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TMT Middle East | COVID-19 Response

Riding out the turbulences



Tracking and tracing



Coping with traffic surge



40 - 60%**t**

Increase in daytime home usage traffic



Spikes in connection drop rates and lower audio quality



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



Telecoms, Tech and Regulators play a critical role in COVID-19 track and trace use cases through mapping together location, proximity, identity, behavioral patterns, etc.



Data driven analytics gives us 3 main categories of use cases around enforcing quarantine:

- Tracking COVID-19
- Contact
- Mapping safe zones



Critical GDPR factors need to be considered in any and all scenarios



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?



~20% increase in TV watching in the GCC



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



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



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



Digital

acceleration

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



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



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







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?

*The day after COVID-19



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.?

Respond

Recover

Thrive