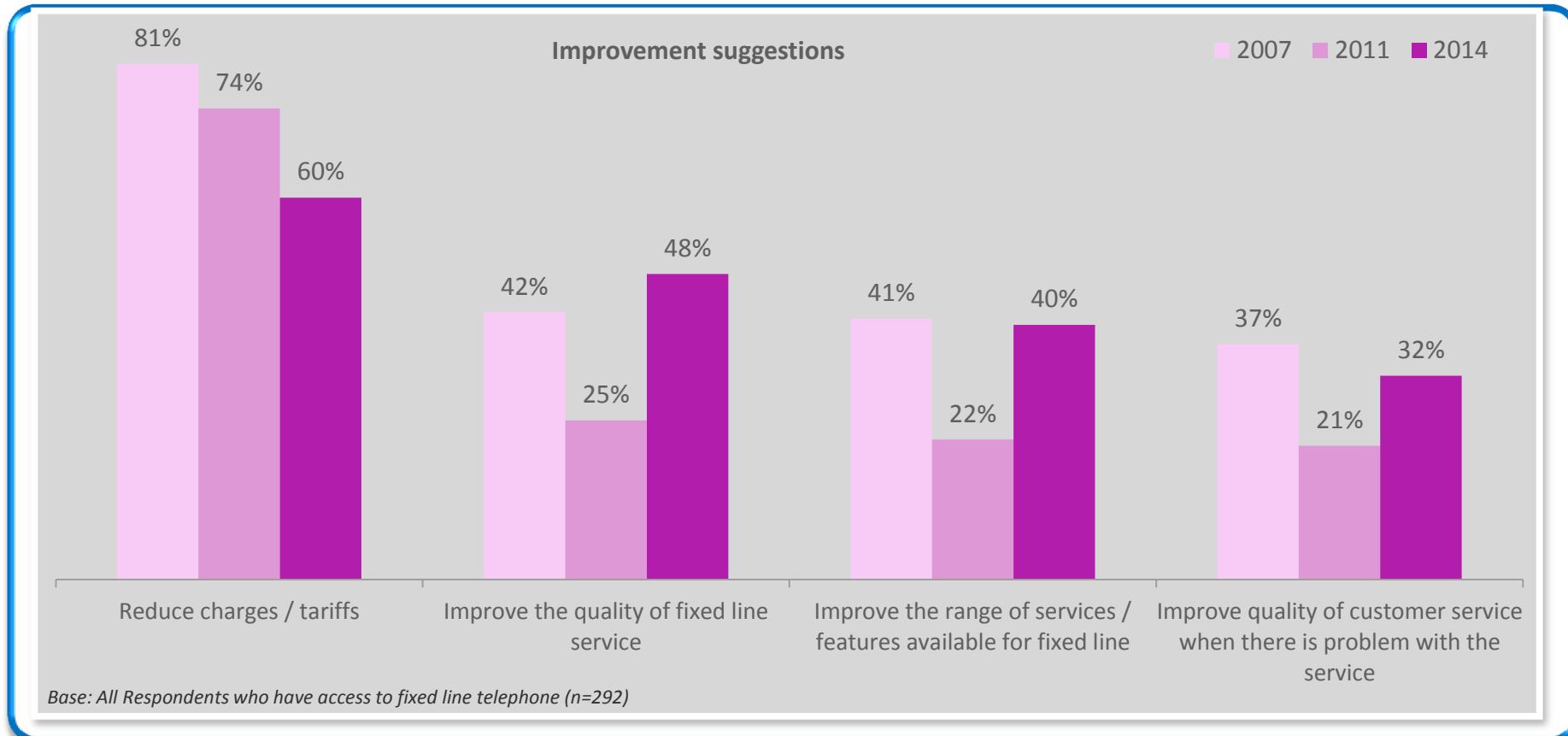
- Satisfaction with fixed line services has improved during 2007 to 2014, in particular for the price of national calls. In 2007 only 15% of respondents were very satisfied on price; in 2011, this increased to 20%; and 42% in 2014.



[Q28] Satisfaction towards fixed line service

# IMPROVEMENT SUGGESTIONS FOR FIXED LINE

- Although charges/tariff reduction remains the top suggestion for improvement (60% in 2014), the proportion has dropped compared to previous years.
- A higher proportion of respondents also suggest improving the quality of service (48%) and range of services/features available (40%).



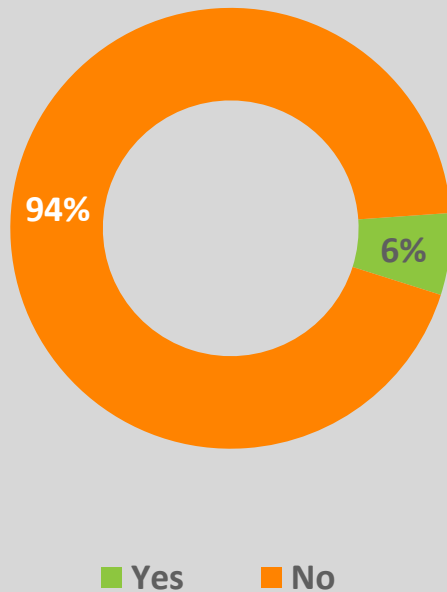
[Q29] Suggestions to improve fixed line service



# COMPLAINTS MADE TO FIXED LINE PROVIDER

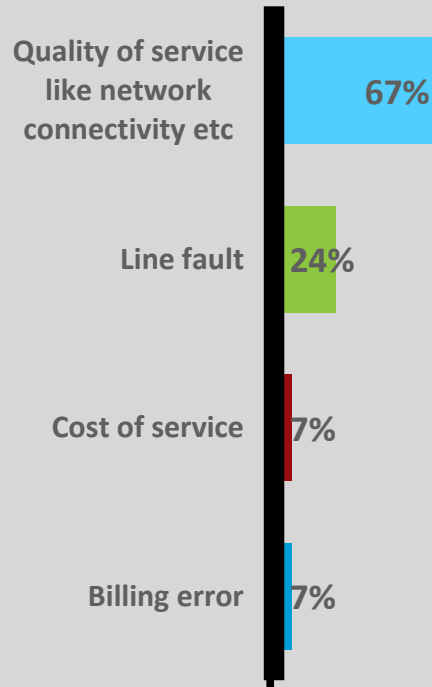
- Only 6% of fixed line customers made a complaint to their fixed line provider within the last 12 months, and these were mainly related to quality of service (67%)
- 62% of those who complained were highly satisfied with the resolution of the complaint.

**Complaint Made to Fixed Line Provider in Last 12 Months**



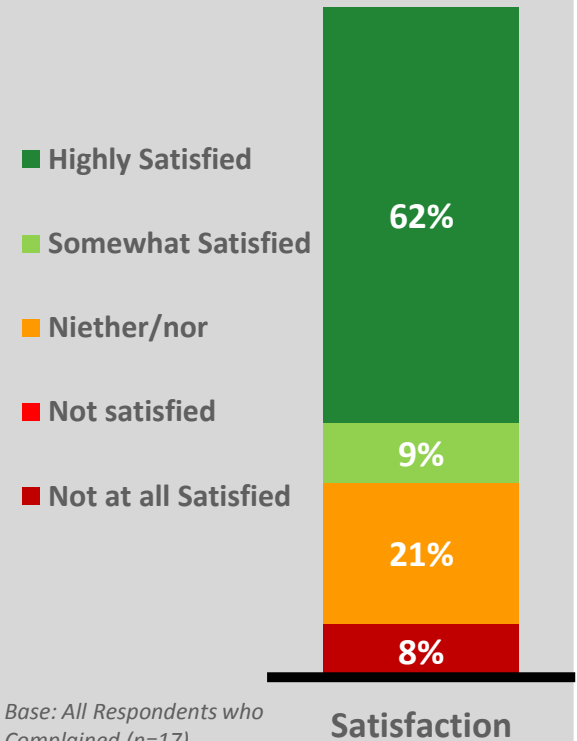
Base: All Respondents who have access to fixed line telephone (n=292)

**Details On Complaints Made to Fixed Line Provider**



Base: All Respondents who Complained (n=17)

**Satisfaction With Resolving of Complaint**



Base: All Respondents who Complained (n=17)

Q25. Have you made a complaint about your fixed line provider within last 12 months?

Q26. What was the complaint about?

Q27. Was the complaint resolved satisfactory? Please rate your satisfaction on a scale of 1 to 5 where 5 means highly satisfied and 1 means not at all satisfied.

# SUMMARY OF FIXED LINE SERVICES

- Only 24% of respondents stated they have a fixed line connection, which represents a continuing trend of reduced reliance on fixed line access since 2007. The majority of respondents who do have a fixed line have a single connection.
- When selecting a service provider for fixed lines, the most important factor is the cost of calls.
- While only 10% of respondents have switched their fixed line service provider, this is higher than 2011 (4%)
- The average volume of calls made from fixed lines has increased in 2014. Between 2011 and 2014, the average number of fixed-to-fixed calls increased from 9 calls per week to 13 calls per week, while the average number of fixed-to-mobile calls per week increased from 10 to 22 over the same period.
- Respondents who have access to a fixed line made most of their calls on the weekends or during business hours.
- Most respondents who have access to fixed lines at home spend between BD10-20 per month on fixed services with majority of the monthly expenditure on national calls made to mobile phones (56%)
- Majority of the respondents are very satisfied with the fixed line service provider.
- Only 6% of the respondents who have access to fixed lines made complaints to their service providers in the last 12 months, mostly about quality of service.
- Residential customers are gradually moving from price oriented expectations towards service delivery. An increasing proportion (48%) would like to see the quality of service improved for fixed line, while 60% of respondents want reduction in tariff/charges



# TELECOM SERVICES

Fixed Line

**Mobile Phone Service**

International Calls

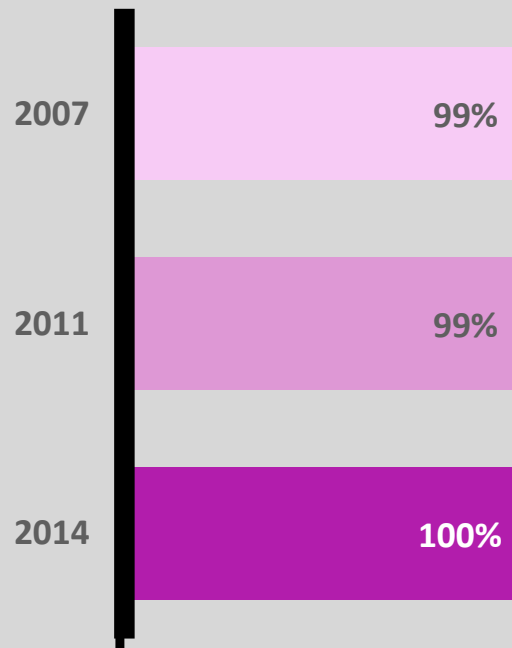
Internet Service

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# MOBILE PHONE ACCESS

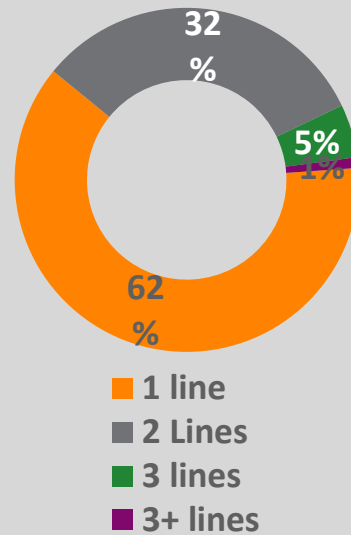
- Mobile phone access remains high with 100% of respondents having access to a mobile phone.
- 38% of respondents have 2 or more active SIM cards.
- “To take advantage of different promotions offered by different operators” still is the main reason for using multiple SIM cards.

Access to mobile phone



Base: All respondents (1204)

No. of active SIM cards



Base: (All respondent who has mobile phone (n=1202))

Reasons for having more than one active SIM cards

Reasons for having more than one SIM card	2007	2011	2014
To take advantage of different promotions offered by different operators	-	54%	68%
To have separate SIMs for business or personal use	74%	40%	46%
To use when traveling abroad	7%	6%	6%

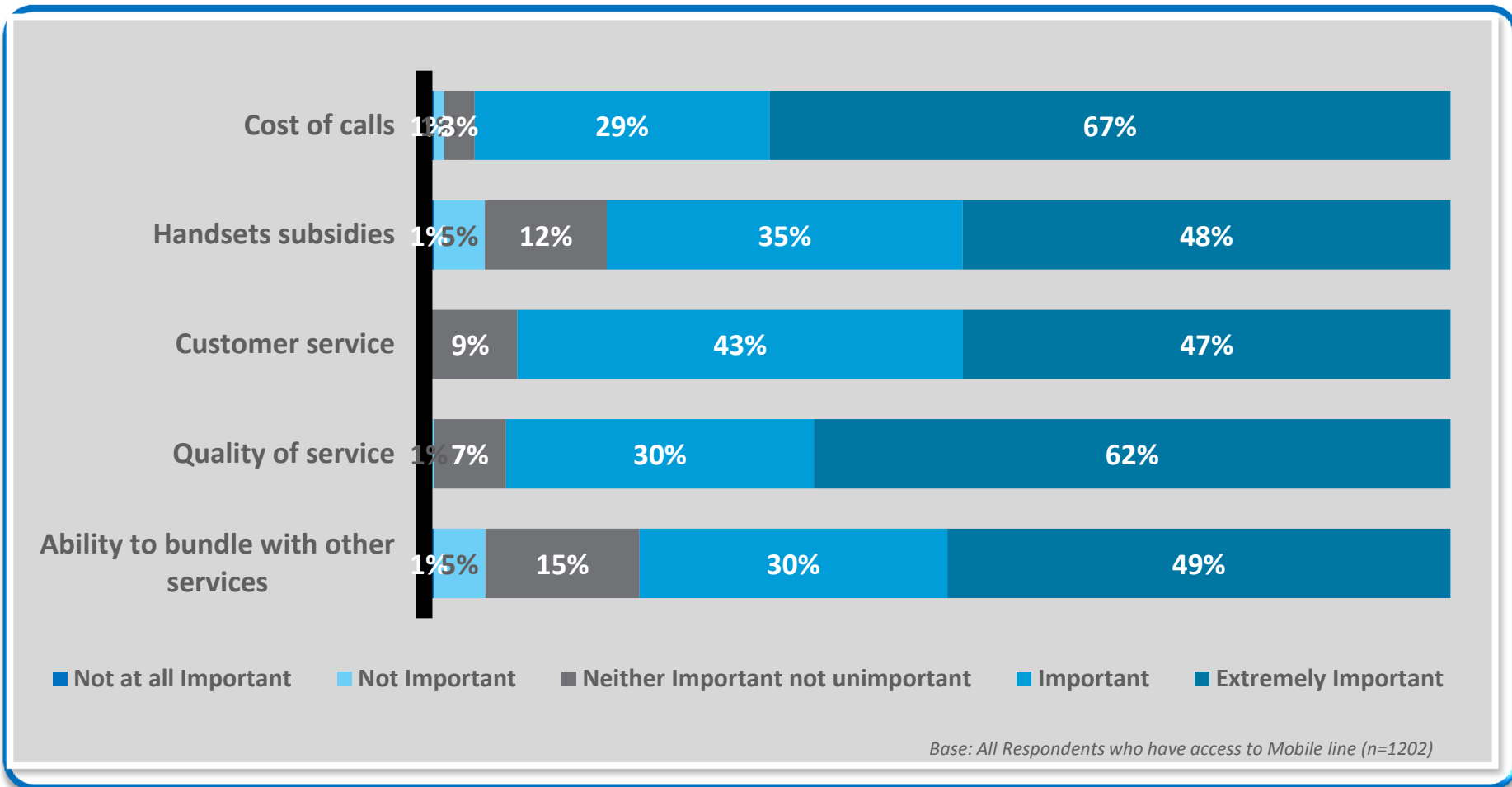
Base: All Respondents who have more than one SIM card (n=456)

Q13a1. Please tell me which of these do you have access to regardless of whether it is used?

Q31b How many active SIM cards? Q32a. you use more than one active SIM card for your needs; could you please tell us the reasons why do you use more than one SIM Cards?

# KEY FACTORS FOR CHOOSING MOBILE SERVICE PROVIDER

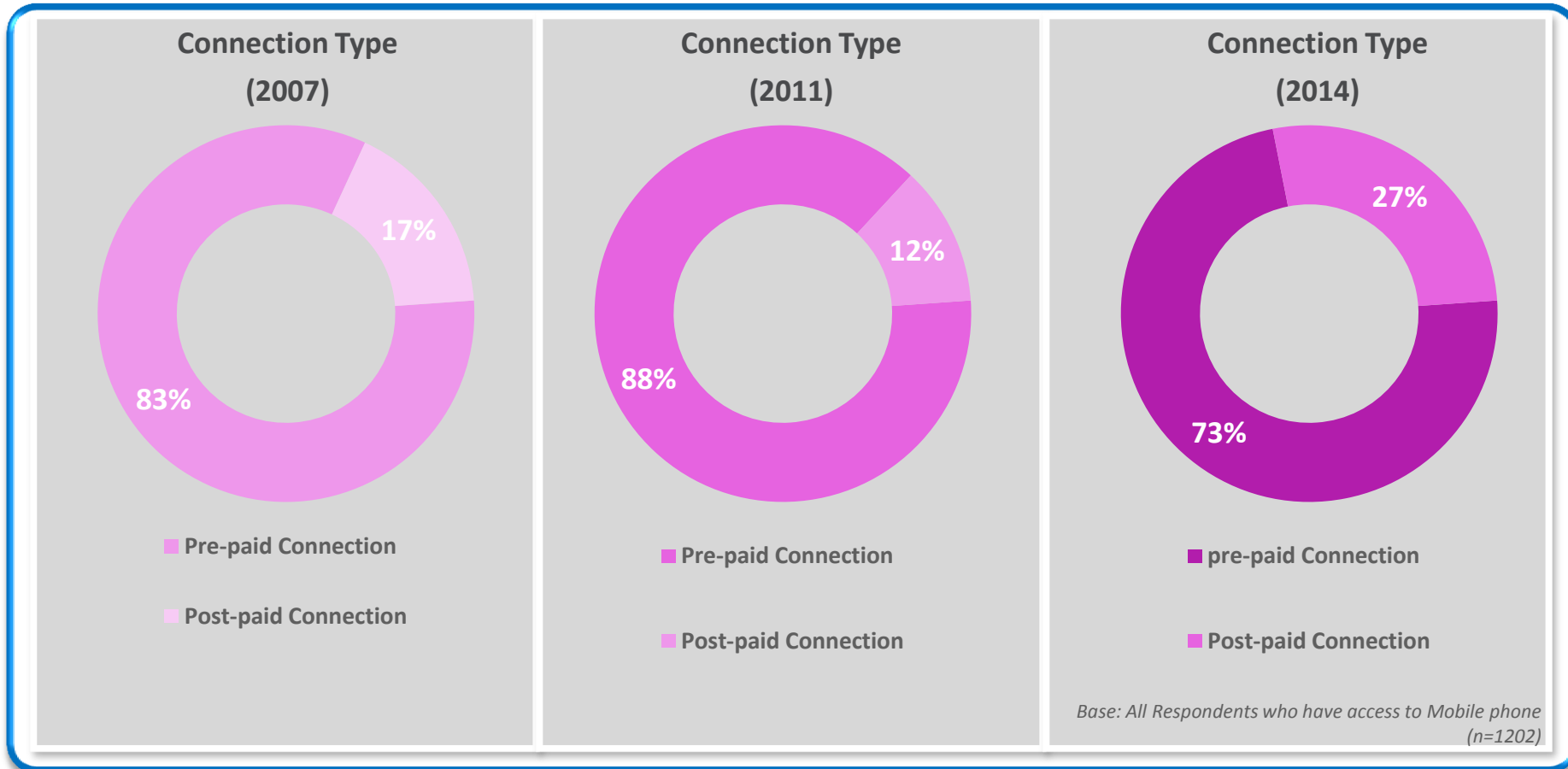
- Cost of calls and Quality of service are the most important factors for choosing mobile service provider.



[Q34] Factors important while selecting a mobile line provider

# CONNECTION TYPE

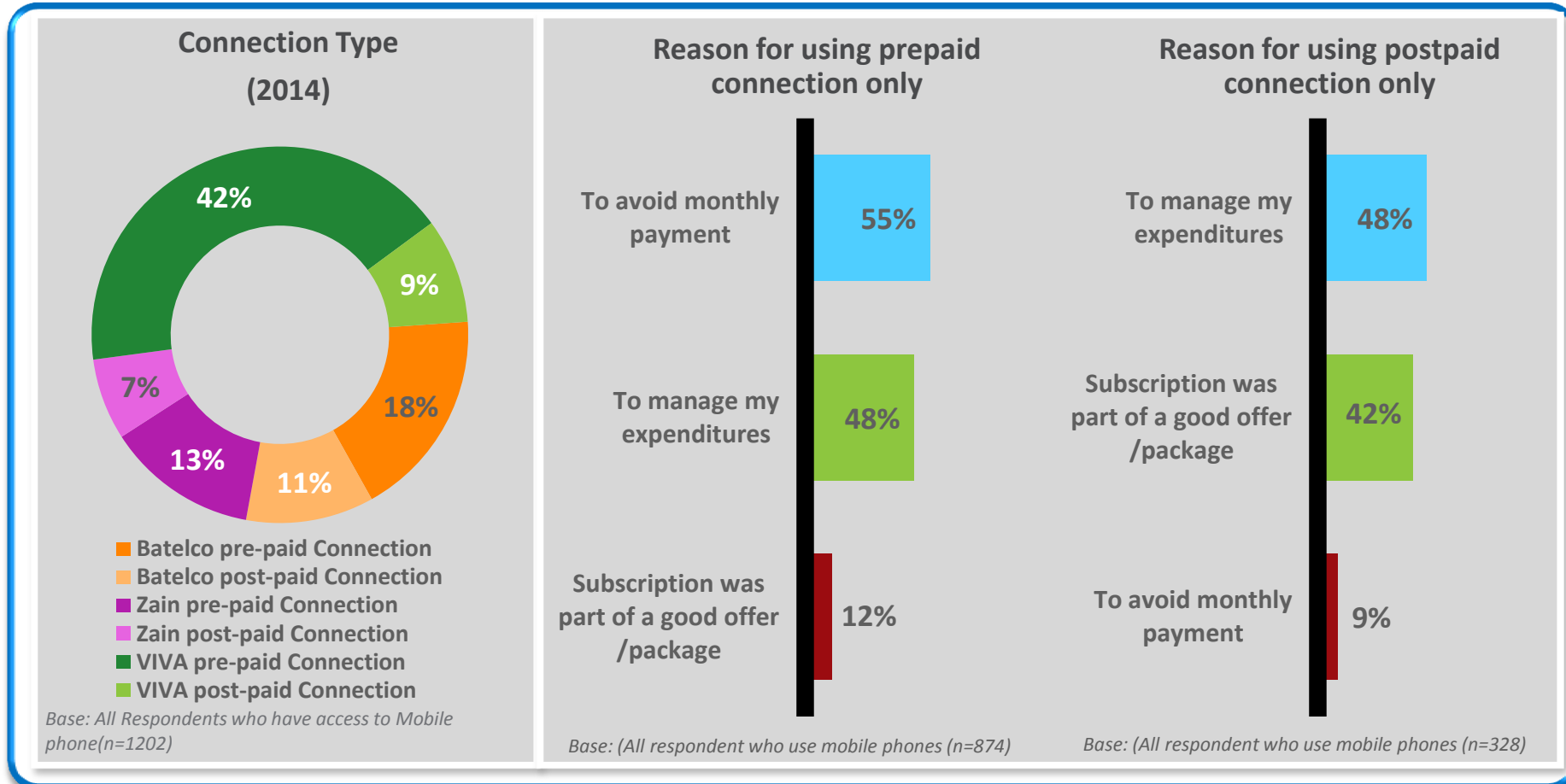
- In 2014 still the majority of respondents has pre-paid connection (73%).
- However, the proportion of respondents who have a post-paid connection has gone up from 12% in 2011 to 27% in 2014.



[Q33a] Operator Name most often used SIM card

# TYPE OF MOBILE PHONE SUBSCRIPTION

- Main reasons for using prepaid connection is to avoid monthly payment whereas managing expenditures is the main reason for subscribing to a postpaid connection



[Q33a] Operator Name most often used SIM card

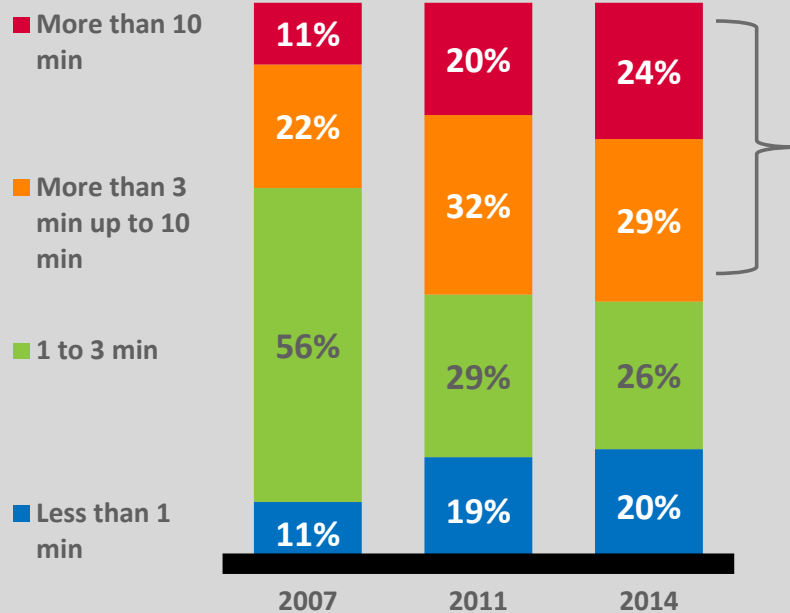
[Q33b] Reason for using prepaid connection only

[Q33c] Reason for using postpaid connection only

# MOBILE CALLING PATTERNS

- The average duration of calls made from mobiles has been increasing, with 53% of respondents making an average call of more than 3 minutes in 2014 (compared to 33% in 2007)
- The average number of national calls from mobile has slightly increased from 29 calls per week in 2011 to 32 calls per week in 2014.

## National Calls Made From Mobile (average)



Type of call	Average no. of calls per week	
	2011	2014
National Calls	29	32
International calls	-	9

Type of call (weekly calls)	% Value (Average)	
	2011	2014
National Calls	75%	80%
International calls	25%	20%

Base: All Respondents who have access to Mobile line (n=1202)

[Q36] On average, how many calls do make each week from you mobile phone

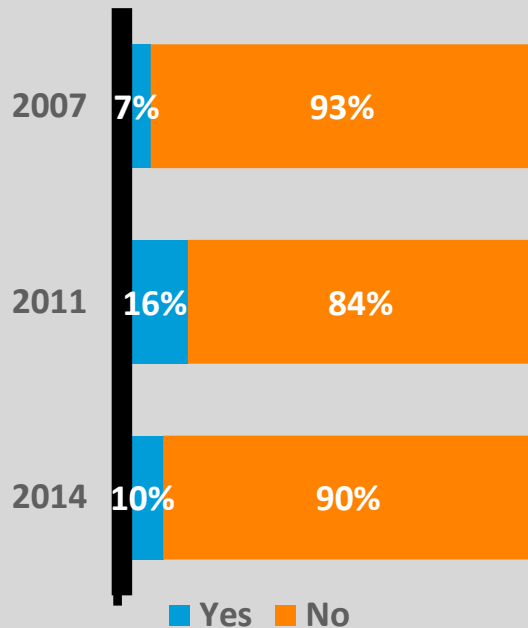
[Q37] What is the approximate average length in minute of national (local) you would make from your mobile phone



# SWITCHING MOBILE SERVICE PROVIDERS

- Only 10% of respondents switched their mobile service provider in 2014 compared with 16% in 2011.
- Attractive promotion and good price remain the main reasons for switching mobile service provider

## Ever switched



## Reasons for switching

Reason	2007	2011	2014
<i>Base: All who switched providers before</i>	77	171	128
Attractive promotion	19%	62%	56%
Good price	23%	45%	46%
Good service/Not happy with service of previous provider	14%	11%	13%

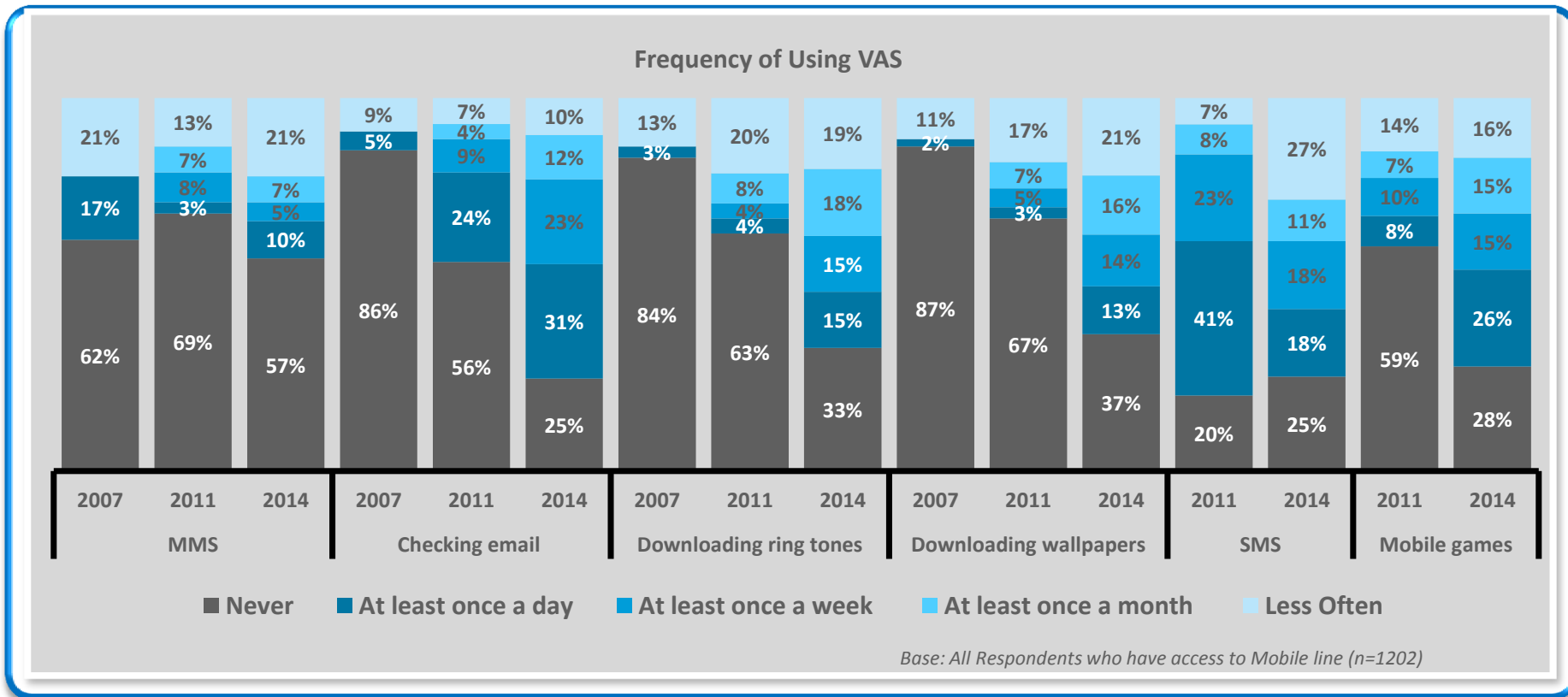
Base: All Respondents who have access to Mobile line (n=1202)

Q40] Switched between mobile phone service provider]

Q41] Reasons for switching between mobile phone service provider]

# FREQUENCY OF USING VAS (1/2)

- Frequency of usage on daily basis of value added services on mobile has grown substantially. For instance, in 2007 86% of respondents has never checked their email from mobile; this percentage has decreased to 56% in 2011 and to 25% in 2014.
- However, frequency of SMS use has reduced in 2014 with only 18% of respondents with a mobile using SMS at least once a day in 2014 compared to 41% 2011.

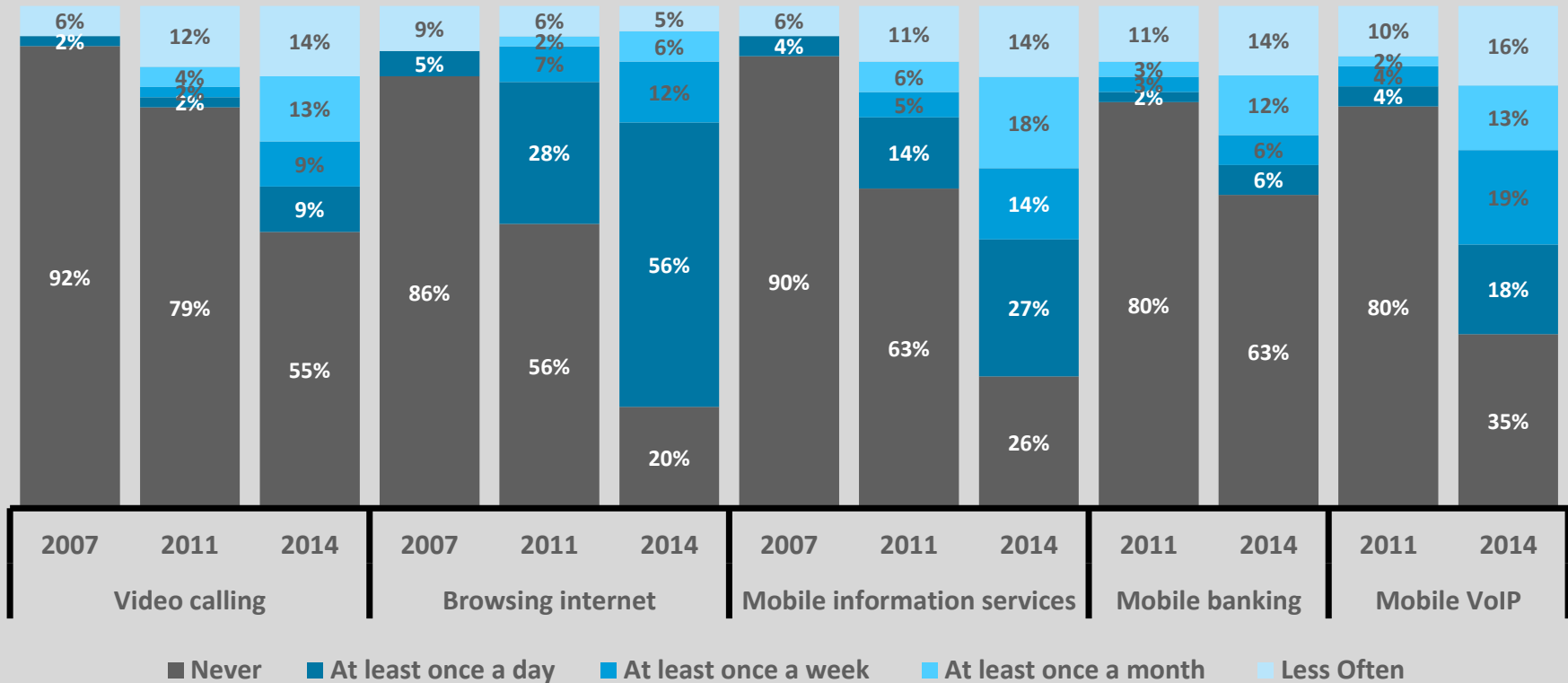


[Q38] Please describe the frequency in which you use the following mobile services

# FREQUENCY OF USING VAS (2/2)

- There has been a significant increase in frequency of browsing the internet and using mobile VOIP compared to 2011

Frequency of Using VAS



Base: All Respondents who have access to Mobile line (n=1202)

[Q38] Please describe the frequency in which you use the following mobile services

# WEEKLY SMS SENT

- Number of SMS sent in a week has dramatically reduced from 20 SMS in 2011 to only 4 SMS in 2014.

No of SMS Sent in a week	2007	2011	2014
Base (who have mobile connections)	813	1043	1202
1-5	29	30	58
6-10	31	21	28
11-15	9	3	3
16-20	11	7	3
More than 20	20	11	3
Average No of SMS in a week	15	20	4

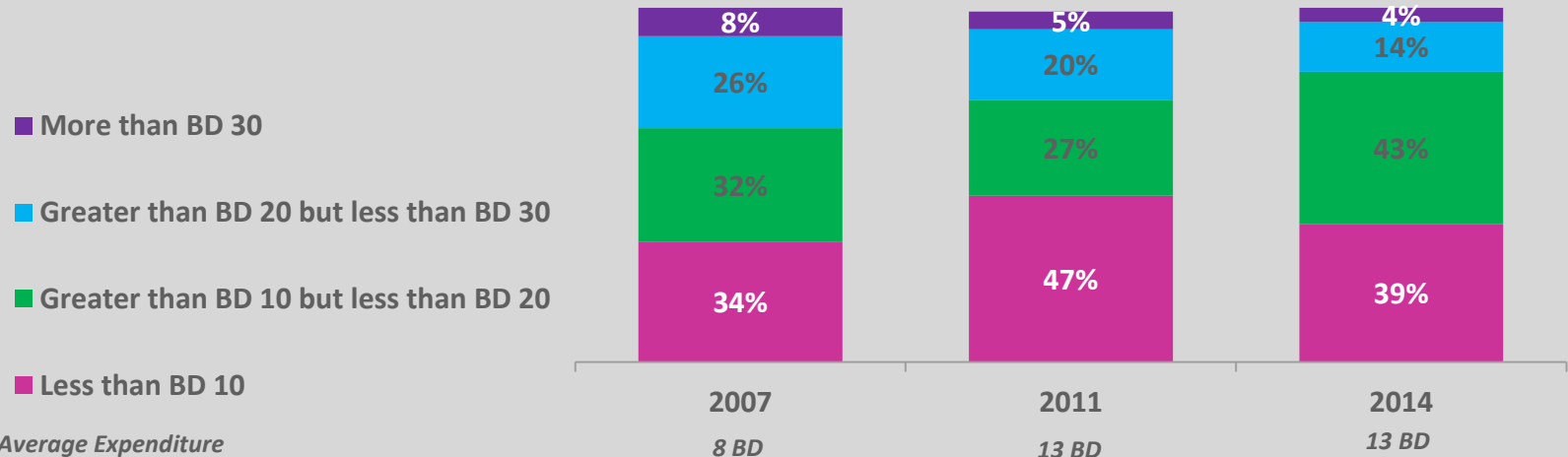
Base: All Respondents who have access to Mobile line (n=1202)

[Q39] Could you please tell me in a typical week how many SMS do you send

# MOBILE PHONE EXPENDITURE

- Most respondents (43%) spend within BD 10-20 on an average for monthly services
- Average monthly bill for Nationals and Expats is same at BD 13. Overall average spend also remains the same from 2011 (BD13)

Average spend on mobile phone services



	Nationals Year 2007	Nationals Year 2011	Nationals Year 2014	Expatriates Year 2007	Expatriates Year 2011	Expatriates Year 2014
Base	725	482	519	314	561	690
Average Monthly Bill (BD)	8.25	13	13	8	14	13

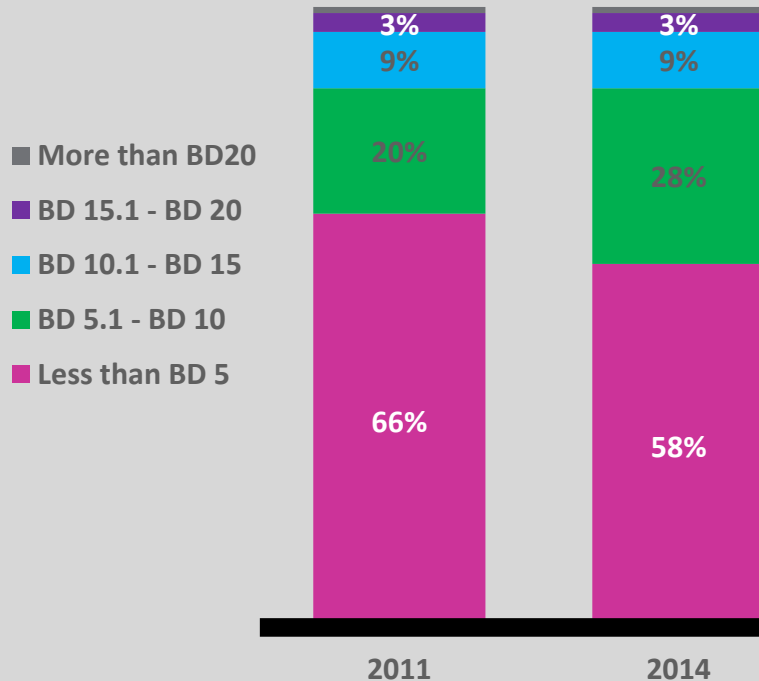
Base: All Respondents who have access to Mobile line (n=1202)

Q42 On average, how much do you spend on mobile phone service (including international calls) each month?

# SPENDING ON VAS & SHORT TERM PROMOTIONS

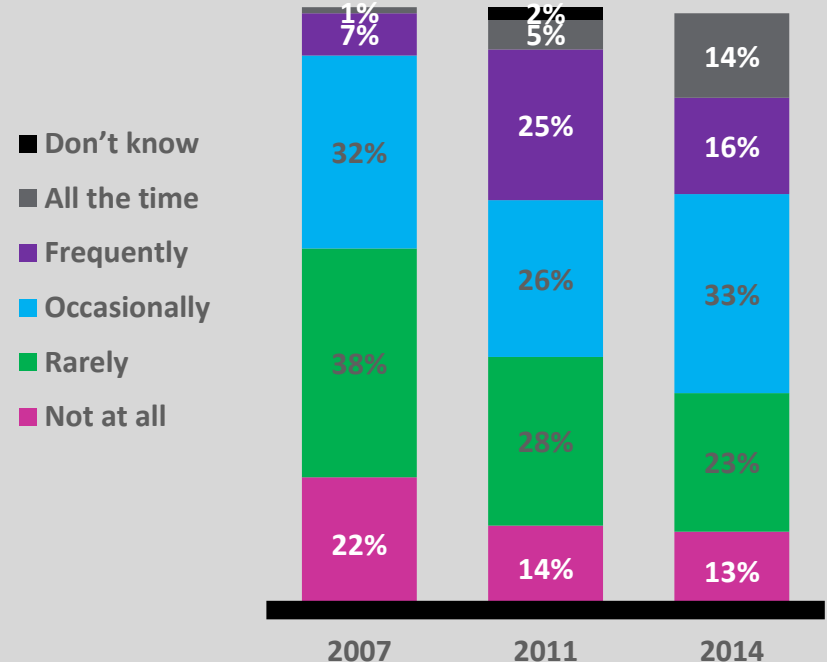
- 28% of respondents spend between BD5 to BD 10 per month on VAS, a slight increase compared with 2011.
- 33% of respondents occasionally modify their usage to take advantage of their operators' promotions.

## Spending on Additional VAS



Base: All Respondents who have access to Mobile line (n=1202)

## Modification of Usage To Take Advantage of Operator's Promotions



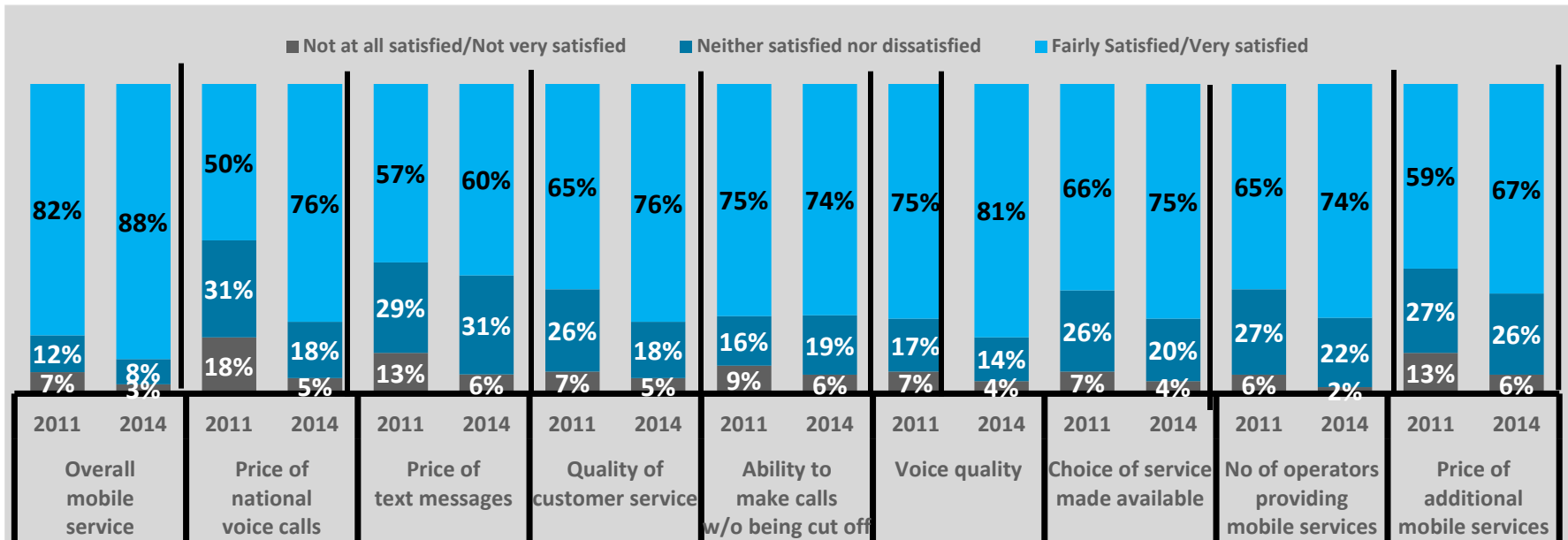
Base: All Respondents who have access to Mobile line (n=1202)

[Q44] Average spend on additional value added services per month

[Q45] Frequency of modifying usage to take advantage of promotions offers

# SATISFACTION WITH MOBILE SERVICES

- Overall satisfaction with mobile services has improved compared to 2011. The price of text messages has the lowest satisfaction (60%) in 2014
- Satisfaction towards price of national calls has gone up significantly from 50% (fairly/very satisfied) in 2011 to 76% in 2014.



## Suggestions for improvement

Reduce charges 64 % ; Improve the quality of mobile services 44% ; Improve the range of services available from mobile phone 33 % ;  
Improve the quality of customer service when there is problem with the service 29%

Base: All Respondents who have access to Mobile line (n=1202)

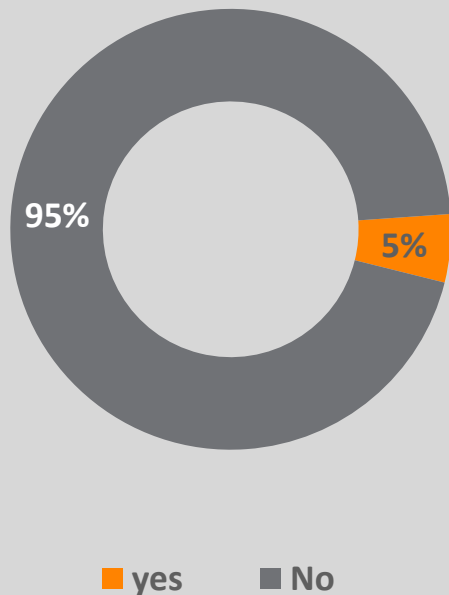
[Q49] Satisfaction towards mobile phone service



# COMPLAINTS MADE TO MOBILE SERVICE PROVIDER

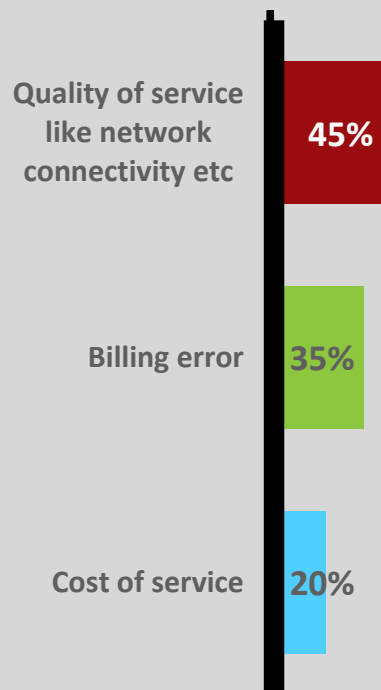
- Only 5% of respondents had made a complaint to their mobile service provider within the last 12 months, with “Quality of service” the main reason for filing a complaint (45%)
- Of those who made a complaint to their mobile service provider only 19% were not/not at all satisfied with the resolution of the complaint.

**Complaint Made to mobile Line Provider in Last 12 Months**



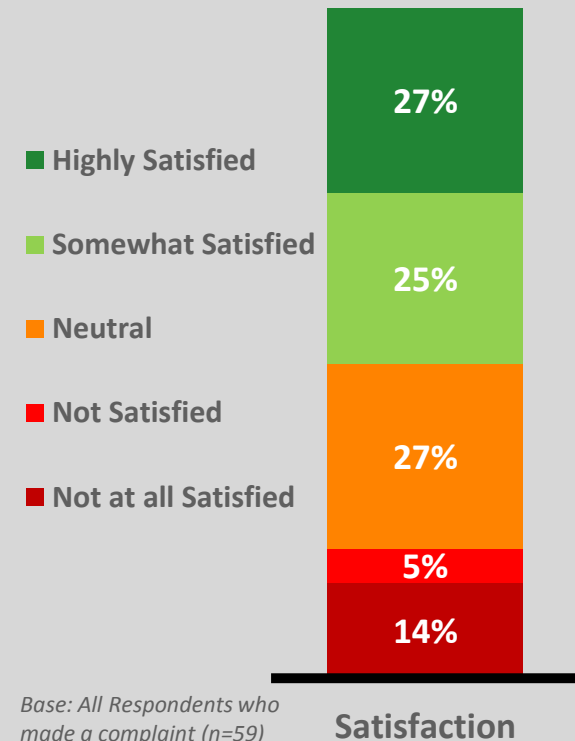
Base: All Respondents who have access to Mobile line (n=1202)

**Details On Complaints Made to Mobile Line Provider**



Base: All Respondents who made a complaint (n=59)

**Satisfaction With Resolving of Complaint**



Base: All Respondents who made a complaint (n=59)

**Satisfaction**

[Q46] Have you made a complaint about your mobile provider within last 12 month [Q47] Type of complaint made about mobile phone provider in last 12 months

[Q47] What was the complaint about? Was it regarding

[Q48] Was the complaint resolved satisfactory?



# SUMMARY: MOBILE PHONE SERVICES

- All respondents have access to mobile phones.
- More than 1/3<sup>rd</sup> respondents have 2 or more SIM cards and handsets.
- The primary reasons for having more than one active SIM card was to use various promotions offered by different service providers.
- There has been an increase in the proportion of post-paid connections, from 12% in 2011 to 27% in 2014. This is likely to be due to subsidised smartphone handsets.
- 51% of respondents who have a mobile phone use a VIVA connection. VIVA has the largest market share of mobile connection among younger people. Although, market is still primarily a prepaid, proportion of postpaid users has grown from 17% in 2011 to 25% in 2014
- An average of 32 weekly national calls are made from mobile phones.
- A significant increase has been seen in the use of VAS in 2014 with browsing internet, mobile information services, downloading games, ringtones, wallpapers, mobile banking, and mobile VoIP being the major activities driving the growth
- The majority of respondents spend less than BD20 per month on mobile phone services.

# SUMMARY: MOBILE PHONE SERVICES

- 58% of respondents spend less than BD5 per month on additional mobile value added services. Consumers appear to be becoming more price sensitive with respect to value added services.
- Significant rise in satisfaction with the price of national calls (76% in 2014, compared to 50% in 2011)
- The majority of respondents are satisfied with the overall mobile service. It has improved considerably since 2011 in most areas (i.e. price of national calls; quality of customer service; voice quality etc.).
- 5% of respondents who have access to mobile phones made complaints to their service providers in the last 12 months, mostly about quality of service.



# TELECOM SERVICES

Fixed Line

Mobile Phone Service

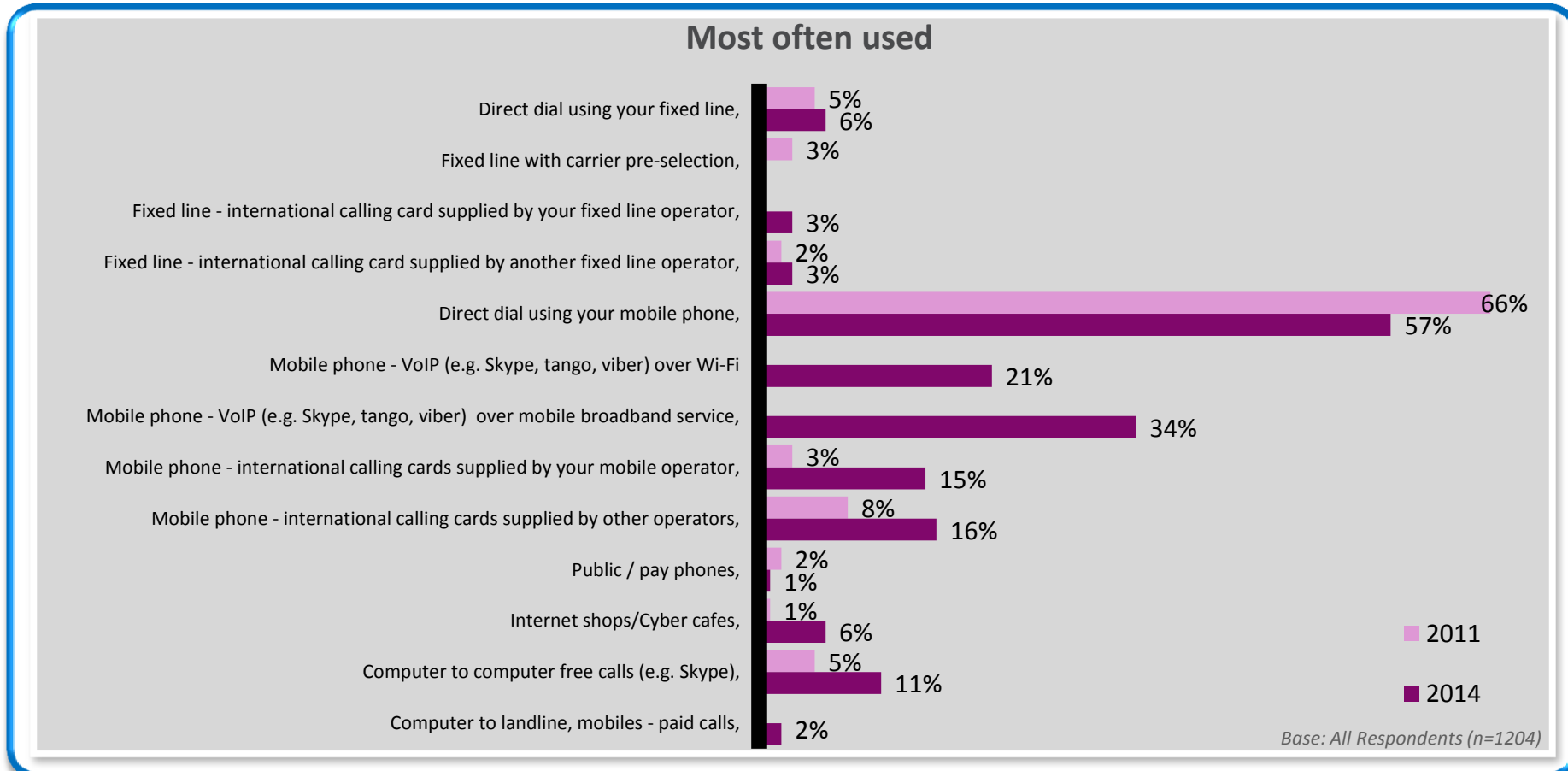
**International Calls**

Internet Service

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# OPTIONS USED TO MAKE INTERNATIONAL CALLS

- Although majority of respondents use their mobile phones (57%) to make international calls, it has dropped from 2011 (66%)
- 34% of respondents use VOIP over mobile broadband service to make international calls; 21% of respondents use VOIP over Wi-Fi to make international calls.



[Q51] Mode for making international calls

# OPTIONS USED TO MAKE INTERNATIONAL CALLS

- Average number of international calls made from landline has fallen from 18 calls in 2011 to 14 calls in 2014 whereas average number of international calls made from mobile phone has increased from 25 in 2011 to 39 in 2014

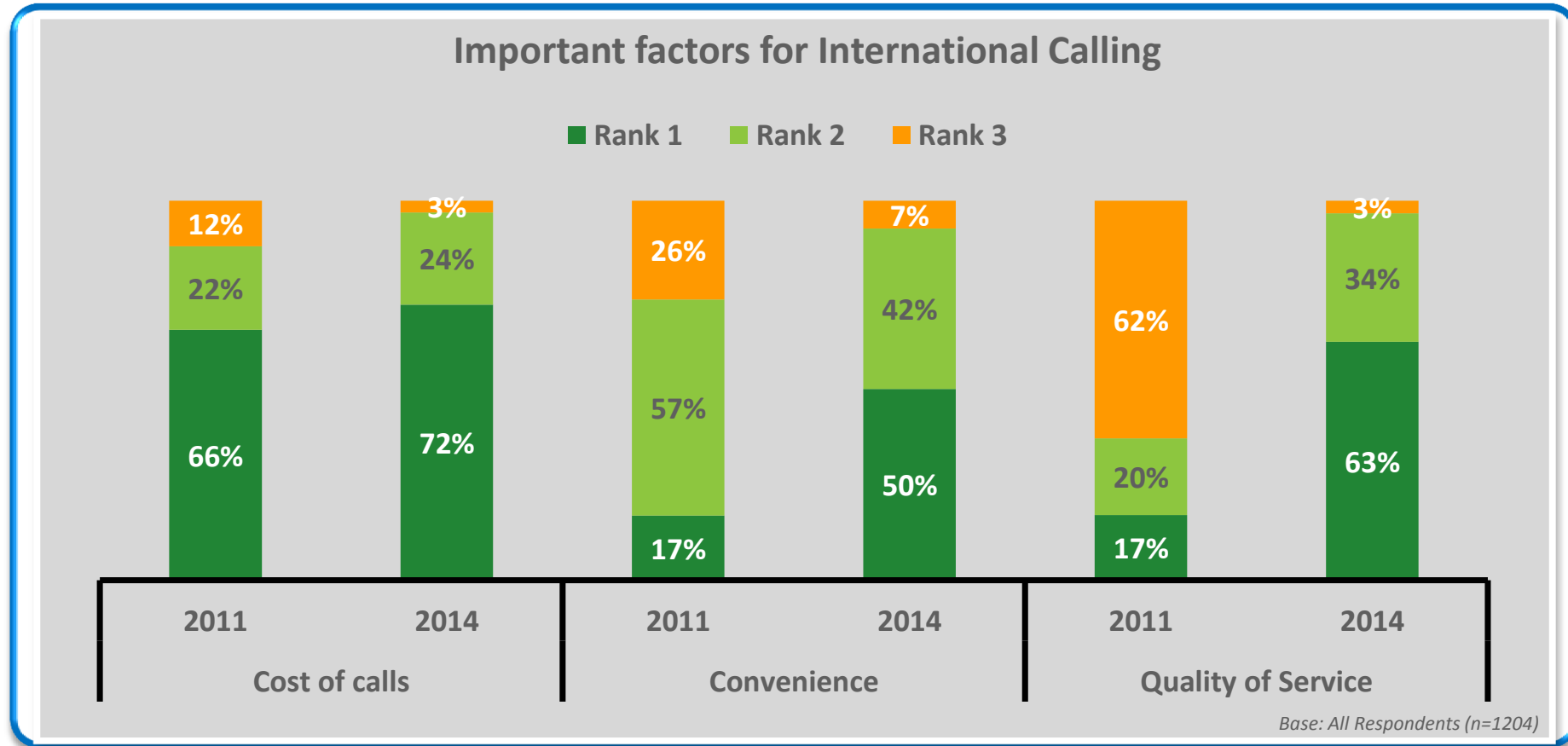
## Making International calls

International calls made per week amongst customers who make international calls...(Average)	2011	2014
<b>Fixed Line</b>	<b>18</b>	<b>14</b>
Fixed line with carrier pre-selection	5	2
Fixed line - international calling card supplied by your fixed line operator	4	5
Fixed line - international calling card supplied by another fixed line operator	4	6
Other –fixed lines	5	1
<b>Mobile Phone</b>	<b>25</b>	<b>39</b>
Mobile Phone - VoIP over Wi-Fi	6	8
Mobile Phone - VoIP over data bundle/GPRS – VoIP	4	7
Mobile Phone - International Calling Cards– supplied by your mobile operator	4	6
Mobile Phone - International Calling Cards–supplied by another operator	4	7
Other – Mobile Phone	7	11
<b>Other</b>		
Public / Pay Phones	9	6
Internet Shops / Cyber Cafes	7	7
Computer to computer free calls	8	6
Computer to landline, mobiles - paid calls	4	6

[Q51] Mode for making international calls

# IMPORTANT FACTORS FOR CHOOSING INTERNATIONAL CALLING MECHANISMS

- Cost of calls is still the most important factor for choosing between different international calling options.



[Q54] Factors important while deciding how to make an international call

# DESTINATIONS CALLED FROM DIFFERENT MEDIUMS

- Among the respondents India is the most popular destination for international calling across mediums

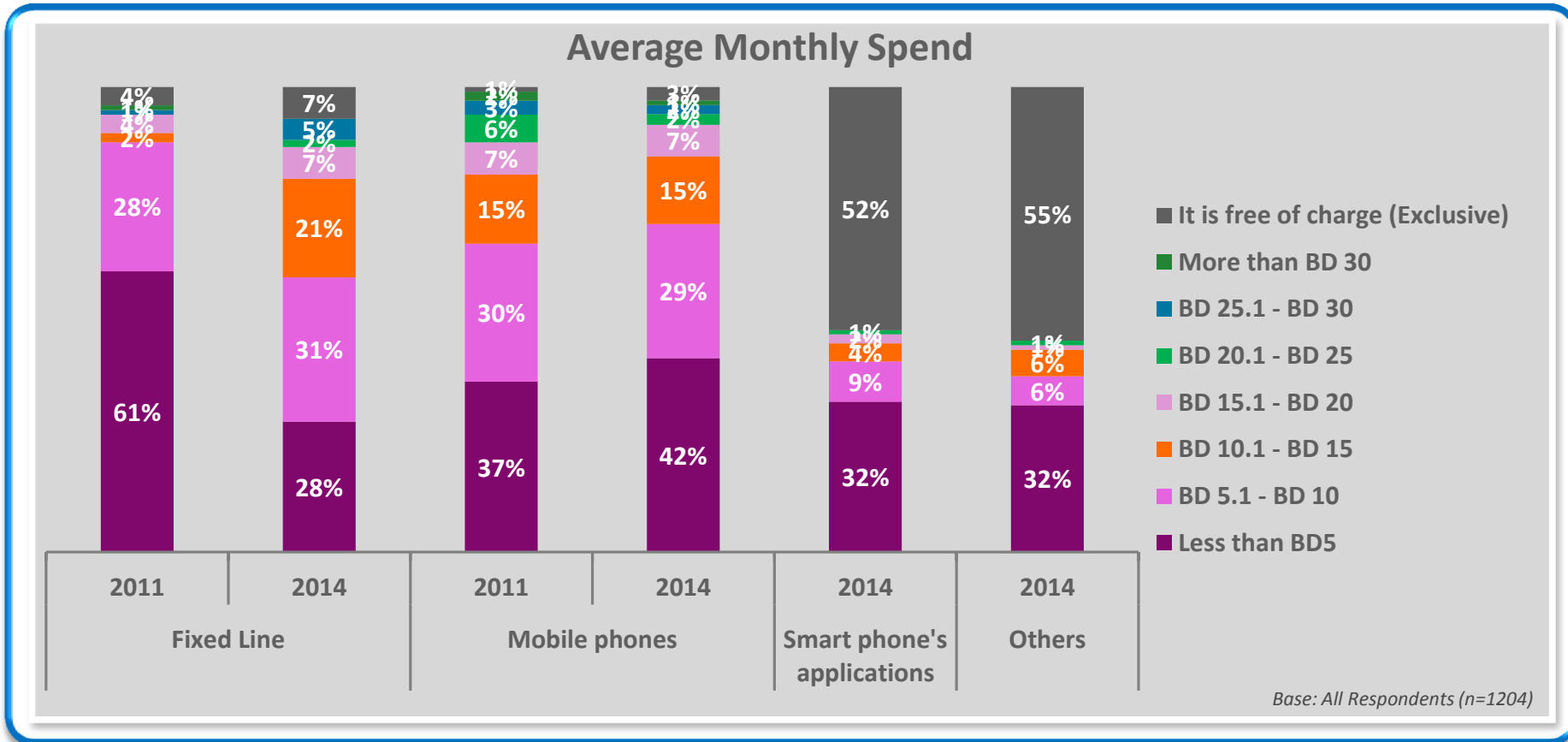
**Countries called by medium**

	Mobile		Smart phone Applications (i.e. Tango, Line, Viber and other)		Fixed Line		Public phone, internet, personal computer	
	2011	2014	2011	2014	2011	2014	2011	2014
<i>Base: All Respondents who make international calls regularly from...</i>	628	717	-	445	166	120	-	203
India	44%	52%	-	52%	39%	31%	-	37%
Philippines	8%	13%	-	16%	7%	3%	-	12%
Bangladesh	5%	13%	-	4%	1%	5%	-	27%
Saudi Arabia	24%	9%	-	13%	43%	17%	-	7%
UAE	12%	6%	-	14%	16%	24%	-	7%
Qatar	5%	4%	-	11%	8%	23%	-	3%
Oman	4%	5%	-	9%	6%	15%	-	9%
Pakistan	14%	5%	-	4%	7%	0%	-	8%

[Q53A/B/C/D] Countries called by medium

# AVERAGE MONTHLY SPEND

- Majority of respondents spend up to BD 10 per month on international calls from their fixed lines (66%).
- The average monthly spend on international calls using mobile phones (BD 12.42 per month) is lower than for fixed lines (BD 13.46 per month)



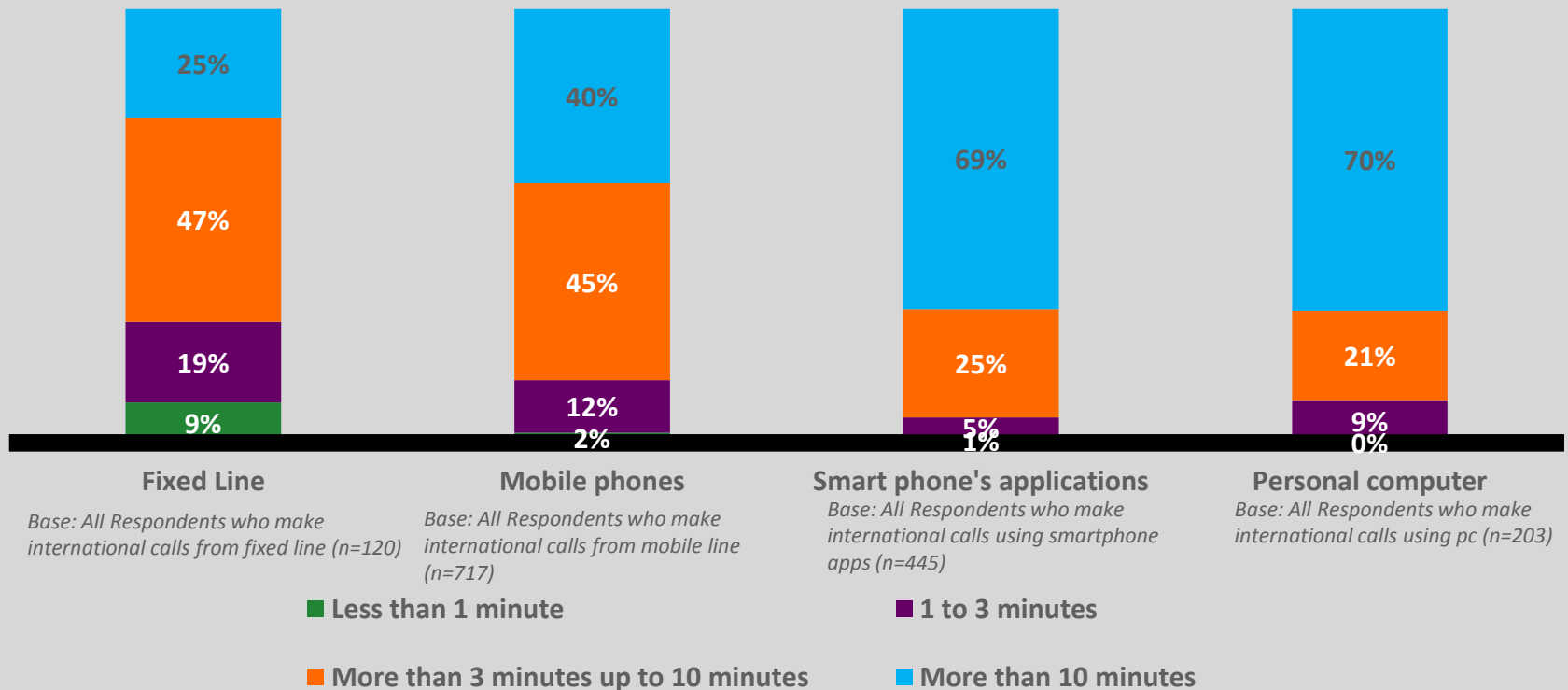
[Q57A/B/C/D] Approximate average spend on international calls by medium of call



# AVERAGE DURATION OF INTERNATIONAL CALLS

- Proportion of respondents spending more than 10 minutes on international calls is much higher when using Smartphone application (69%) /personal computer (70%)

Length of international calls



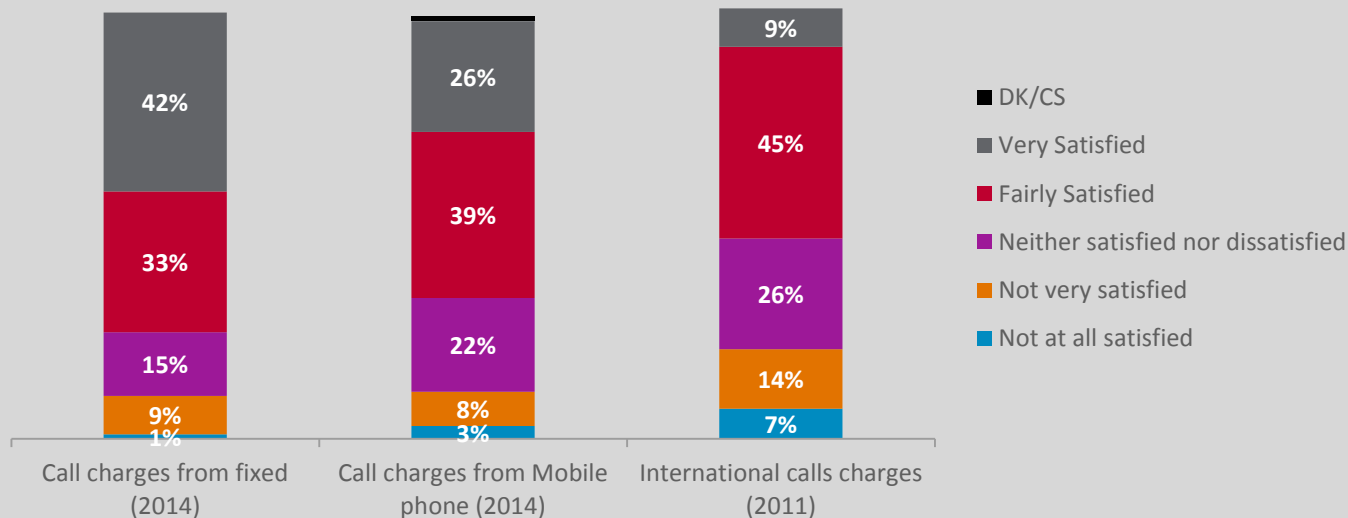
[Q55] Approximate average in minutes length of international calls by fixed telephone

[Q56] Approximate average in minutes length of international calls from mobile phone/Smartphone applications/Personal computer

# SATISFACTION WITH INTERNATIONAL CALLS

- The satisfaction with international calls charges whether the calls are from fixed line or mobile phone has significantly improved in 2014 compared with 2011 satisfaction.

Satisfaction with international calls charges



Base: All Respondents who have access to fixed line at home (n=292)

Base: All Respondents who have access to mobile phone (n=1204)

[Q28\_5] Satisfaction towards fixed line service - (R5) Price of international calls made from fixed line

[Q28\_5] Satisfaction towards mobile phone- (R5) Price of international calls made from mobile phone

# SUMMARY: INTERNATIONAL CALLS

- The use of mobile-originated direct dial to make international calls has decreased in 2014 (66% in 2011, 57% in 2014). People are moving towards usage of VOIP based services which is seen by 34% stating they used VOIP over mobile on mobile broadband in 2014 compared to 0% in 2011 (21% used VOIP over mobile via Wi – Fi against 0% in 2011)
- On average respondents make 39 international calls each week using mobile phones (up from 25 in 2011) and 13 international calls per week using fixed line (down from 18 in 2011).
- Cost of calls is the most important factor in choosing the means for making international calls.
- India is the top destination called from different mediums
- The majority of the respondents spend on average of less than BD 10 per month on international calls.
- Average duration of international calls is much higher when using smartphone applications/personal computer as compared to directly dialing from mobile phone or fixed line
- The majority of respondents have not switched between suppliers of international calls. The main reason for switching is special promotions followed by relative prices.
- The average monthly spend on international calls using mobile phones (BD 12.42 per month) is lower than for fixed lines (BD 13.46 per month)



# TELECOM SERVICES

Fixed Line

Mobile Phone Service

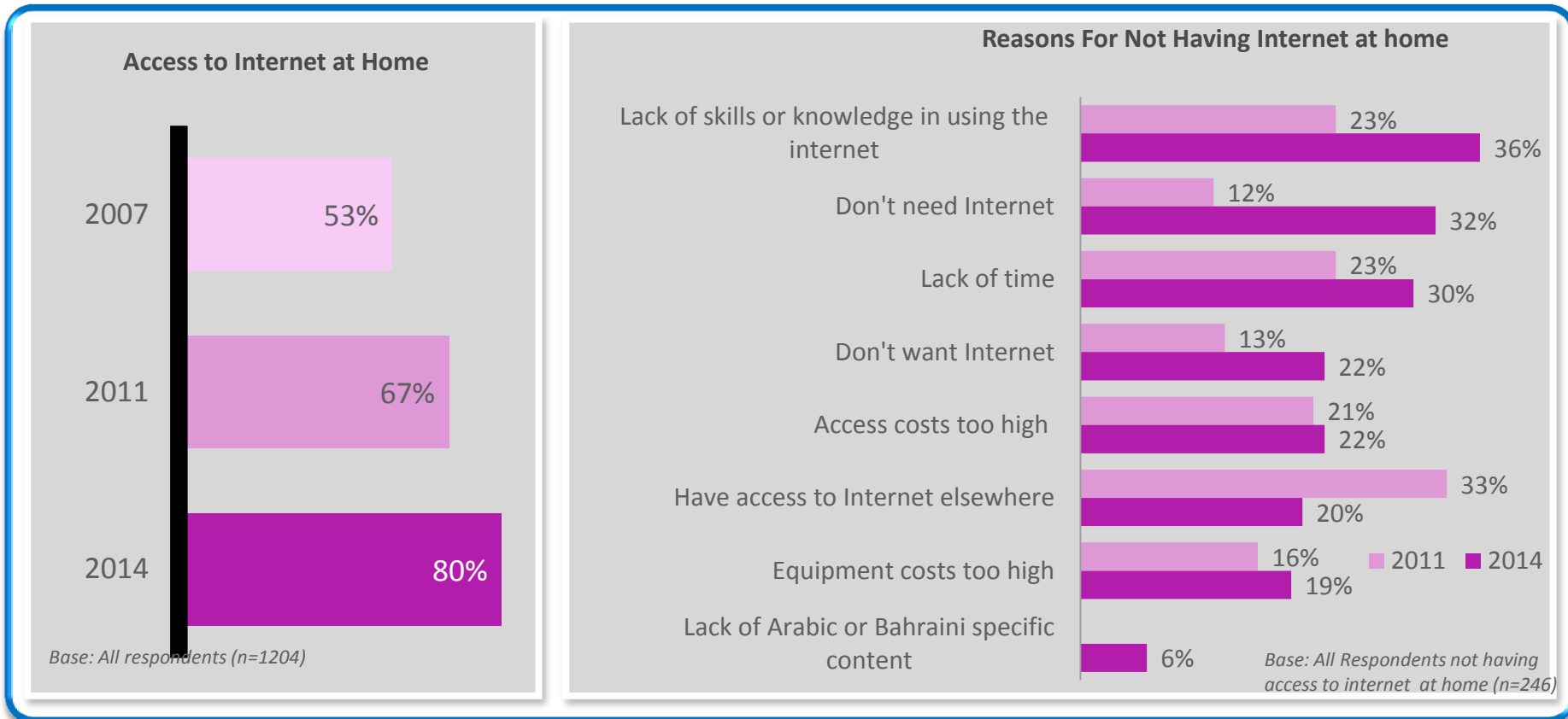
International Calls

**Internet Service**

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# ACCESS TO INTERNET

- Access to internet at home has grown substantially in 2014 (80%) compared to 2011 (67%) and 2007 (53%).
- Lack of skills using the internet (36%) and don't need internet (32%) are the main reasons for not having internet at home in 2014.



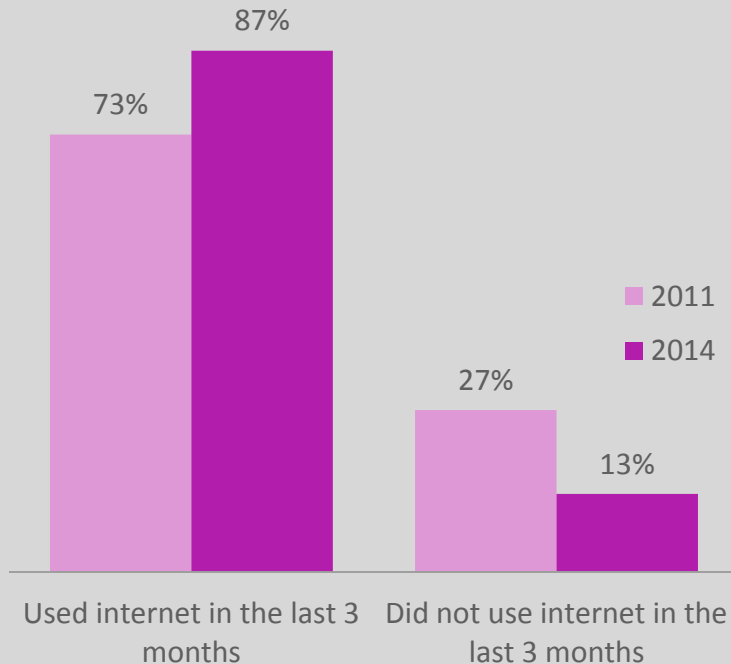
[Q13] Which of these items do you have in a usable state or working condition in house (regardless of whether they are regularly used)?

[q58] What are the reasons for not having access to the internet at home?

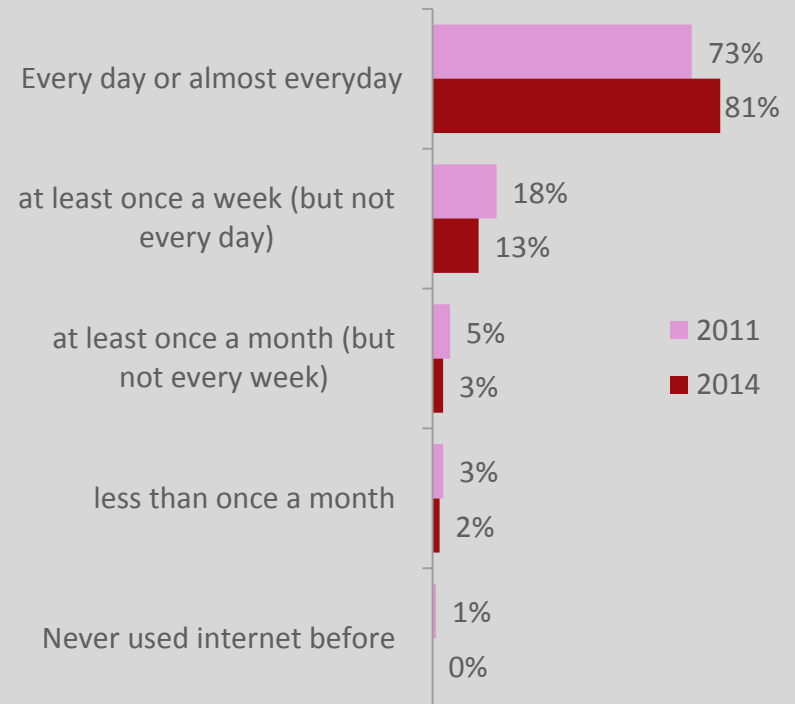
# INTERNET USAGE

- Internet usage within the last 3 months has increased, from 73% in 2011 to 87% in 2014.
- Frequency of usage has also increased, with the proportion of people using internet daily increasing from 73% in 2011 to 81% in 2014

Internet Usage in Last 3 Months



Base: All Respondents who used internet (n=1204)



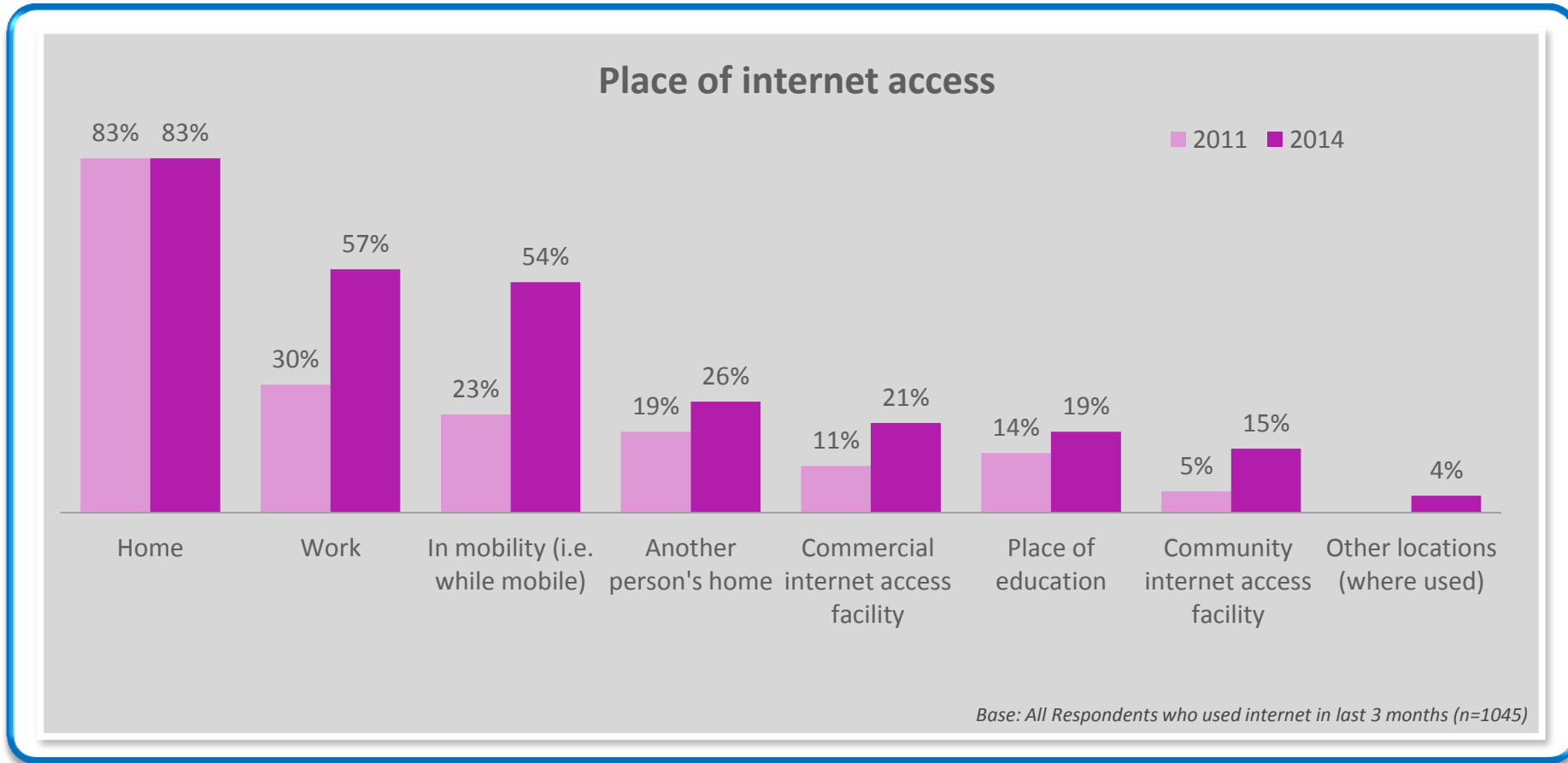
Base: All Respondents who used internet (n=1045)

[Q63] Have you used internet from any location in the last 3 months?

[Q65] Frequency of using internet in last 3 months

# INTERNET USAGE PLACES

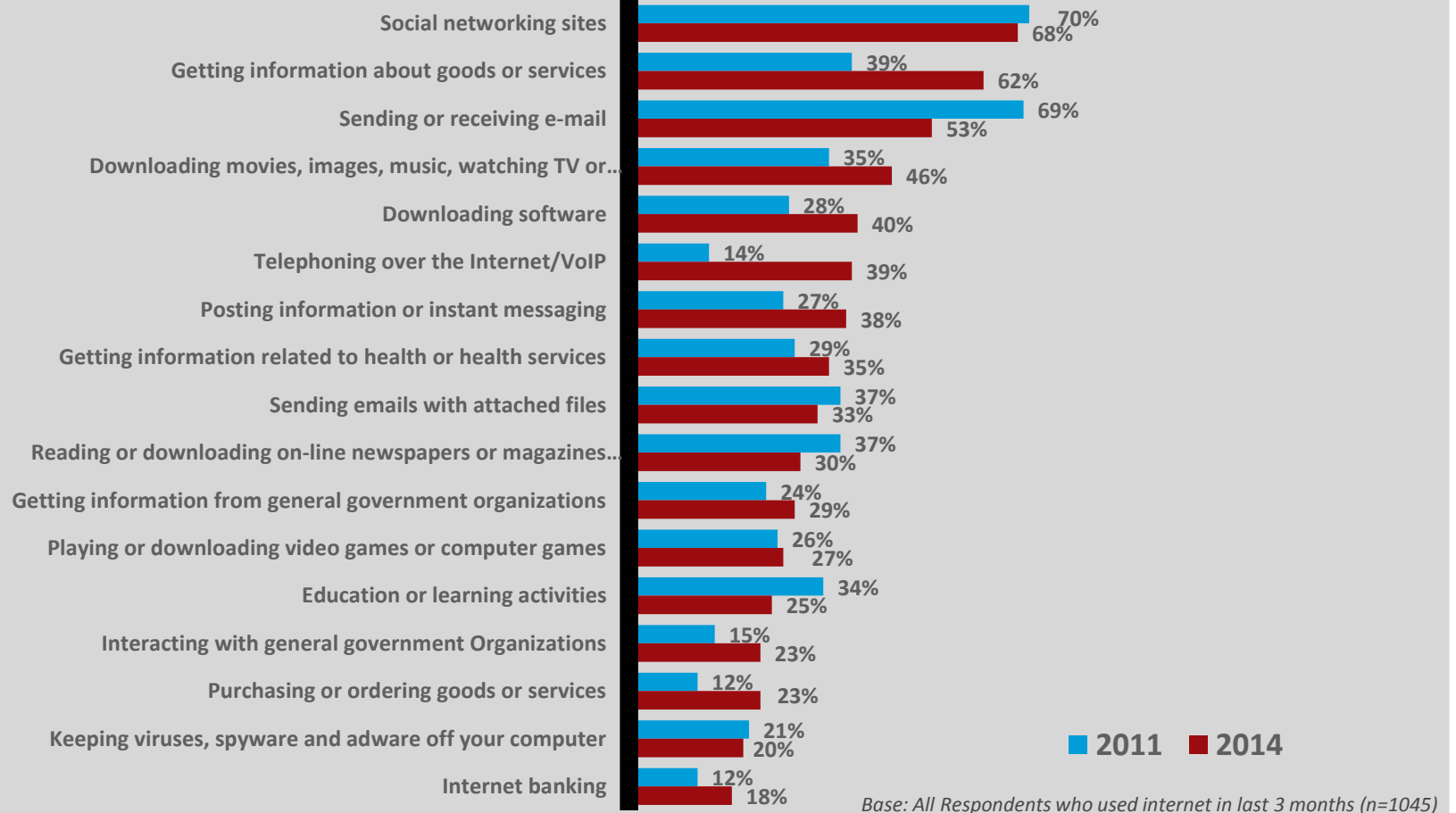
- Proportion of respondents using internet at work has grown substantially from 30% in 2011 to 57% in 2014.
- Respondents using internet while being mobile has also grown (from 23% in 2011 to 54% in 2014)



[Q64] Venue of usage of internet in last 3 months

# INTERNET RELATED ACTIVITIES

- Overall, proportion of respondents doing internet related activities has grown compared to 2011. Especially VOIP (39%), purchasing or ordering goods/services (23%)

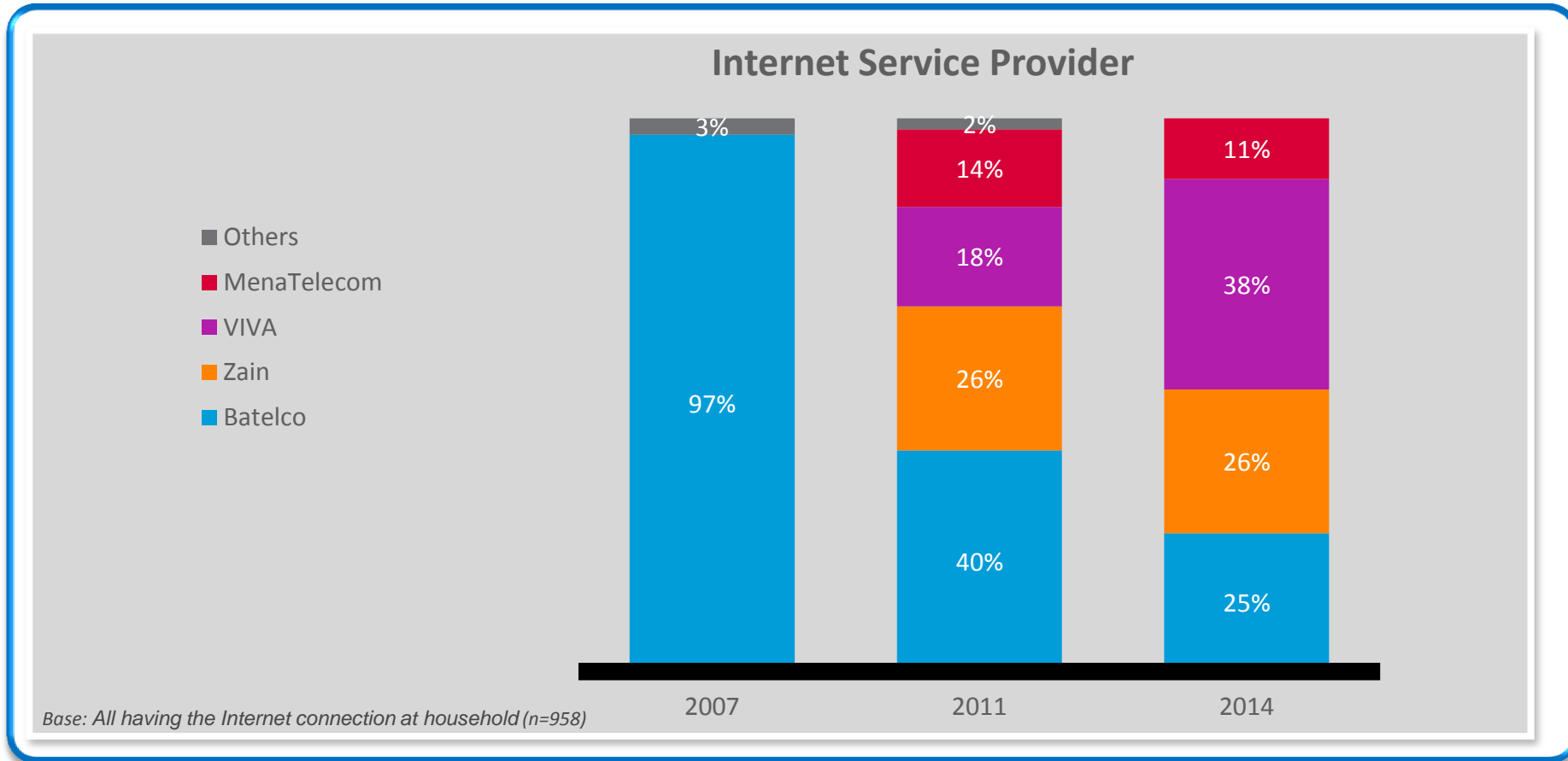


[Q66] For which of the following activities did you use the internet for private purposes (from any location) in the last three months?



# INTERNET SERVICE PROVIDER

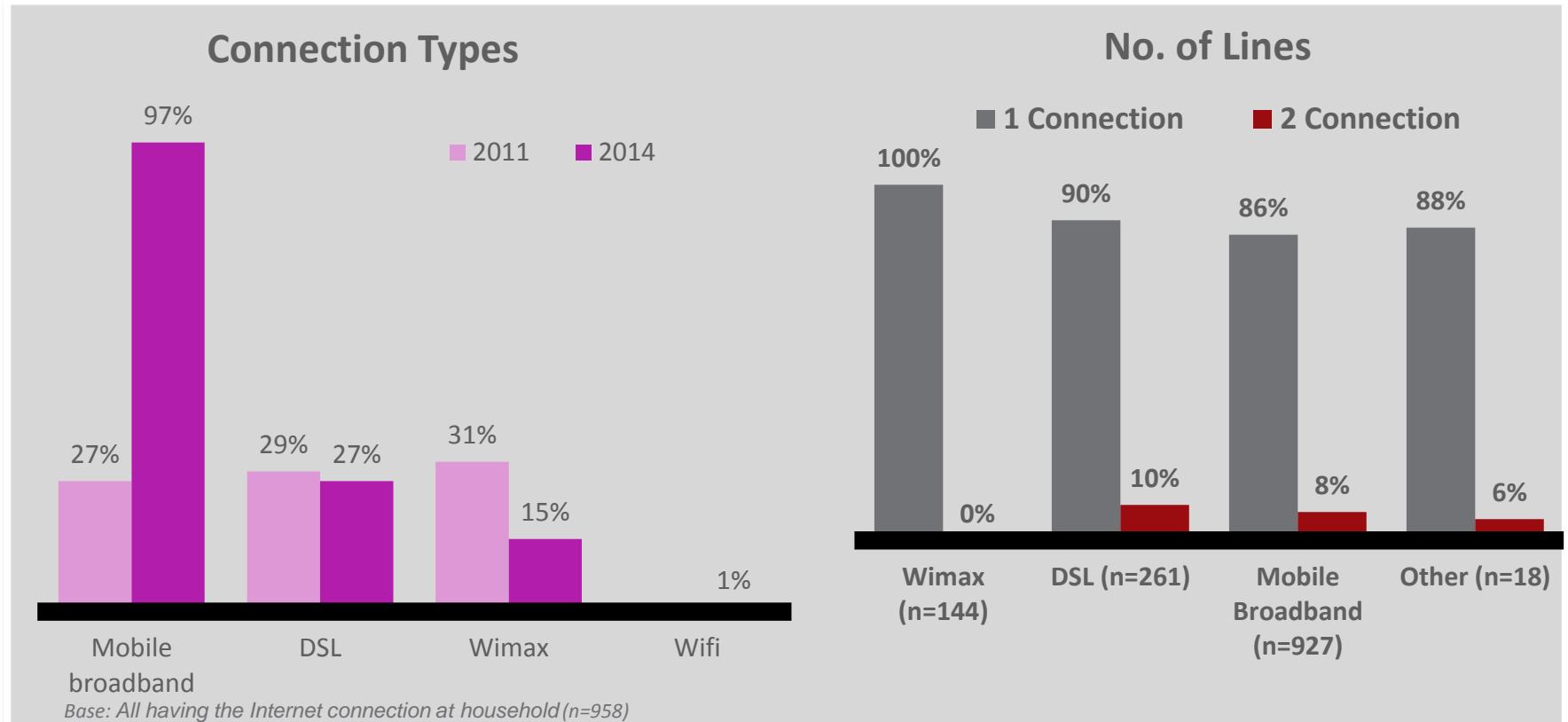
- Market share of Viva among residential customers has grown significantly in 2014 (38%) compared to 2011 (18%)



[Q61] Who is your main (i.e. not using a mobile phone) Internet provider at home?

# INTERNET CONNECTION TYPES

- Mobile broadband is by far the most common form of accessing the internet in 2014, used by 97% of respondents with internet access at home (up from 27% in 2011).
- 8% of respondents who use mobile broadband and 10% using DSL have 2 connections

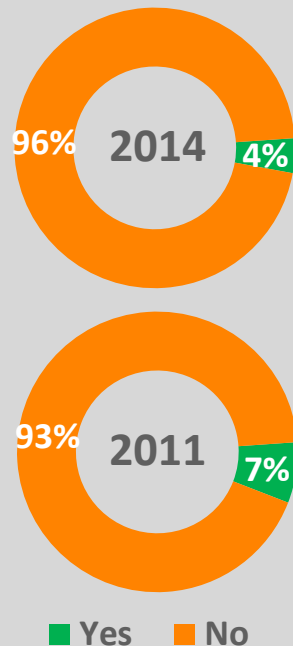


[Q59a] What are all the types of internet access you or your family members used? Please let me know all the methods used to access internet at home  
[Q59b] How many of these connections do you have at home?

# SWITCHING TO MOBILE BROADBAND

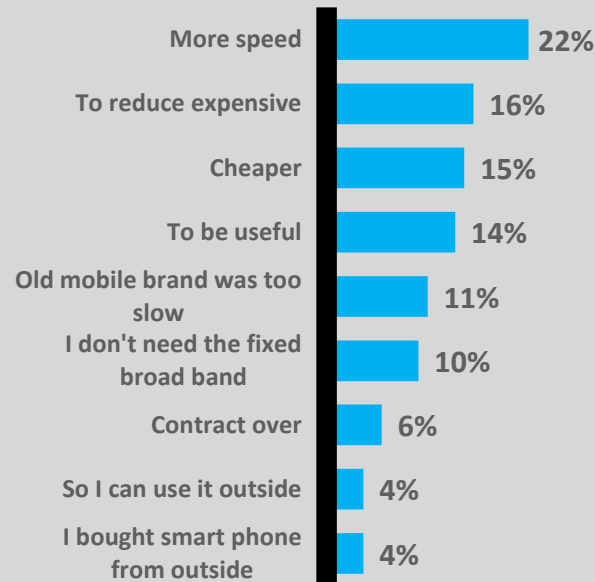
- Only 4% of respondents have replaced their fixed broadband service with mobile broadband service. For those who have, the main reason for replacing is more speed (22%) and reduce expenses (16%)
- However, 52% of residential fixed broadband respondents would consider switching to mobile broadband if their current monthly expenses for internet were to increase by 10% (similar to the 54% who would switch in 2011)

Ever replaced Fixed broadband with mobile broadband service



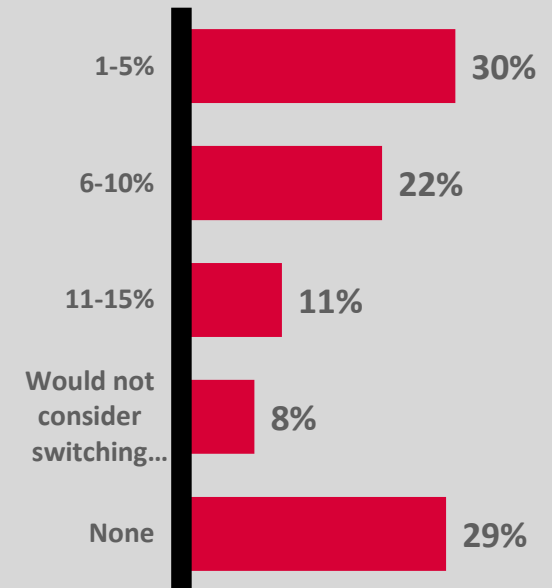
Base: All having the Internet access 2014 (n= 958)

Reasons for replacing fixed broadband service with mobile broadband service



Base: Those who replace fixed broadband service with mobile broadband service (n= 35)

Consider switching if internet expenses rose by certain extent



Base: All having the Internet access (n= 958)

[Q76] Have you ever replaced your fixed broadband service with a mobile broadband service?

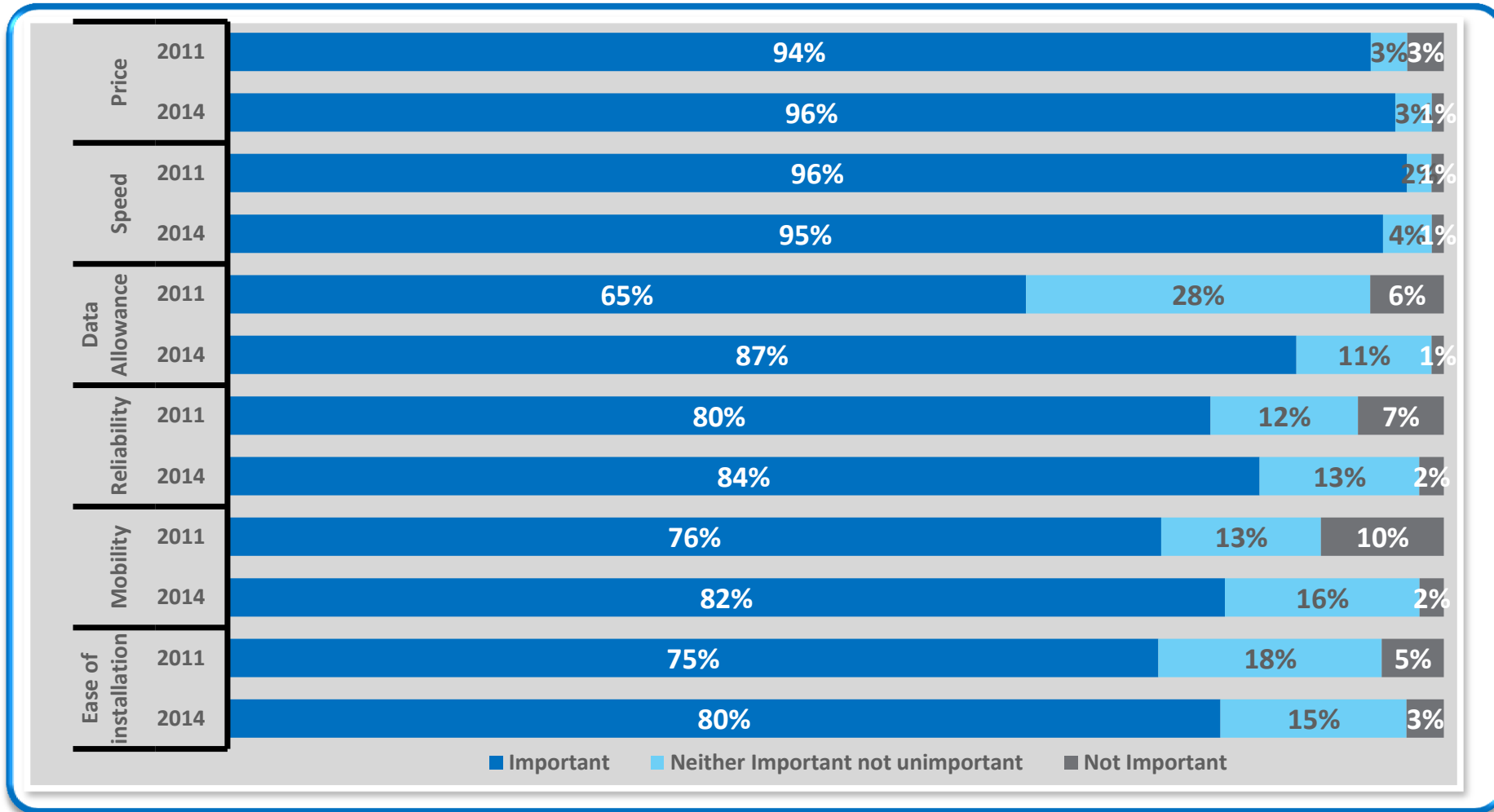
[Q77] What were some of the reasons why you replaced fixed broadband service with mobile broadband service?

[Q82] If your current fixed internet monthly expense increased by the following percentages, would you consider switching to a mobile broadband service

\* Low Base

# FACTORS IMPORTANT FOR PURCHASING INTERNET SERVICE

- Price (96%) and Speed (95%) are the most important factors when purchasing an internet service



[Q62] What factors are most important to you when purchasing an internet service?

# INTERNET SPEEDS

- Significant rise in the number of internet connections of 6 Mbps and above, at 31% in 2014 compared to 4% in 2011. However, there has been an increase in the proportion of respondents unaware of their internet connection speed (from 16% in 2011 to 29% in 2014)

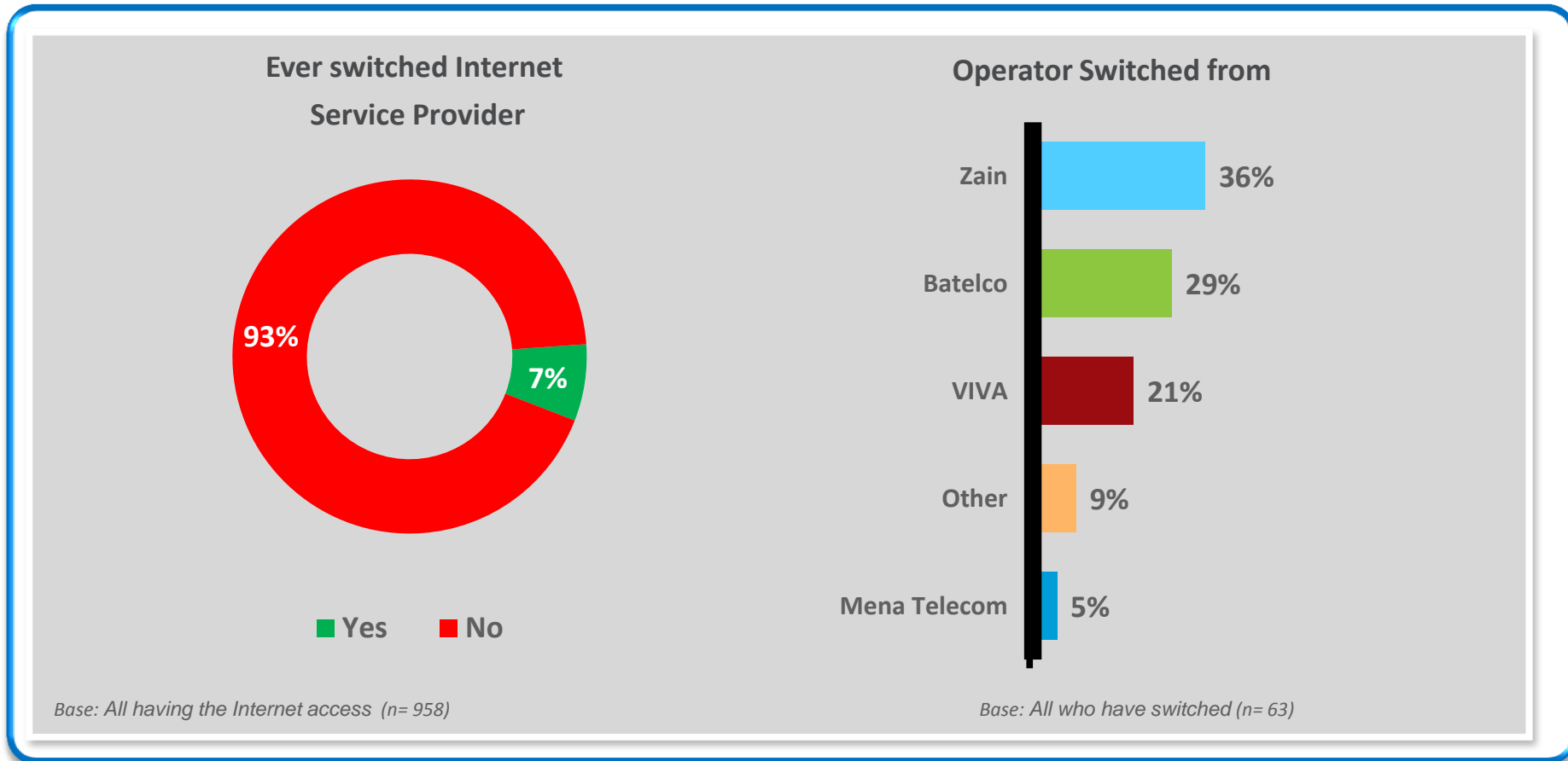
	2007	2011	2014
All respondents who access to internet	374	686	958
1 Mbps or less	89%	19%	16%
2Mbps to 5 Mbps	2%	61%	23%
6 Mbps to 10 Mbps	-	4%	18%
More than 10Mbps	-	-	13%
Don't know	3%	16%	29%
No Response	6%		

Base: All having the Internet access (n= 958)

[Q60] What is the advertised speed/s of the below type of internet connection you subscribe to at home?

# SWITCHING INTERNET SERVICE PROVIDERS

- 7% of respondents have switched their service provider. Majority movement has been from Zain (36%) and Batelco (29%)

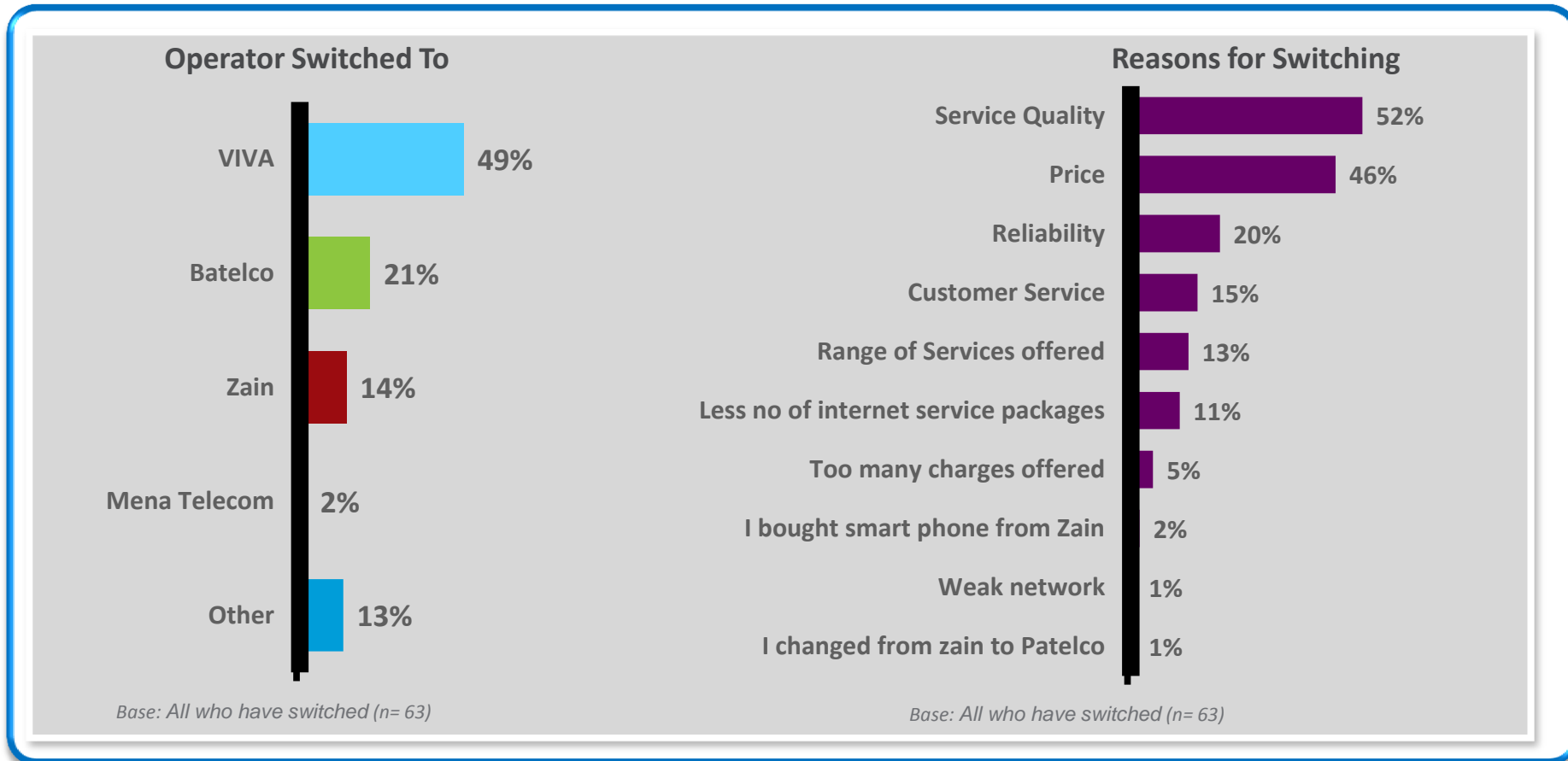


[Q72] Switched between internet service provider

[Q73] Old internet service provider

# SWITCHING INTERNET SERVICE PROVIDERS

- Majority movement has been to Viva (49%)
- Service Quality (52%) and Price (46%) were the main reasons for respondents to switch operators

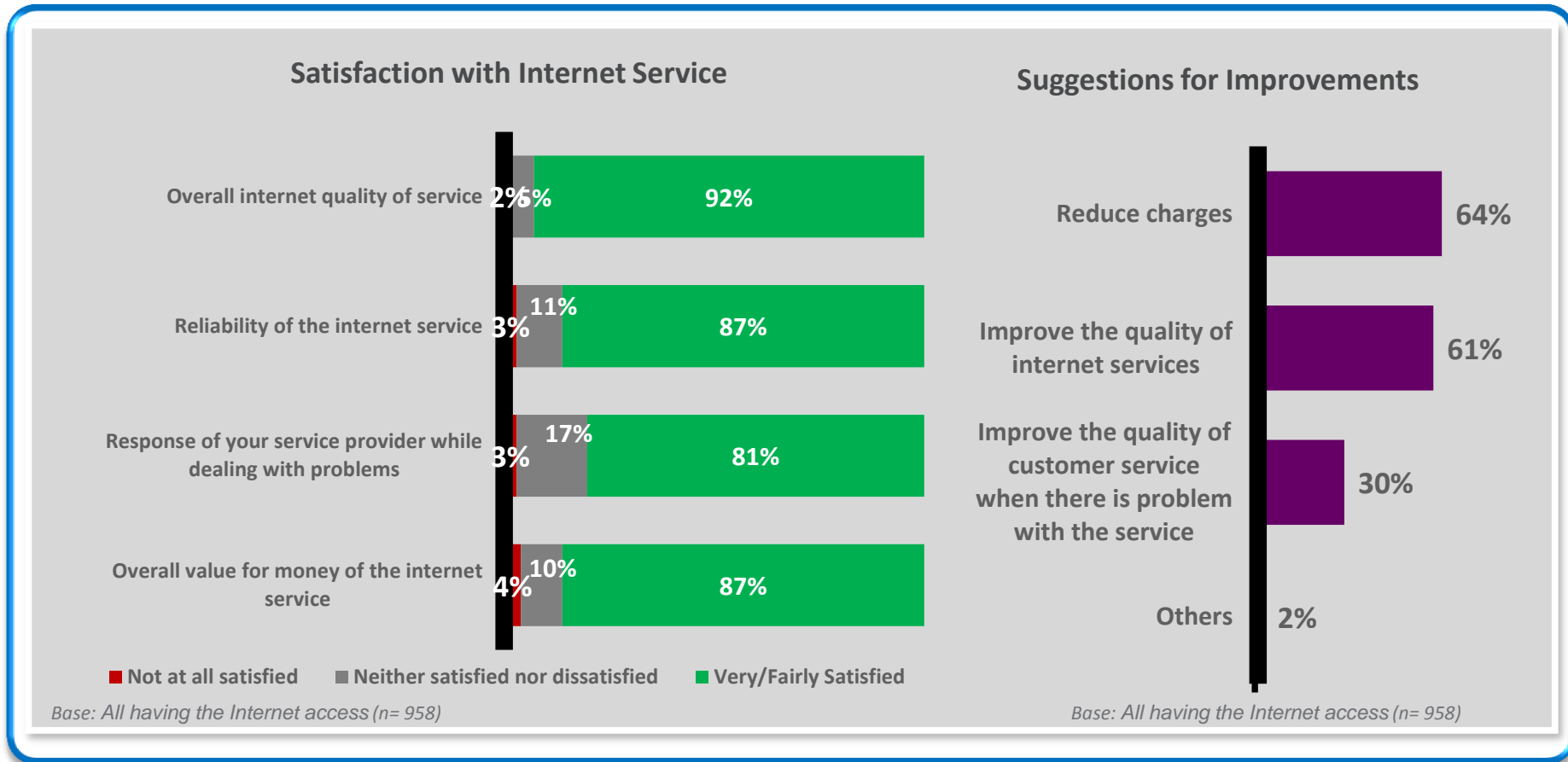


[Q74] Service provider switched to

[Q75] Reason for switching internet service provider

# SATISFACTION WITH INTERNET SERVICE & SUGGESTIONS FOR IMPROVEMENT

- Overall satisfaction towards internet service is high
- Main suggestion for improvement is reduction in charges (64%) and quality of internet services (61%)



[Q87] Satisfaction towards internet service provider

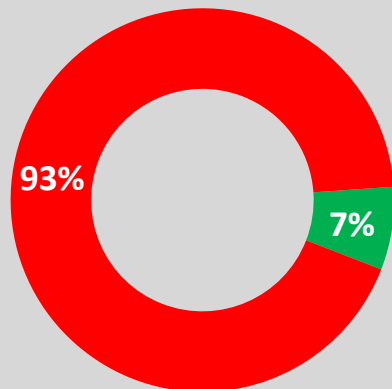
[Q88] Suggestions to improve internet service provider



# COMPLAINTS RESOLUTION

- 7% of internet users made a complaint to their service provider in the last 12 months with line faults (47%) being the primary reason followed by quality of service (32%)
- 42% of the respondents were not happy with the resolution provided for the complaint

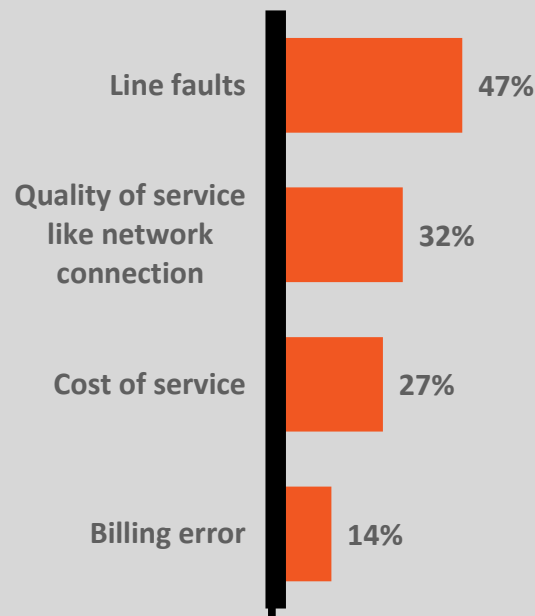
Complaint Made to Internet Service Provider in Last 12 Months



■ Yes ■ No

Base: All having the Internet access (n= 958)

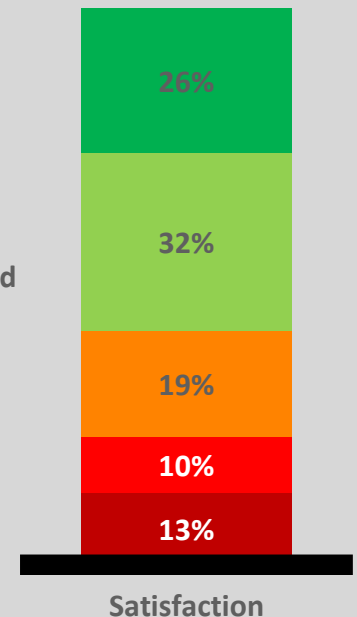
Nature of Complaints Registered



Base: All having internet access & made complaints (n= 67)

Satisfaction With Resolving of Complaint

■ Not at all Satisfied  
■ Not satisfied  
■ Neither/nor  
■ somewhat satisfied  
■ Highly Satisfied  
■ DK/CS



Base: All having internet access & made complaints (n= 67)

[Q84] Complaint about internet service provider in last 12 months

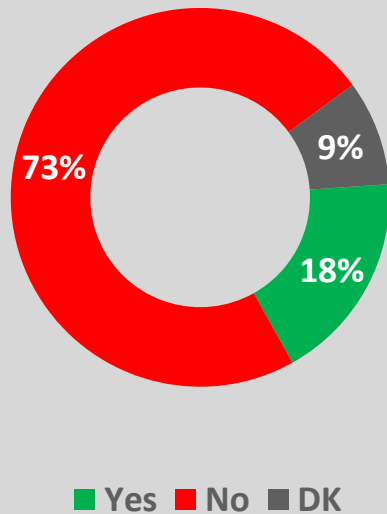
[Q85] Type of complaint made about internet service provider in last 12 months

[Q86] Satisfaction towards complaint resolution

# EXCEEDING DOWNLOAD LIMIT

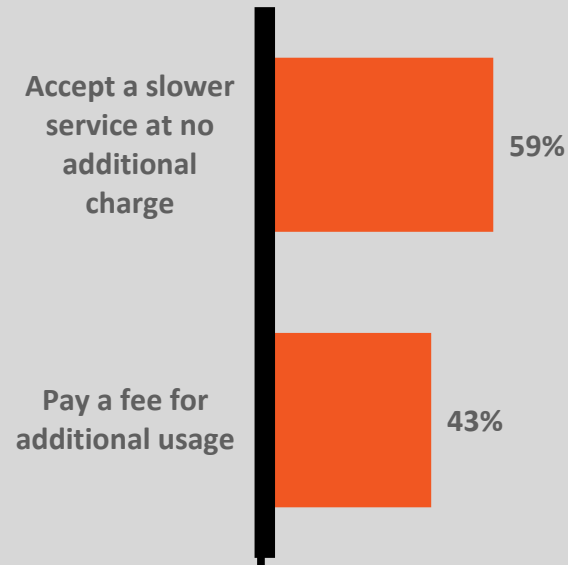
- 18% exceed their monthly download limit while 9% of internet users don't know whether they exceed their monthly limit
- 59% of internet users who exceed monthly download limit accept a slower service at no additional charge whereas 43% pay a fee for additional usage

Monthly Download Exceed Limit



Base: All having the Internet access (n=958)

Behavior after Exceeded Limit



Base: All who exceed their monthly downloaded limit (n=172)

[Q80] For the internet package, have you ever exceeded your monthly downloaded limit

[Q81] Behavior after exceeded monthly download limit

[Q78] Average monthly spend on internet service

# SUMMARY: INTERNET SERVICE

- The proportion of respondents who have access to the internet at home has significantly increased since 2011, from 67% to 80% of respondents.
- The proportion of respondents who used the internet within the last 3 months has also increased since 2011, from 73% to 87%. The majority of respondents who used the internet in the last three months use it on a daily basis.
- Visiting social networking websites and sending & receiving emails were the primary activities carried out by respondents who used the internet in the last 3 months.
- Batelco was the main internet provider both in 2007 and 2011, but Viva has emerged as the main provider to the residential segment in 2014. 31% are using internet connection over 6Mbps compared to 4% in 2011
- Mobile Broadband followed by DSL is the most commonly used connection type, with mobile broadband growing strongly since 2011
- A significant proportion of respondents would consider switching to mobile broadband if their current fixed broadband price increased by 10%.
- Price followed by speed are the most important factors for purchasing internet service. The importance of the data allowance has increased since 2011.
- The average speed of internet connection has increased, with 31% of respondents with internet access having a connection speed of at least 6Mbps in 2014 (up from 4% in 2011).
- 93% of respondents have not switched their internet service provider within the last 12 months. For those who have switched, the main reasons for switching were service quality followed by price
- 92% of respondents were satisfied with their overall internet service, while the most common suggested improvement relates to reducing prices.
- The majority of respondents have not made any complaint to their internet service provider within the last 12 months (93%). For those that had, the main complaint was a fault with the connection (47%).
- About 1 in 5 internet users exceed their monthly download limit and half those who exceed pay an additional for further



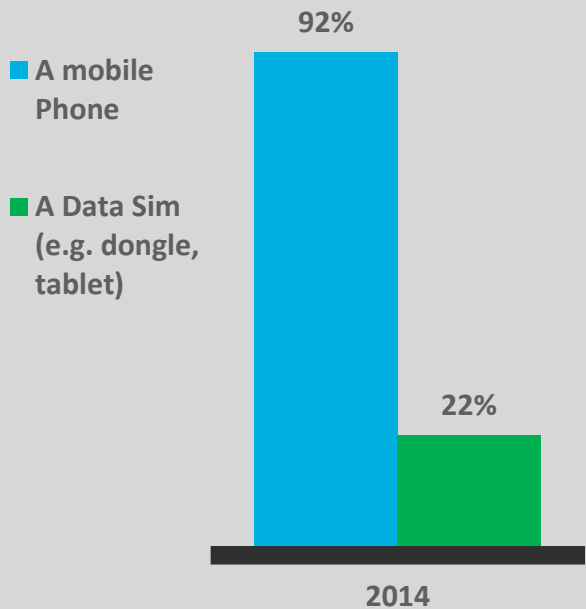
# MOBILE INTERNET SERVICE

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# MOBILE INTERNET ACCESS

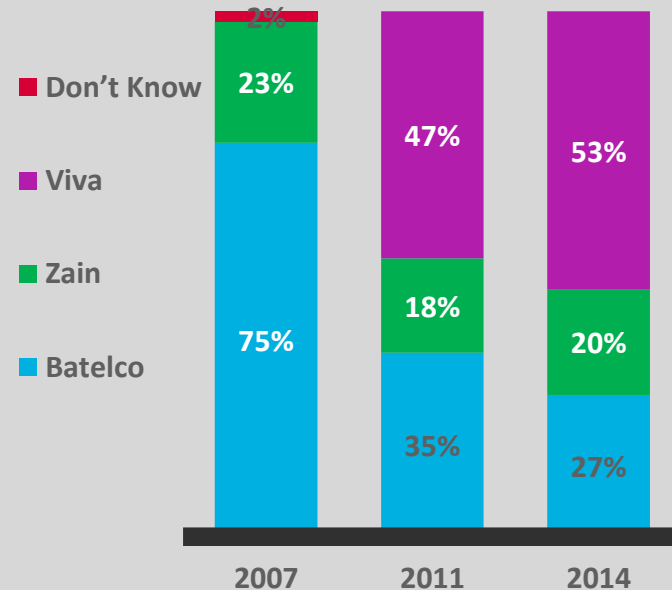
- 92% of internet users have accessed the internet using mobile phone whereas 22% have accessed using a data SIM (dongle/tablet etc.)
- Viva has the largest market share among the provider of mobile internet at 53%

Ever Accessed Internet Via



Base: All having mobile access (n=958)

Provider of Mobile Internet



Base: All using mobile internet (n=927)

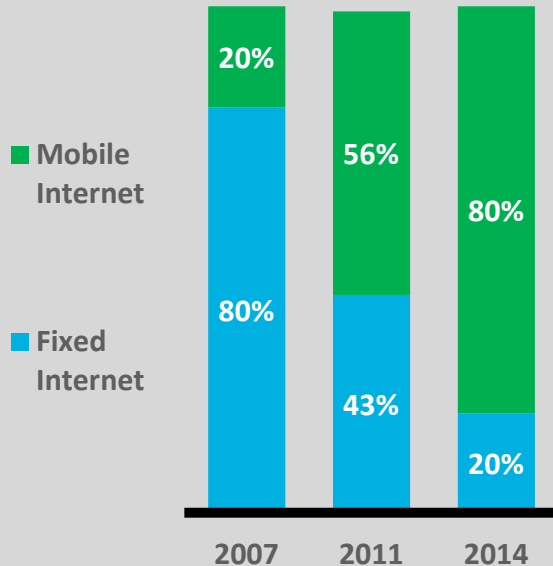
[Q68] Internet Access using mobile/data SIM

[Q69] Service provider for mobile internet

# MOBILE INTERNET USAGE

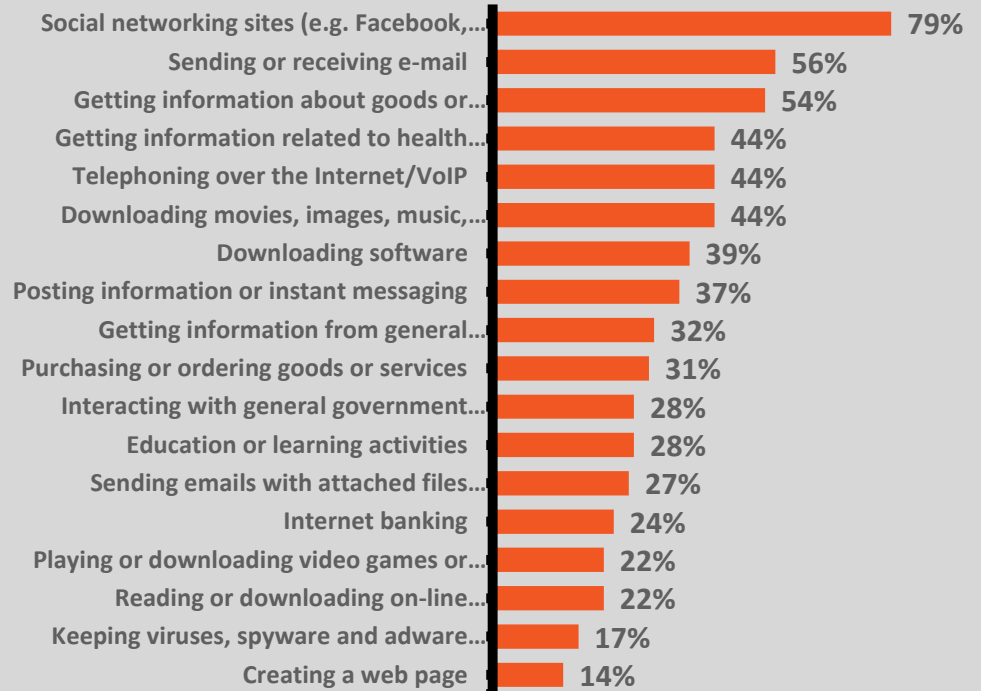
- The proportion of time spent online using mobile broadband increased to 80% in 2014, up from 56% in 2011
- Social networking (79%) is the most popular activity on the internet using mobile broadband

## Internet Usage



Base: All having internet at home and used mobile internet (958)

## Activities on internet using mobile broadband



Base: All having internet at home and used mobile internet (958)

[Q71] Percentage of time spent online using mobile internet/fixed internet - SUMMARY

[Q70] Activities on internet using mobile broadband

# SUMMARY: MOBILE INTERNET SERVICE

- Mobile internet is becoming increasingly popular.
- Mobile internet services are mainly used at home, with social networking sites followed by emails the main reasons for using mobile internet services.
- In 2014 mobile internet access was used more than fixed internet (where both forms of internet access were available at home).



هيئة تنظيم الاتصالات  
Telecommunications Regulatory Authority  
Kingdom of Bahrain - مملكة البحرين

# TRA AWARENESS

Awareness & Knowledge Of TRA Services

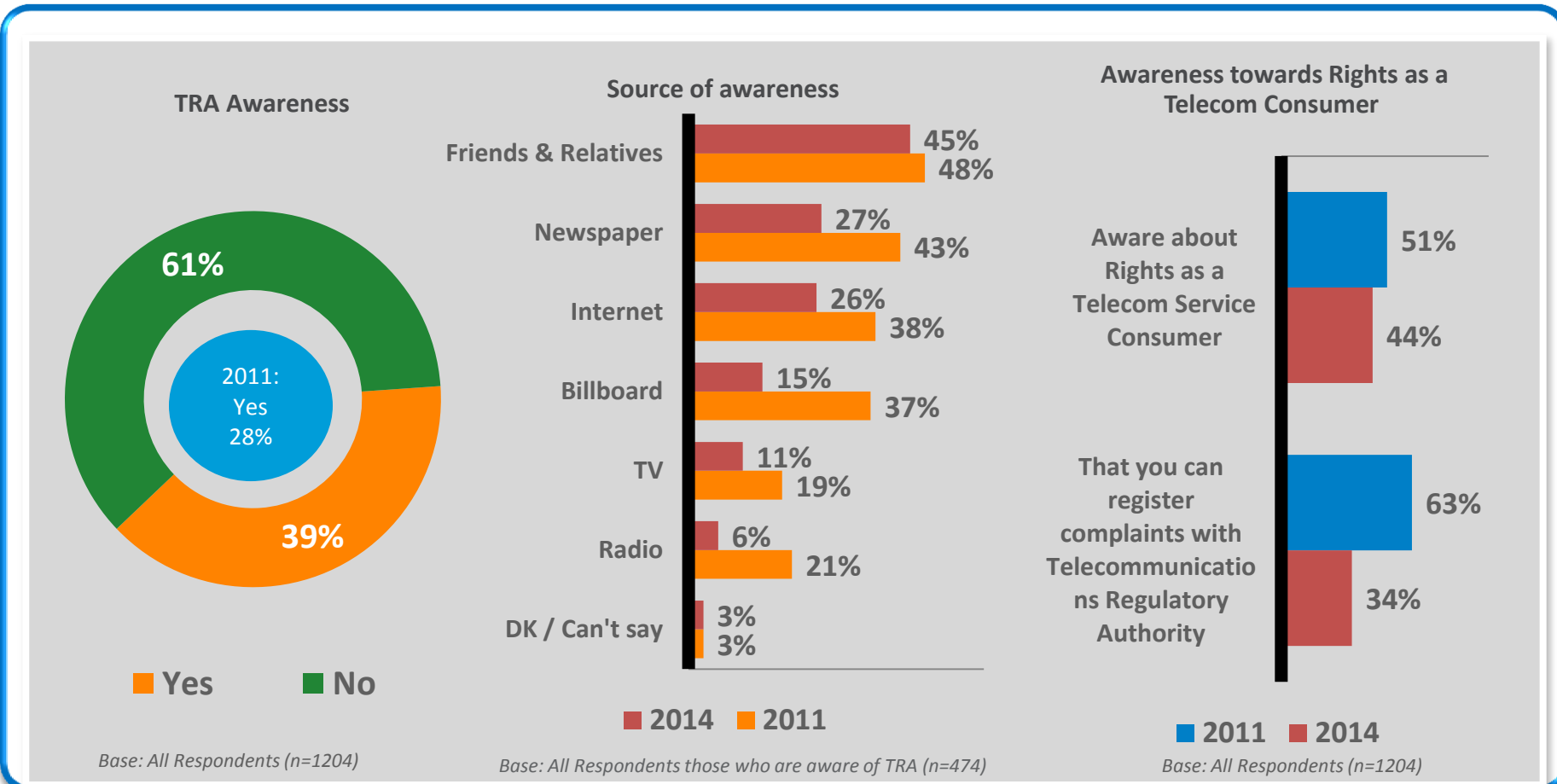


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# TRA – AWARENESS

- 39% of respondents have heard of TRA, this is a slight improvement compared with 2011 when only 28% of respondents had heard of TRA.
- Friends/relatives (45%), newspaper (27%) are still the main sources of TRA awareness.
- However, the awareness towards rights as a telecom consumers has decreased in 2014.



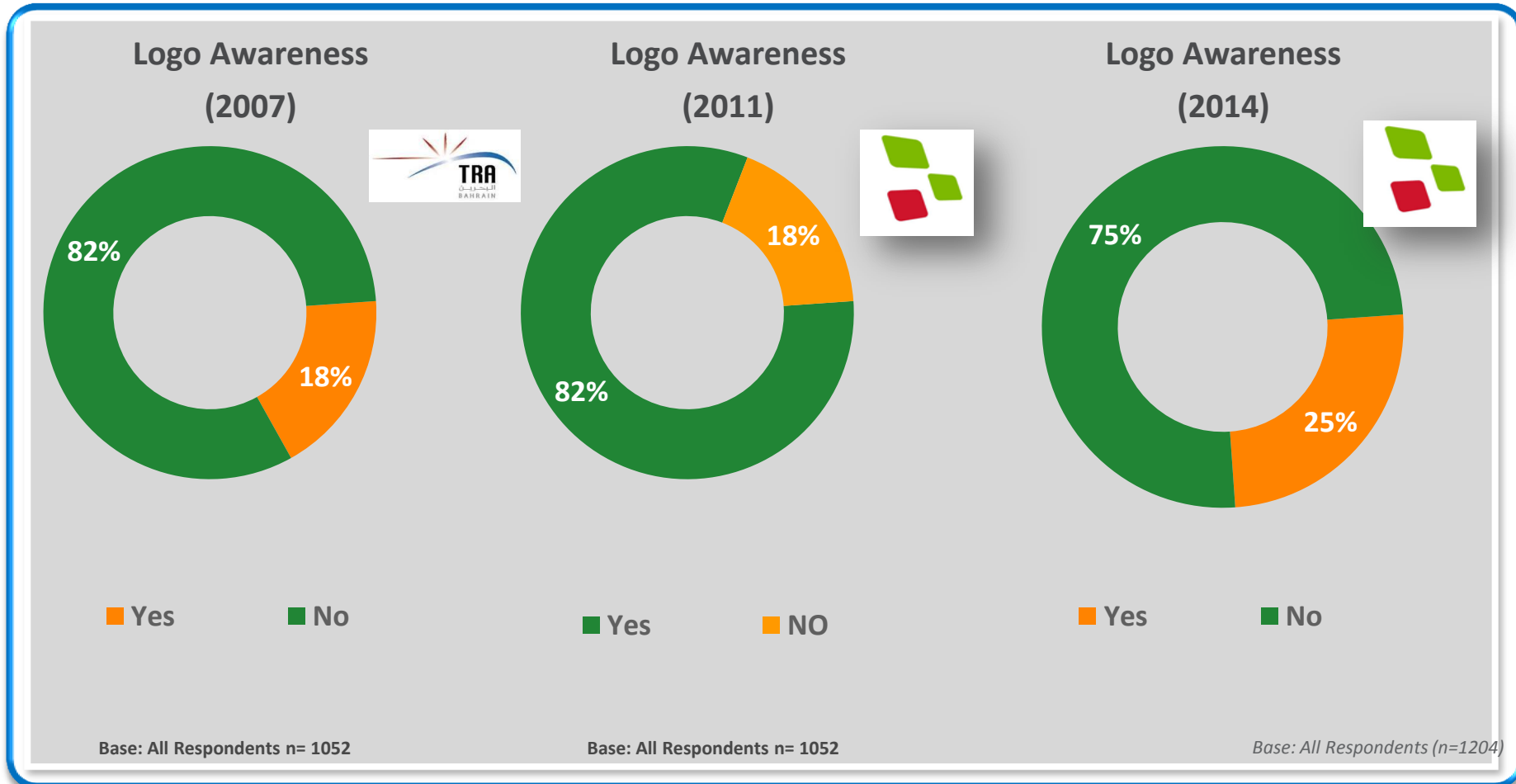
[Q89] Heard about TRA in Bahrain

[Q91] Source of awareness about TRA

[Q92] How tell us whether you are aware of

# TRA LOGO AWARENESS

- In line with the improvement in TRA awareness, the proportion of respondents who recall seeing TRA's logo has increased too in 2014 to 25%.



[Q90] Please see this card and tell me whether you recall seeing this logo?

# ROLE OF TRA

include only those  
who are aware of  
TRA! Done

- Respondents perceive controlling telecom companies and managing/organizing telecom in Bahrain is the main role of TRA Bahrain

## Customer say on the role of TRA – 2007

Telecommunication regulations	23%
Regulation & coordination between telecommunication companies	21%
Making rules for telecom companies	12%
To guide the consumer/ Take care of consumer	10%
To settlement between telecommunication & customers	5%
Control for telecommunication companies	4%
Something related to telecommunication	2%
Manages Batelco communication	2%

## Customer say on the role of TRA – 2011

Manage the telecom services	48%
Take decision of telecom services	24%
Reduce the cost of telecom services	22%
Authorization of telecom services	10%
Number portability service	9%
Provide good customer service	5%

## Customer say on the role of TRA – 2014

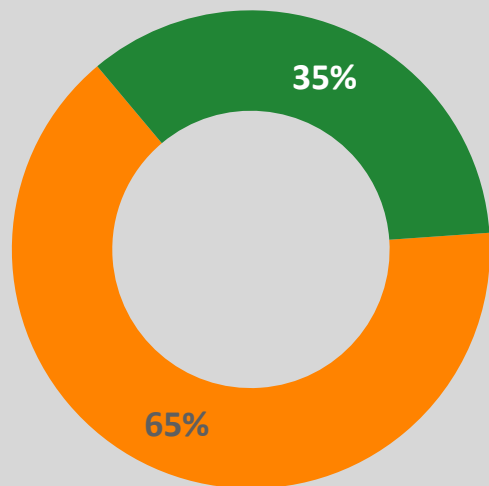
Controlling of telecom companies	24%
Managing /organizing of telecommunication in Bahrain	22%
A place to give your complaints	12%
Improving telecommunication	10%
To protect the right of telecommunication customers	8%

Base: All Respondents those who are aware of TRA (n=474)

# UNDERSTANDING OF TERMS AND CONDITIONS AND STATEMENTS

- 65% stated that they read the terms and conditions while purchasing telecom services whereas 75% mentioned that it was easy to understand their bill statement

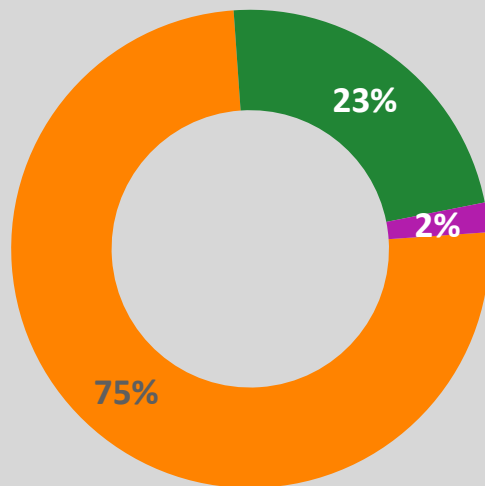
**Read the Terms & Conditions while purchasing telecom services**



■ Yes ■ No

Base: All Respondents who have access to Mobile internet (n=1204)

**Ease of understanding Bill Statement**



■ Yes ■ No ■ DK

Base: All Respondents who have access to Mobile internet (n=1204)

Q94. When purchasing telecommunication services do you read the Terms & Conditions (i.e. the contract)?

Q95. Do you think that your bill statement is easy to understand

# SUMMARY: TRA AWARENESS

- 39% of total respondents are aware of TRA with Friends/relatives (45%) and newspaper (27%) are still the main sources of TRA awareness in 2014. This proportion has increased from 2011 (28%).
- Although only 1 in 4 respondents were able to recall the logo for TRA, recognition has increased from 18% in 2007 and 2011.
- There is a perception that the main role of TRA Bahrain is to control telecom companies and manage/organize the telecommunication environment in Bahrain

# CONCLUSION

The Nielsen logo is centered within a white circle. The word "nielsen" is written in a lowercase, sans-serif font, with the "n" in blue and the rest in grey. Below the word are five small grey dots.

nielsen  
.....

# CONCLUSION

## Fixed Line Service

- Fixed line services continue to face pressure from mobile services in Bahrain. Fixed line penetration saw a further drop in 2014 and stands at 24% (down from 66% in 2007). Having a mobile phone is still the main reason for not having fixed line at home.
- Although cost of calls and call line rental are the key considerations when selecting fixed line services, call quality has also emerged as an equally important factor. Out of the fixed line users who have switched service provider, 61% indicated that quality of service was the main reason. This indicates that consumers are becoming more quality conscious when selecting fixed line services
- Calls from fixed lines at home are mostly made to other local fixed lines or to other mobile phones in Bahrain. The average monthly expenditure for fixed line service has marginally increased compared to 2011.
- The majority of respondents are satisfied with the overall fixed line telephone service, its reliability, problem resolution by providers and overall value for money.

## Mobile Phone Service

- The primary reason of having more than one SIM card remains same as in 2011 - to benefit from different promotions
- VIVA has the largest market share of mobile connection among younger people while Batelco has the highest market share among other expats. The importance of postpaid users has grown significantly from 17% in 2011 to 25% in 2014
- The duration of national calls primarily ranges between 3-10 minutes.
- Satisfaction with mobile services has improved considerably since 2011 in most areas

# CONCLUSION

## International Calls

- With the rise in usage of VOIP based services on mobile/PC, the usage of direct dial mobile service to make international calls has dropped from 66% in 2011 to 57% in 2014. VOIP usage over phone via mobile broadband has grown to 34% from 0% in 2011
- On average, 13 calls per week are made from fixed lines (down from 18 in 2011) and 39 calls per week are made from mobiles (up from 25 calls per week in 2011).
- India is the top destination called from different mediums
- The majority of respondents spend less than BD10 per month on international calls.
- Consumers continue to be price-sensitive, with relative prices the most important factor when choosing how to make

## Internet Service

- Viva was the main internet provider in 2014, overtaking Batelco. Mobile broadband has seen significant growth and is the most commonly used connection type for accessing the internet.
- Speed followed by price remain the most important factors for purchasing internet service
- Average internet speeds have increased, with 31% of respondents with internet access having a connection speed of at least 6Mbps in 2014 (up from 4% in 2011).
- 92% of respondents were satisfied with their overall internet service, while the most common suggested improvement relates to reducing prices.



# CONCLUSION

## Internet Service (cont'd)

- Only 7% of the respondents have switched their internet service provider with the main reason for switching being the range of services followed by prices

## Mobile Internet

- Mobile internet is becoming increasingly popular, with VIVA the main provider of mobile internet services
- In 2014 mobile internet access was used more than fixed internet (where both forms of internet access were available at home).

## TRA Awareness

- TRA has been successful in raising its profile since 2007 with significant rise in proportion of respondents being aware of TRA at 39% in 2014 compared to 28% in 2011 .
- Along with overall recall, 1 in 4 were able to recall seeing the TRA logo compared to only 18% in 2011

# APPENDIX

The Nielsen logo is centered within a white circle. The word "nielsen" is written in a lowercase, serif font, with the "n" in blue and the rest in grey. Below the word are six small grey dots.

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# RESEARCH DESIGN

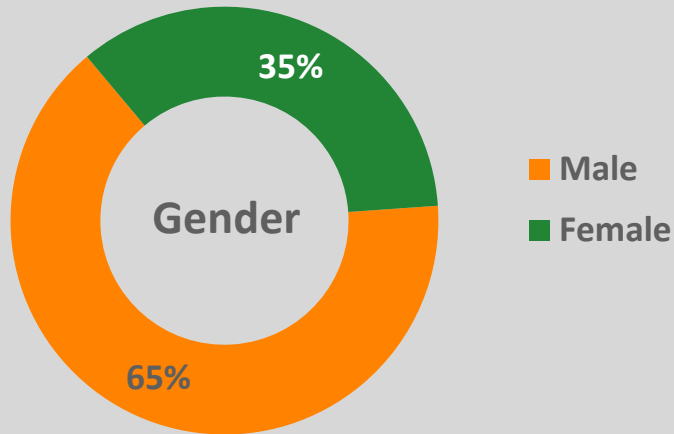
## Target Respondent

- Individuals Aged 15 yrs and above
- Across all Socio Economic Classes (SEC)
- Bahraini Nationals and Non-Bahraini (Expatriate Arabs, Expatriate Asians and Westerners).

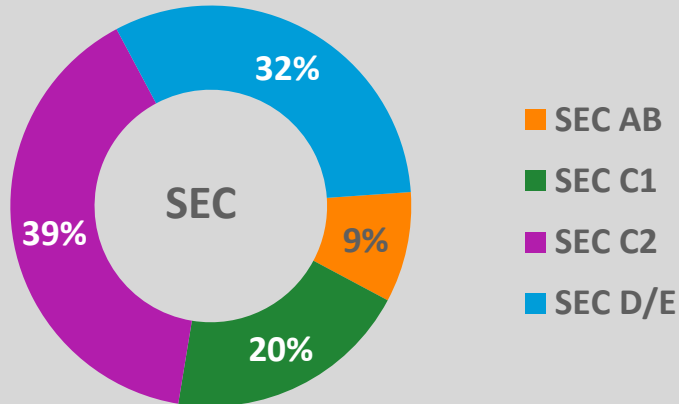
## Research Methodology

- 1204 Quantitative face to face interviews were conducted amongst the target respondents using a structured questionnaire.
- All the interviews were carried out at either the residence or work place of the respondent.
- Interviews were conducted in English / Arabic/Urdu as convenient to the respondent.
- Interview length was approximately of 40-45 minutes.
- Field work timing : May 2014

# RESPONDENT PROFILE

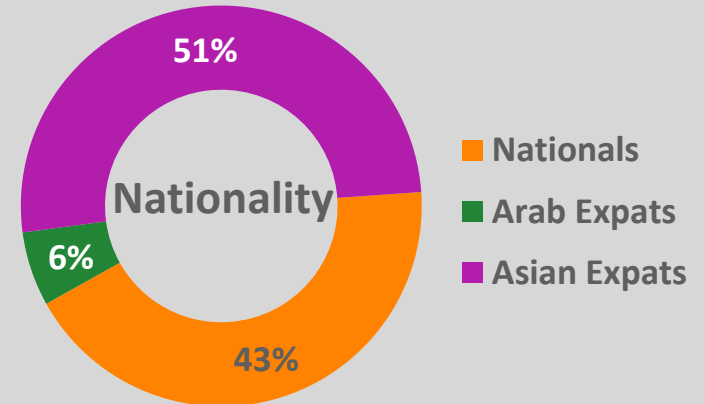


Base: All Respondents (n=1204)



Base: All Respondents (n=1204)

Governorates	SAMPLE SIZE 2014
Muharraaq	181
Capital	337
Northern	265
Central	325
Southern	96
<b>TOTAL</b>	<b>1204</b>



Base: All Respondents (n=1204)

# SEC DEFINITION

Socio-economic class classification is primarily defined by the Occupation of the respondent. However, to support 'occupation' we do use additional variables such as

- Education of the Head of the Household
- Possession of certain consumer durables
- Monthly Household Income
- Locality, Type of housing

SOCIO ECONOMIC CLASS A	SOCIO ECONOMIC CLASS B
Directors / Owners of large companies	Aircraft Pilots
Senior Managers in large companies	Navigators
Merchants / Businessmen (owners of large companies)	Physicians
Senior Government Officials	Surgeons
	Financial Consultants
	Economists
	Senior Accountants / Statisticians
	Computer Programmers / Engineers earning high salaries
	Lawyers
	Judges
	University Lecturers
	Senior Journalists

# SEC DEFINITION

SOCIO ECONOMIC CLASS C1	SOCIO ECONOMIC CLASS C2
Teachers	Employees in private offices/insurance companies (typist, clerks, book-keepers, accountants, telephone operators)
Technicians of Lower Grade	Bank Employees, Cashiers
Junior Scientists of Lower Grade	Lower-grade Civil Servants
Surveyors of Lower Grade	Non-commissioned Officers
Aircraft Mechanics of Lower Grade	Supervisors or salespeople or other employees/ raveling sales representatives
Legislative Assistants of Lower Grade	Technicians or technical assistants – not requiring higher education (nurses, medical assistants, draftsmen, electronically or mechanical assistants
Commercial Artists of Lower Grade	Artisans self employed (carpenters, electricians, mechanics, plumbers)
Designers of Lower Grade	Tailors self-employed
Bank Managers of Medium Enterprises (employing 5-10 people)	Owners of groceries/kiosks/shopkeepers
Travel Agency Managers of Medium Enterprises (employing 5-10 people)	Owners of very small companies/merchants
Small Factory Managers of Medium Enterprises (employing 5-10 people)	Other persons of equivalent incomes as above
Assistant Managers of large enterprises (employing more than 10 people)	
Engineers / Accountants with low salaries	
Others	



# SEC DEFINITION

SOCIO ECONOMIC CLASS D	SOCIO ECONOMIC CLASS E
Policemen, Soldiers, or Firemen	Watchmen, Night guards, Doorkeepers
Drivers (taxi, buses, trucks, crane operators)	Messengers, Tea men, Office-boys
Factory Supervisors and Foremen	Street vendors, Canvassers and new vendors
Farmers (small scale), Fishermen, Shepherds	Unskilled vendors in general (building workers, laborers, farmhands)
Artisans working for others (Carpenters, Electricians, Merchants, Plumbers)	Servants/Maids
Tailors working for others	
Skilled and semi-skilled workers	
Butchers	
Shop Assistants/Salesmen	
Cooks	
Waiters	
Barbers, Hairdressers	
Low Clerks, Storekeepers	
Other persons of equivalent income as above	

THANK YOU

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