Increase in daytime home usage traffic
Spikes in connection drop rates and lower audio quality

Data driven analytics gives us 3 main categories of use cases around enforcing quarantine:
• Tracking COVID-19
• Contact
• Mapping safe zones

This increase does not translate into revenue uplift – to the opposite significant reduction in marketing/ad spend

Live entertainment critically impacted by the lockdown, particularly during the peak season for events in the GCC

COVID-19’s lockdown has fast tracked the adoption of digital channels for consumers from e-Commerce to self-service triple digit growth of transactions for some ME e-commerce platforms

The ways of working have been transformed, probably in a sustainable way: remote working, usage of collaborative tools, flexible working schedule

How will telecoms and Media companies adapt to the growing digital adoption in the consumer base?

Traditional media and entertainment have been suspended in some markets (e.g. print media) or severely impacted (e.g. outdoor, live entertainment), accelerating the regions’ transition of media companies to digital

With the combination of COVID-19 and oil price, what are the scenarios for the Telecoms, Media, Entertainment and Technology sectors in the Middle East?

How should TMT players prepare for the post covid scenario in the immediate and long term? Which responses should be considered: new products, new ways of working, investment and consolidation, etc.?

How should media and entertainment players reconfigure themselves to sustain the COVID-19 turbulences and come out stronger?

Strategic decision for telcos: Accelerate 5G roll-out or delay investments?

One size does not fit all: when rolling out tracking use cases, it is critical to align personas and segments

Which interventions across these key players need to be considered in the short term and long term view?

Functional: 40 - 60% increase in TV watching in the GCC

40 - 60% increase in daytime home usage traffic

Spikes in connection drop rates and lower audio quality