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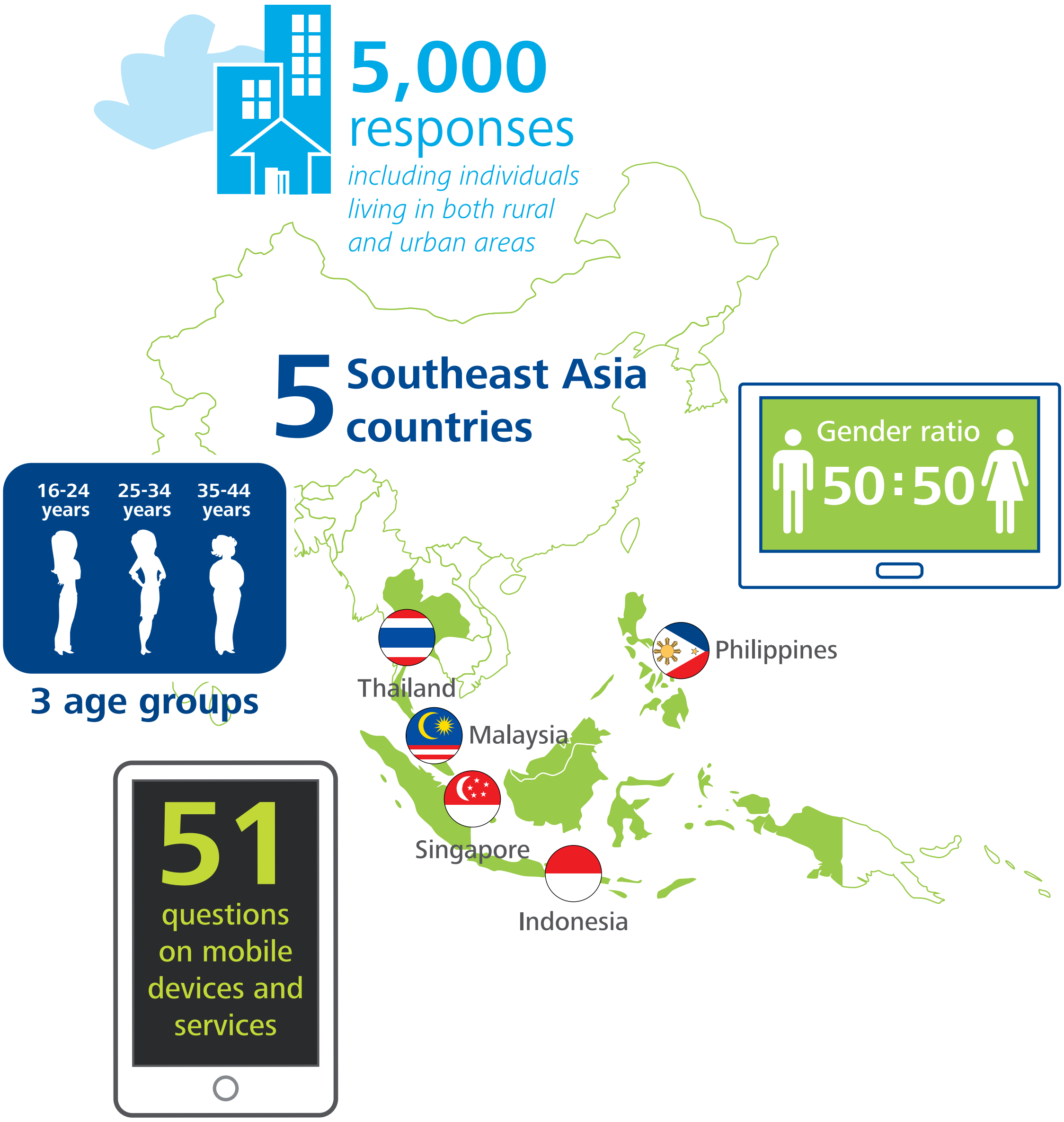
Global Mobile Consumer Survey
Southeast Asia edition

December 2015

Southeast Asia
Survey profile

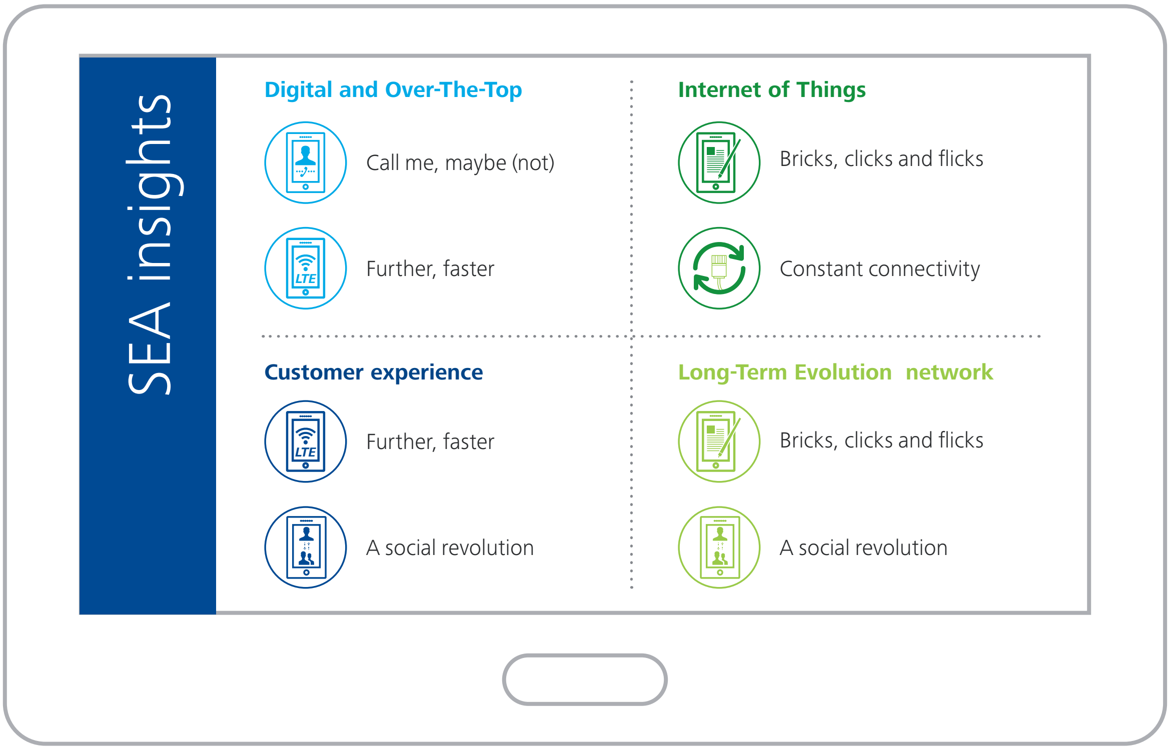


About the Global Mobile Consumer Survey

For the fifth annual edition of the Global Mobile Consumer Survey, Deloitte's Global Technology, Media and Telecommunications (TMT) practice commissioned a survey of consumers across 6 continents, 31 countries, and a staggering 49,500 respondents to reveal some of the trending attitudes and behaviours of today's mobile consumer.

This year's Southeast Asia edition presents a number of intriguing insights. While some of them, such as the receptiveness of consumers towards mobile in-store payments, have remained relatively constant since our last survey, a number of new trends have emerged.

In this publication, we have extracted, analysed and classified them into four integrated themes – Digital and Over-The-Top; Internet of Things; Customer experience; and Long-Term Evolution network – each with its own set of business implications for telecommunications companies in the region.

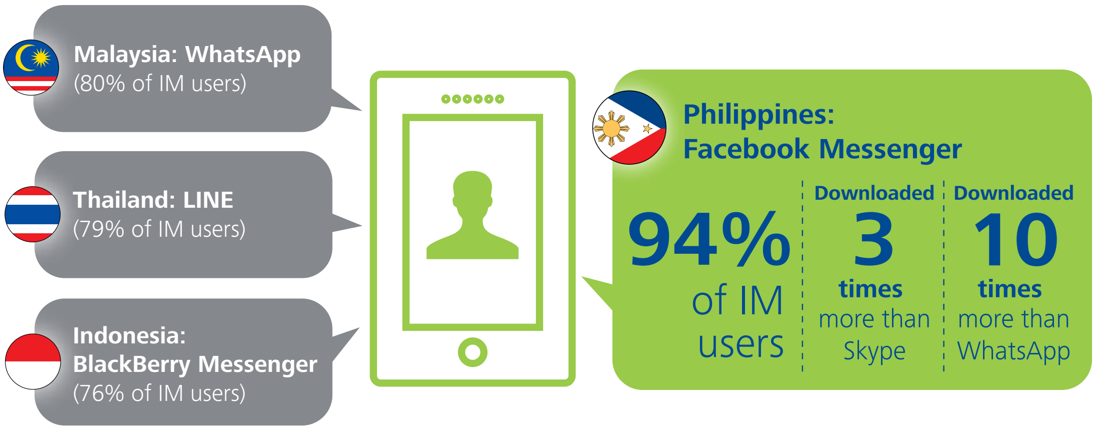


Call me, maybe (not)

It's going Over-The-Top (OTT)

For most Southeast Asian countries, Instant Messaging (IM) has emerged as the most popular messaging tool. As compared to last year, the usage gap between IM and SMS has been widening – with IM usage increasing, and SMS decreasing across the board. The exception to this is the Philippines, where SMS still dominates. Respondents from the Philippines also prefer to use Facebook Messenger instead of pure OTT IM services to communicate.

The implication for telecommunications operators is this: if you cannot beat them, then join them. The IM boom is not going away anytime soon, so operators will need to join the pack if they wish to increase revenues from data usage, for instance, by tailoring "chat packages" to specific IM applications used widely in the local markets.



Source: Deloitte Global Mobile Consumer Survey, Southeast Asia edition, December 2015

The Voice over Internet Protocol (VoIP) void

Uptake of VoIP and video calls remains limited, except for a niche group of frequent travellers who call home or abroad regularly and face high roaming charges. Telecommunications operators who wish to encourage VoIP use should consider forging partnerships or agreements with other international carriers that allow customers to seamlessly use their home packages abroad at the same voice or data rates.

Widespread usage of VoIP is also impeded by call quality and Internet connectivity, even in more developed markets like Singapore. To address this issue, operators can offer speed-based pricing packages that come bundled with unlimited data.

Respondents use VoIP because of…

1. Cheaper international calls
2. Cheaper calls when travelling abroad
3. Video calling capabilities

…but not because of

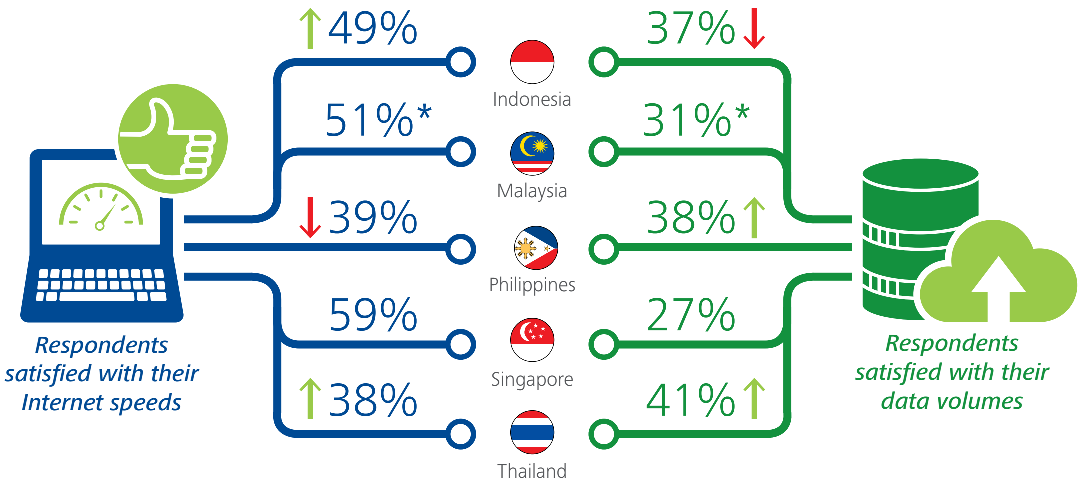
1. Call quality
2. Group calling
3. Cost of local calls

Source: Deloitte Global Mobile Consumer Survey, Southeast Asia edition, December 2015

Further, faster

More is more

Southeast Asia consumers are generally satisfied with the Internet speeds on their mobile phones, but want greater data volumes in their plans. With the launch of 4G and Long-Term Evolution (LTE) networks in almost every country in the region, consumers are beginning to expect on-demand video streaming and a flawless mobile data experience. Data allowances seemed to be enough for only a portion of subscribers – in particular, Singapore, with its intensive data appetite, had the lowest satisfaction rating. If telecommunications operators wish to increase consumer satisfaction, investments in network infrastructure will be absolutely necessary.



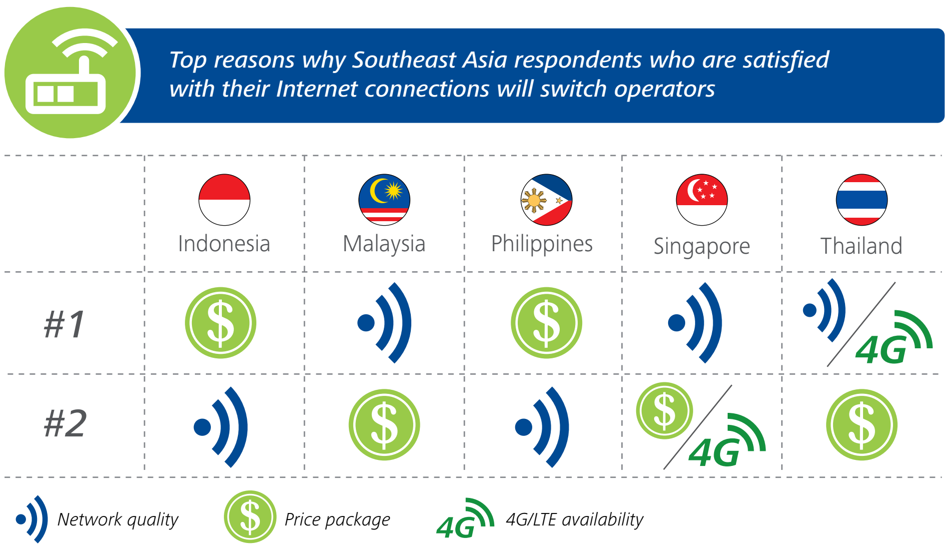
As compared to results from the 2014 edition of the Global Mobile Consumer Survey

**Malaysia respondents were included in the survey for the first time this year*

Source: Deloitte Global Mobile Consumer Survey, Southeast Asia edition, December 2015

The need for speed

Network reliability has emerged as one of the top two reasons for choosing a mobile operator across all Southeast Asia respondents, except for Singapore respondents, who also cite the availability of 4G/LTE networks as a primary reason. The message to telecommunications operators is clear: even consumers who are satisfied with their Internet connection may change operators for better network quality or better price packages.

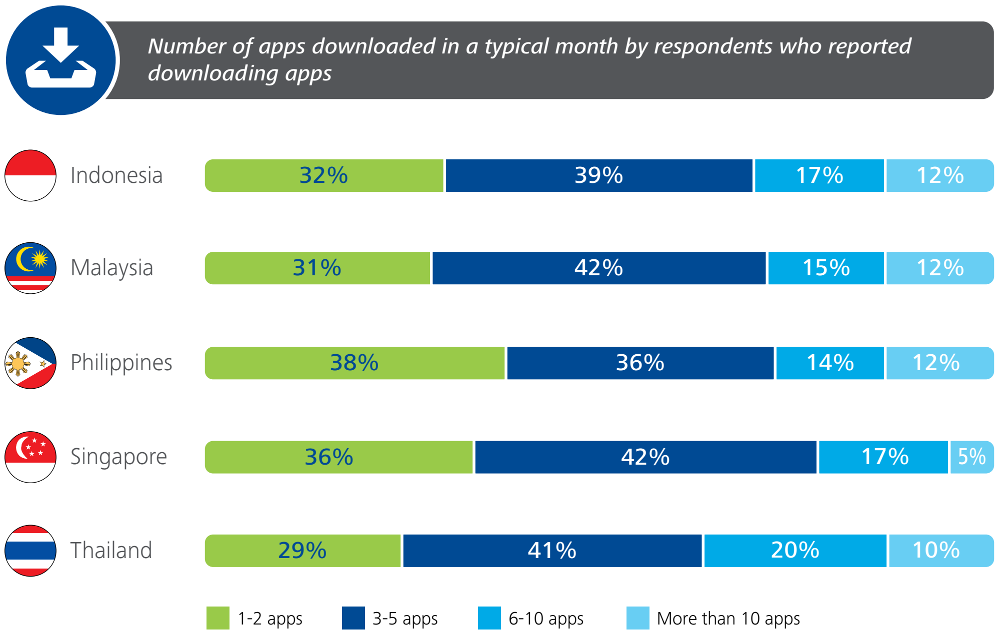


Source: Deloitte Global Mobile Consumer Survey, Southeast Asia edition, December 2015

Bricks, clicks and flicks

App-ic downloads

Among Southeast Asia respondents who reported downloading mobile apps, about 70% download between 1 to 5 apps per month. Indonesia, in particular, has the highest proportion of respondents who reported downloading apps in a typical month. Across the region, games and social networking (particularly messaging) apps account for the most number of downloads, especially among Malaysia, Singapore and Thailand respondents. For telecommunications operators, this represents a latent opportunity to monetise existing customer relationships through carrier billing.



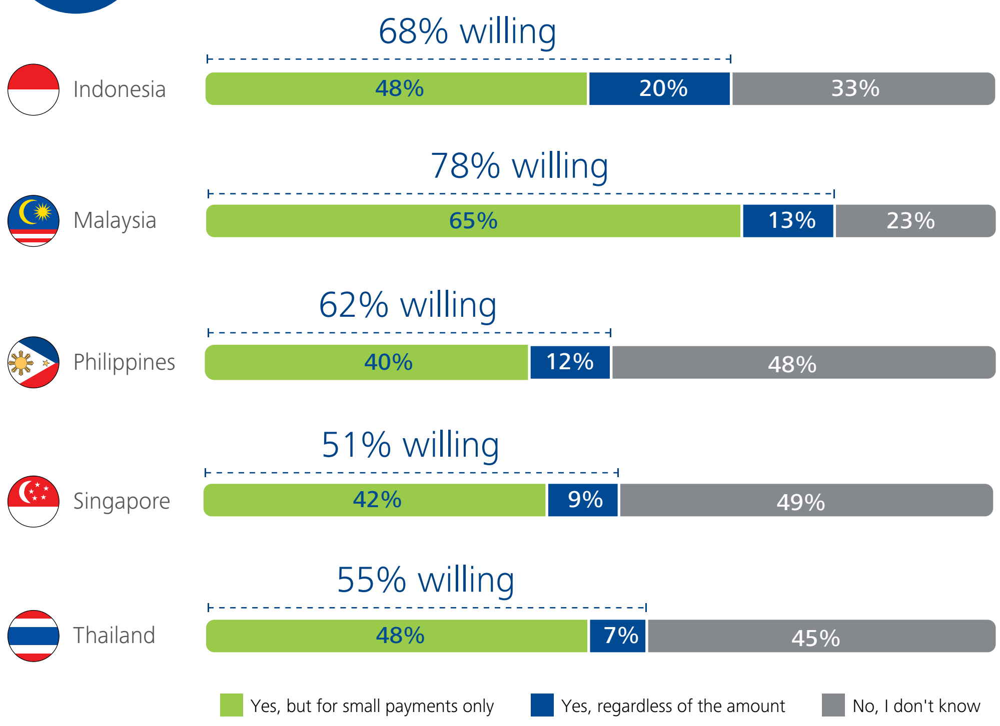
Source: Deloitte Global Mobile Consumer Survey, Southeast Asia edition, December 2015

Mobile money matters

Checking bank balances and making online purchases remain the most common mobile payment activities across Southeast Asia respondents. Financial institutions and banks are also preferred for money transfer, except for the Philippines, which prefers money transfer services.

In addition, Southeast Asia consumers appear to be particularly welcoming towards mobile in-store payments. While the majority of respondents are willing to use such payment solutions, they are hindered by the lack of availability of such solutions, as well as the complicated usage and slower processing times relative to cash or credit card. Telecommunications operators keen to drive adoption will need to offer solutions that enable simple and quick transactions, improve payment security, and expand the number of point-of-sale terminals that accept mobile payments.

Proportion of respondents willing to use mobile-based, in-store payment solutions



Source: Deloitte Global Mobile Consumer Survey, Southeast Asia edition, December 2015

Constant connectivity

No high five for Wi-Fi

Regardless of the availability of Wi-Fi hotspots in an area, most consumers would still use the cellular network. For the Southeast Asia consumer, Wi-Fi is mostly confined to the home, workplace, or place of study. As a result, numerous opportunities still exist for telecommunications operators to monetise Wi-Fi for consumers on public transport facilities such as buses or underground trains.

Usage of Wi-Fi at different locations	Home, workplace or place of study	Public places	While commuting
Indonesia	50%	22%	7%
Malaysia	71%	29%	6%
Philippines	82%	25%	9%
Singapore	84%	26%	8%
Thailand	53%	18%	5%

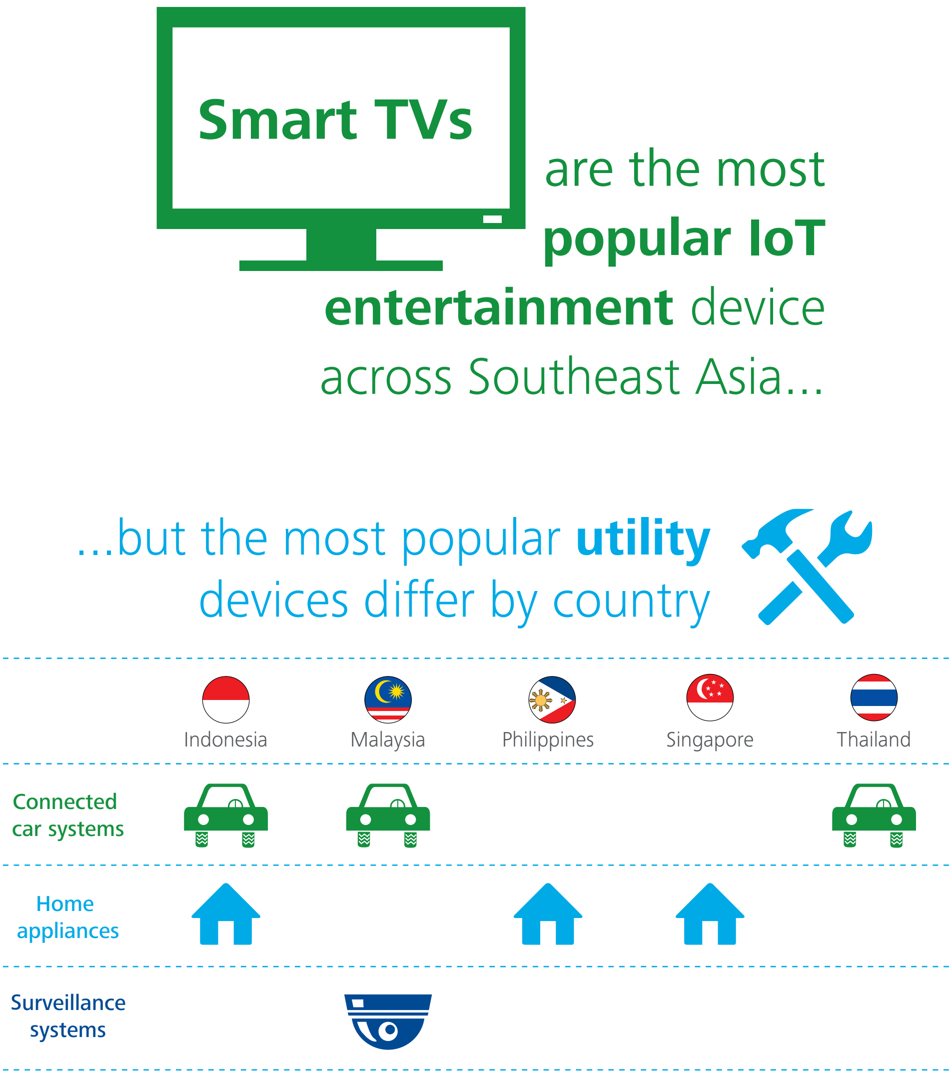
Usage of 3G or 4G varies by country	3G	4G
Indonesia	73%	15%
Malaysia	38%	38%
Philippines	31%	23%
Singapore	27%	48%
Thailand	59%	24%

Source: Deloitte Global Mobile Consumer Survey, Southeast Asia edition, December 2015

The things that count

Overall, the usage of Internet of Things (IoT) is low in Southeast Asia as compared to other developed markets. Main uses of IoT include monitoring fitness levels and controlling in-car entertainment systems, due to the fairly widespread availability of wearable devices, their ease of use and low costs.

On the other hand, the usage of smart home systems is still in the initial adoption phase and is mainly limited to the niche market of high-end, luxury homes. But among those who do use smart home systems, the two main application uses are to adjust the lighting and to control the temperature as consumers grow increasingly concerned about energy bills.



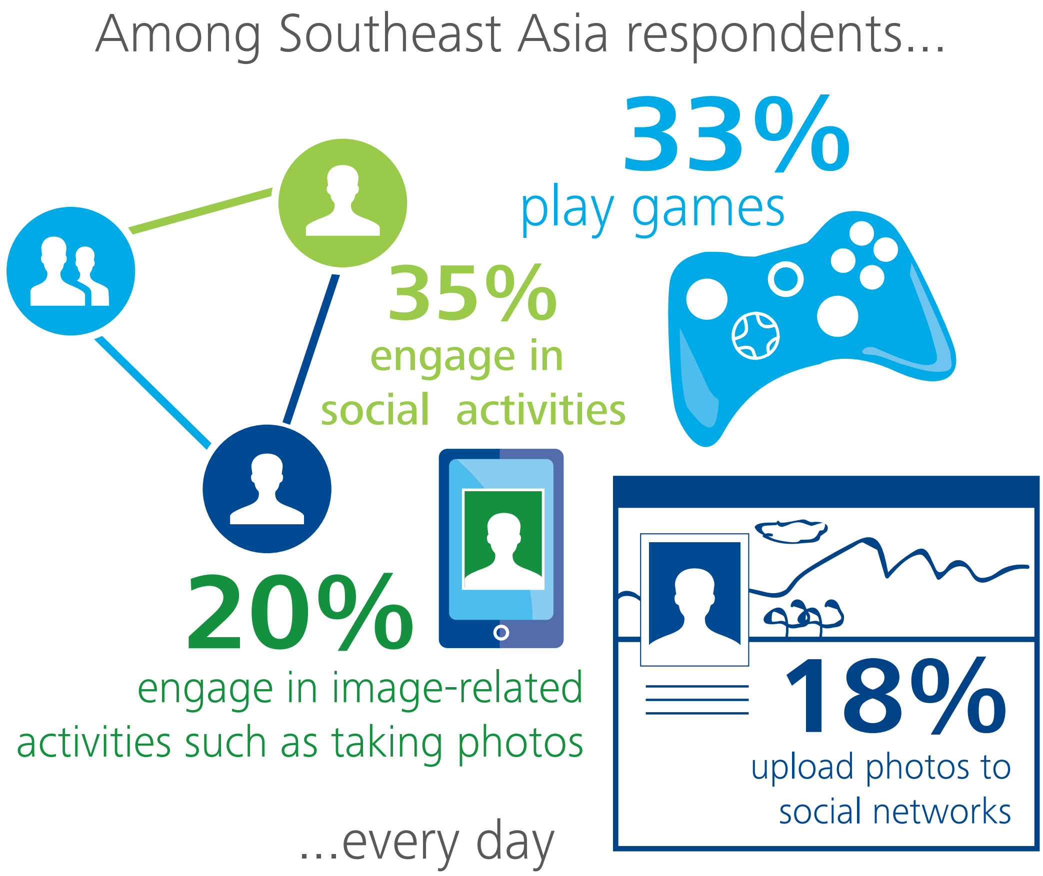
Source: Deloitte Global Mobile Consumer Survey, Southeast Asia edition, December 2015

A social revolution

Meet the media multitaskers

The Southeast Asia region is home to serious media multitaskers. Within 15 minutes of waking up, more than half of them have already checked their phones, with the figure soaring to almost 80% for Indonesia and the Philippines. They also glance at their screens frequently throughout the day – 46% of Singapore respondents looking at their screens more than a whopping 50 times a day – and use their phones the most frequently when commuting on public transport.

While some country-specific differences remain – for instance, there is more than double the amount of TV watching via catch-up services in Thailand as compared to other countries, and an exceptionally high proportion of users listening to online radio via their smartphones in the Philippines – the bottomline is, for telecommunications operators, knowing these habits will mean the ability to push more relevant and engaging content to the mobile consumer.



Source: Deloitte Global Mobile Consumer Survey, Southeast Asia edition, December 2015

Screen size matters for entertainment such as…

	Watching short videos		Reading the news	
	Smartphone	Tablet	Smartphone	Tablet
Indonesia	57%	66%	37%	67%
Malaysia	64%	67%	33%	37%
Philippines	56%	62%	31%	35%
Singapore	54%	56%	37%	42%
Thailand	65%	63%	26%	36%

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Contact us

For more information please contact

John Goeres
Executive Director, Consulting
Technology, Media & Telecommunications
+65 6232 7118
jgoeres@deloitte.com

Piyush Jain
Director, Consulting
Technology, Media & Telecommunications
+65 6232 7110
pijain@deloitte.com

Content contributors

Wisanu Chutimachootis
Manager
Consulting

Ng Kuok Shern
Senior Consultant
Consulting

Bhume Pamonmontri
Consultant
Consulting

Sivinee Visoldilokpun
Senior Consultant
Consulting

Theera Mekanand
Senior Consultant
Consulting

Pinyada Khaochan
Consultant
Consulting

Southeast Asia TMT Practice

Southeast Asia
John Goeres
+65 6232 7118
jgoeres@deloitte.com

Indonesia
Parlindungan Siahaan
+62 21 2992 3100 ext.31555
psiahaan@deloitte.com

Singapore
Shariq Barmaky
+65 6530 5508
shbarmaky@deloitte.com

Brunei
Pengiran Moksin
+67 3222 2421
pmoksin@deloitte.com

Malaysia
Jimmy Lai
+60 3 7610 8838
jimmylai@deloitte.com

Thailand
Parichart Jiravachara
+66 2676 5700 ext.11913
pjiravachara@deloitte.com

Guam
Daniel Fitzgerald
+1 671 646 3884 ext.229
dafitzgerald@deloitte.com

Philippines
Luisito Amper
+63 2581 9028
lamper@deloitte.com

Vietnam
Nguyen Trung
+84 8 3910 0751 ext.6004
trungnguyen@deloitte.com