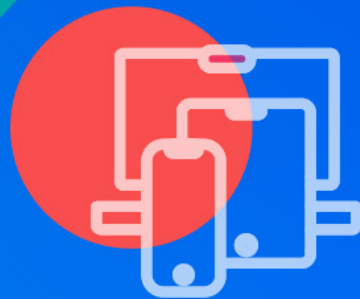# 2024 H2 Telecommunications Market Report

Key insights on consumer, advertising, and media trends with data gathered from leading industry professionals.

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TechValidate
by SurveyMonkey

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Introduction

Thank you for reading Mediaocean's 2024 H2 Telecommunications (Telecom) Market Report. These insights reflect input from marketing professionals, focused on key consumer and technology trends along with projected media investments. We primarily surveyed marketers and agencies, with the most recent data points used in this research based on surveys conducted in July 2024.

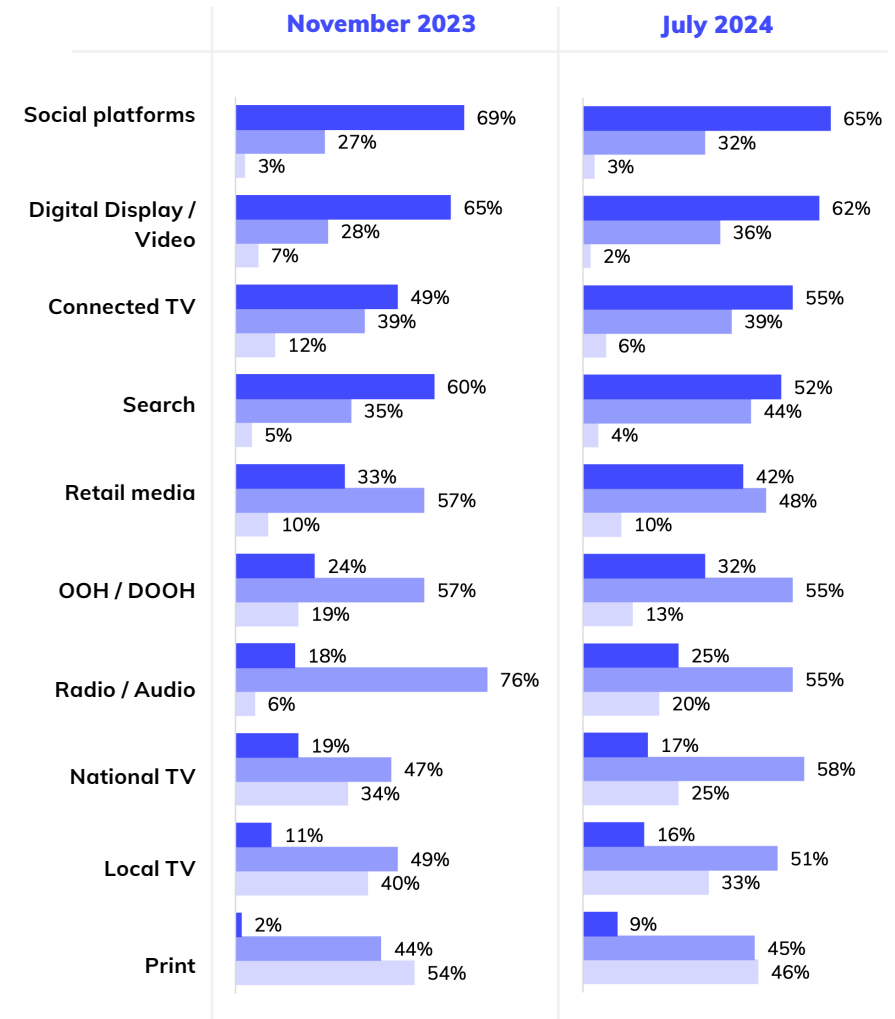mediaocean

Ad spending holding strong in telecom industry

For marketers to make informed decisions, it's essential to understand the broader trends that influence advertising spending. Our research shows that the wave of optimism in the telecom industry heading into 2024 has continued. Midway through the year, a significant majority again expressed their intention to either maintain or increase their spending in every channel. Beyond macroeconomic conditions, tentpole events such as the summer games in Paris and major advertising cycles like the US presidential election are likely drivers of increased media viewership and social engagement.

Social media, digital display/video, and connected TV (CTV) are still the fastest growing channels for telecom marketers, seeing a steady increase in investment that matches consumer engagement and time spent. In H2, 65% of survey-takers are planning to increase social media spending, 62% for digital display/video, and 55% for CTV. Looking at our previous report, 65% of marketers were planning to increase social media, 62% for digital display/video, and 55% for CTV. Meanwhile, the number of telecom marketers maintaining their investments through H2 in these channels are 32%, 36%, and 39%, respectively.

Just as we saw in our last survey, Print and linear TV are the only channels with more respondents indicating they are decreasing investment compared to increasing—however, the majority reported maintaining those budgets. Looking ahead to 2025, there are lots of factors to consider for annual planning but as the global economy continues to improve with the pandemic in the rear-view, ad budgets are likely to follow.

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For each media channel below, do you expect to increase, decrease, or maintain your spend?

● Increase ● Maintain ○ Decrease

	November 2023			July 2024		
Social platforms	Increase	69%		Increase	65%	
	Maintain	27%		Maintain	32%	
	Decrease	3%		Decrease	3%	
Digital Display / Video	Increase	65%		Increase	62%	
	Maintain	28%		Maintain	36%	
	Decrease	7%		Decrease	2%	
Connected TV	Increase	49%		Increase	55%	
	Maintain	39%		Maintain	39%	
	Decrease	12%		Decrease	6%	
Search	Increase	60%		Increase	52%	
	Maintain	35%		Maintain	44%	
	Decrease	5%		Decrease	4%	
Retail media	Increase	33%		Increase	42%	
	Maintain	57%		Maintain	48%	
	Decrease	10%		Decrease	10%	
OOH / DOOH	Increase	24%		Increase	32%	
	Maintain	57%		Maintain	55%	
	Decrease	19%		Decrease	13%	
Radio / Audio	Increase	18%		Increase	25%	
	Maintain	76%		Maintain	55%	
	Decrease	6%		Decrease	20%	
National TV	Increase	19%		Increase	17%	
	Maintain	47%		Maintain	58%	
	Decrease	34%		Decrease	25%	
Local TV	Increase	11%		Increase	16%	
	Maintain	49%		Maintain	51%	
	Decrease	40%		Decrease	33%	
Print	Increase	2%		Increase	9%	
	Maintain	44%		Maintain	45%	
	Decrease	54%		Decrease	46%	

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Insight #2

Generative AI remains top consumer trend

When we asked telecom marketers to rank the most critical consumer technology and media trends, the most popular answer was Generative AI (Gen AI) with 54%. Gen AI is especially impactful in this intensely competitive industry where consumer churn is a significant challenge.
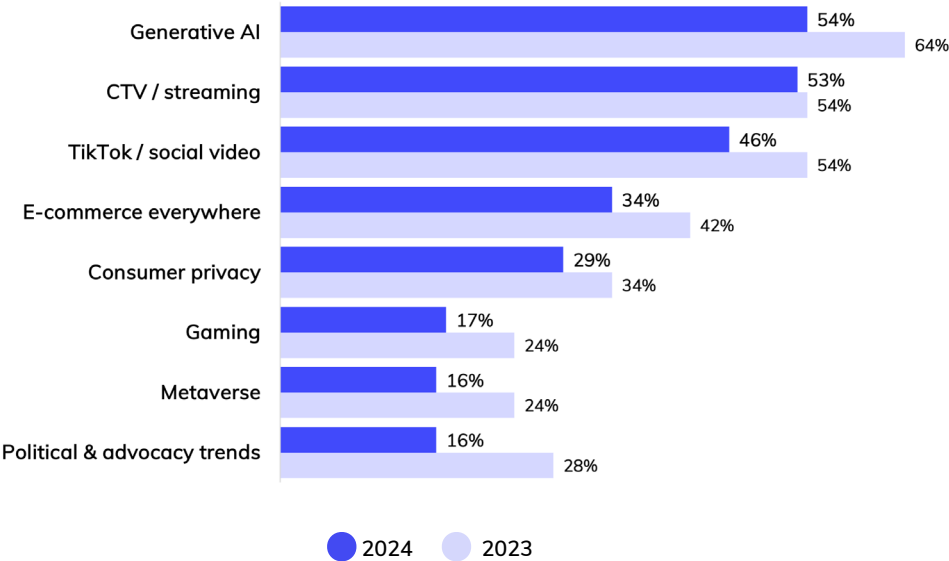
Telecom marketers are leveraging Gen AI to pinpoint and deliver messages that uniquely resonate with individual consumers. This targeted approach helps in retaining current customers by making them feel understood and valued but also attracts new ones by differentiating the brand in a crowded market. Using Gen AI, telecom advertisers can swiftly adapt and refine their messages, ensuring they remain consistently relevant and appealing, thus enhancing their competitive stance and reducing customer turnover.

CTV/streaming remains the second-most popular answer, with 53% deeming it the most critical consumer trend. Clearly CTV remains an important innovation driver for the telecom industry as viewership shifts to streaming, but Gen AI comes out on top as key players are heavily investing in increasingly advanced technology to stay ahead of the competition.

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What are the most important consumer trends you're watching for H2? (Select all that apply)

Trend	2024	2023
Generative AI	54%	64%
CTV / streaming	53%	54%
TikTok / social video	46%	54%
E-commerce everywhere	34%	42%
Consumer privacy	29%	34%
Gaming	17%	24%
Metaverse	16%	24%
Political & advocacy trends	16%	28%

● 2024   ● 2023

Source: Mediaocean 2024 H2 Market Report
Methodology: Survey of 91 leading telecom advertising industry professionals conducted through TechValidate in July, 2024.

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Research and analytics prioritized over content generation in AI

Speaking of practical use cases for telecom marketers, the most prevalent applications of AI continue to be data analysis and market research, with 48% and 42% of use cases, while copywriting and image generation hold a 37% and 30% share, respectively. Copywriting and image generation saw the most significant increases from our previous report, where only 25% and 18% of telecom respondents were utilizing these applications, respectively. Market research and data analysis remained relatively similar in use at 42% and 41% in our last survey.
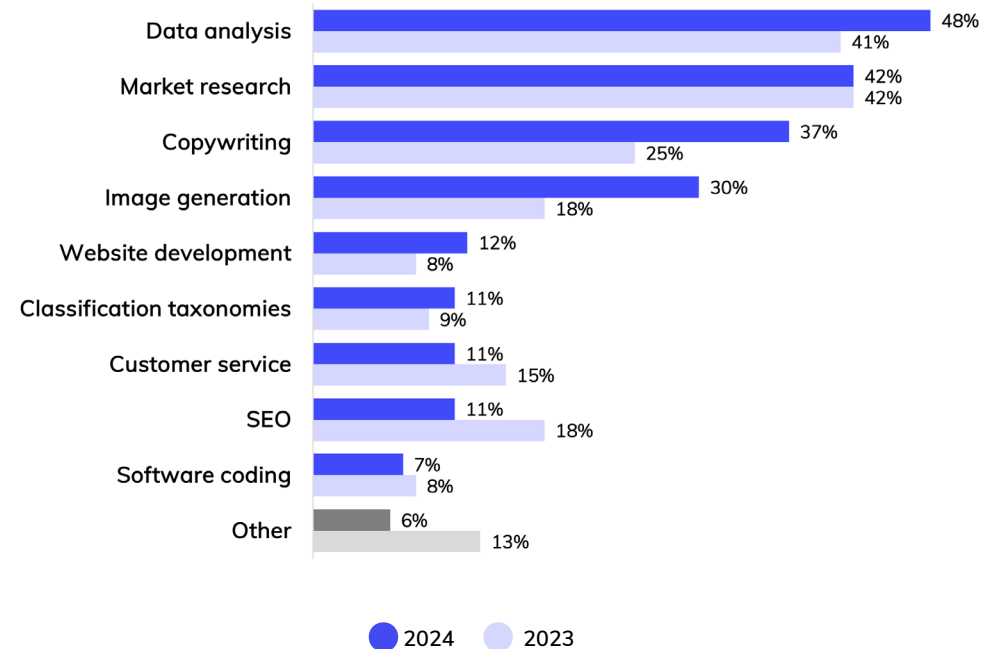
While content generation certainly holds the most promise for marketers in terms of unlocking more efficient creative production, adoption will continue to follow responsible training and application of Large Language Models (LLMs). As for research and analytics, using Gen AI to synthesize data sets and enable natural language prompts to query large databases is paying strong dividends for marketers.

Looking ahead, ad tech platforms are investing heavily in Gen AI applications for creative development, audience, insights, and media decisioning. As these technologies continue to undergo rapid and unprecedented advancements, the range of applications—and speed of adoption—will accelerate.

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How are you currently using Generative AI in your marketing?

Application	2024	2023
Data analysis	48%	41%
Market research	42%	42%
Copywriting	37%	25%
Image generation	30%	18%
Website development	12%	8%
Classification taxonomies	11%	9%
Customer service	11%	15%
SEO	11%	18%
Software coding	7%	8%
Other	6%	13%

● 2024　● 2023

Source: Mediaocean 2024 H2 Market Report
Methodology: Survey of 91 leading telecom advertising industry professionals conducted through TechValidate in July, 2024.

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Renewed focus on first-party data mastery

While performance-driven paid media continues to hold its ground as the most critical investment for telecom industry, first-party data mastery has become the fastest-rising area of investment, showcasing the industry's shifting priorities. Compared to our previous survey from November 2023, the number of respondents pinpointing third-party data as a critical capability is up 86% and was selected by 39% of respondents.

This surge aligns with the concerns over third-party data and the ever-evolving cookie crisis. From the initial implication of Apple's Intelligent Tracking Protection (ITP) in 2017 to Google originally announcing their plan to deprecate cookies in Chrome, marketer's reliance on cookie-based data has been on the decline.
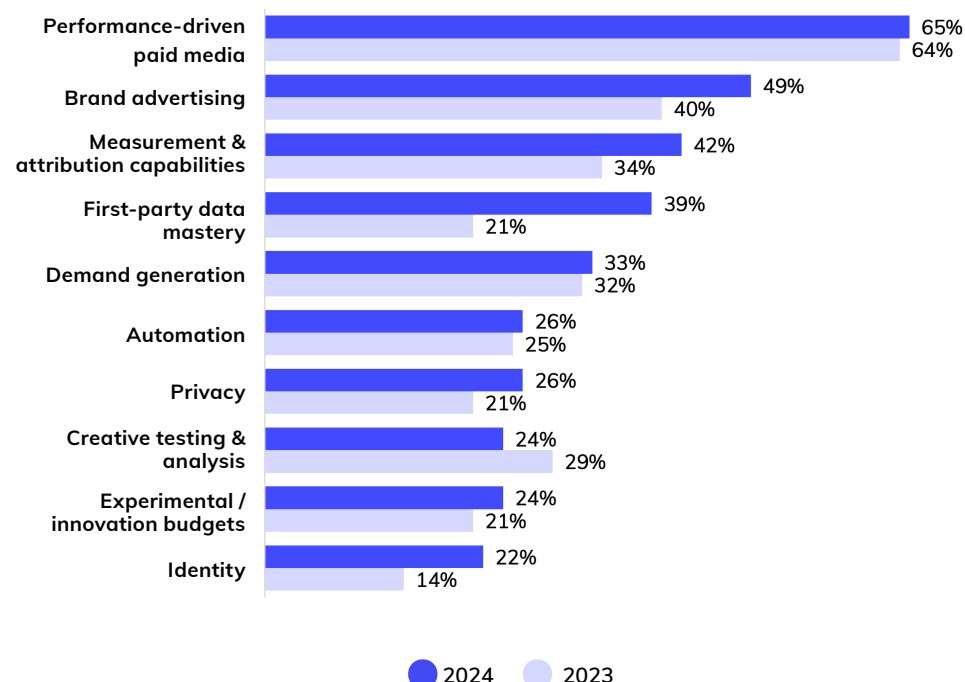
With Google's recent announcement that they will no longer deprecate cookies but rather provide more prominent opt-out mechanisms for consumers, collecting and managing first-party data will continue to be an imperative for telecom advertisers. Marketers must continue to embrace a multi-ID approach that includes cookies along with other identities to ensure that consumers can receive the personalized brand experiences they have come to expect.

Notably, brand advertising remains a top area of media investment as telecom marketers look to sustain full-funnel strategies with measurement & attribution rounding out the top 3 like our last survey.

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Given current macroeconomic conditions, which advertising capabilities and media investments are most critical?

Capability	2024	2023
Performance-driven paid media	65%	64%
Brand advertising	49%	40%
Measurement & attribution capabilities	42%	34%
First-party data mastery	39%	21%
Demand generation	33%	32%
Automation	26%	25%
Privacy	26%	21%
Creative testing & analysis	24%	29%
Experimental / innovation budgets	24%	21%
Identity	22%	14%

● 2024 ● 2023

Source: Mediaocean 2024 H2 Market Report
Methodology: Survey of 91 leading telecom advertising industry professionals conducted through TechValidate in July, 2024.

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Measurement capabilities critical for ad verification

We added a new question to our most recent survey to better understand trends in the ad verification space. This was largely a response to the acute attention being paid to made for advertising (MFA) sites in digital media and the announcement that Oracle was exiting the ad space and discontinuing Moat. What aspects of verification are most important to telecom marketers when selecting partners and evaluating ROI?

The top choice was measurement with Media Rating Council (MRC)-accreditation and robust reporting. It's clear telecom marketers rely on the trusted seal of approval from the MRC and solutions that address CTV impressions, desktop and mobile viewability, and SIVT (sophisticated invalid traffic) metrics. Combined with desktop, mobile display, and video ad serving impressions reporting, this capability provides telecom brands a full omnichannel view of their media investment. Furthermore, robust reporting is a must-have to ensure actionable insights are provided for maximum impact—beyond just the blind blocking of traffic or crediting of impressions that did not meet criteria.

Advertisers ranked actionability (the ability to use data for real-time decisioning) as the second most important variable. This is crucial for ad verification because it allows advertisers to be proactive with their media and apply insights to campaigns for performance optimization. Comprehensive channel coverage (walled gardens, open web, CTV, etc.) was the third-most popular answer, followed by integrations and cost. There are additional advantages to be gained for marketers with verification solutions that are embedded into ad servers for streamlined workflow.
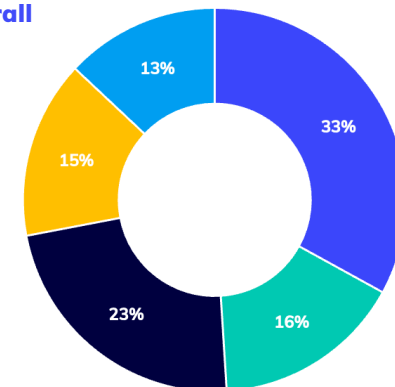
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What aspect of ad verification is most critical when selecting partners and evaluating return on investment?

Telecommunications

Overall
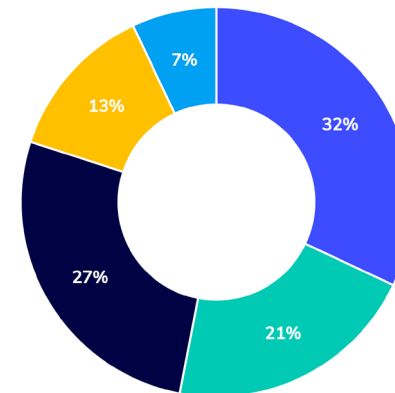
- ■ Measurement: MRC-accreditation and robust reporting
- ■ Comprehensive channel coverage: walled gardens, open web, CTV
- ■ Actionability: ability to use data for real-time decisioning
- ■ Integrations: connectivity to media buying applications
- ■ Cost: low incremental fees on top of media

Source: Mediaocean 2024 H2 Market Report
Methodology: Survey of 91 leading telecom advertising industry professionals conducted through TechValidate in July, 2024.

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Conclusion

As we move deeper into 2024 and look towards 2025, the telecom advertising industry is in a state of transformation, underscored by sustained optimism and rapid technological advancements.

The increase in ad spending reflects a market that's keenly attuned to growth drivers and the ability for media to move the needle on corporate objectives. Social media, digital display/video, and CTV remain the fastest growing channels and, across the board, advertisers are maintaining their elevated budgets from the beginning of the year.

Meanwhile, the significant growth in Gen AI enables telecom marketers to craft and deliver highly personalized messages that resonate uniquely with consumers. With the ability to quickly adjust and fine-tune messaging, telecom brands maintain relevance and appeal, staying competitive and reducing customer churn.

Parallel to these trends, the role of AI in advertising has become increasingly pronounced, with data analysis and market research leading the charge. The growing integration of AI across various facets of advertising—from creative production to campaign analytics—signals a shift towards more efficient, targeted, and impactful advertising strategies for telecom marketers.

Moreover, the rise of first-party data mastery illustrates a renewed focus on identity resolution in a world with-and-without cookies.

Despite recent shifts in policy, the focus on developing robust, multi-ID solutions highlights a proactive approach to navigating privacy concerns and data reliability.

With unprecedented developments in the ad verification space, marketers are compelled to reassess and prioritize their partner needs. The role of MRC-accredited solutions has become increasingly crucial to maintain high standards of ad delivery.

The telecom industry stands on the cusp of a transformative phase, driven by technological innovation, strategic adaptation to consumer trends, and a deeper, data-driven understanding of market dynamics. The dynamic nature of telecom marketing is on full display and should make the rest of 2024 an exciting, and lucrative, period for all constituents.
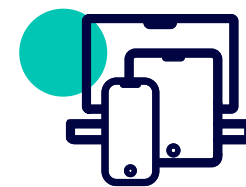
Methodology

This survey, conducted via TechValidate in July 2024, references data collected from a specific subset of 91 leading telecom advertising industry professionals as part of the Mediaocean 2024 H2 Market Report, which surveyed 1,231 marketers worldwide.

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About Mediaocean

Mediaocean is powering the future of the advertising ecosystem with technology that empowers brands and agencies to deliver impactful omnichannel marketing experiences. With over $200 billion in annualized ad spend running through its software products, Mediaocean deploys AI and automation to optimize investments and outcomes. The company's advertising infrastructure and ad tech tools are used by more than 100,000 people across the globe. Mediaocean owns and operates Prisma, the industry's trusted system of record for media management and finance, Flashtalking, the world's largest independent ad server and creative personalization platform, as well as Protected Media, the MRC-accredited ad verification solution for brand safety and fraud detection. Visit **www.mediaocean.com** for more information.

About Flashtalking

Flashtalking unleashes the power of creative to make media work better. As the leading independent platform for relevance, orchestration, and intelligence across all marketing channels, our Creative Ad Tech bridges the gap between creative and media. We provide AI and automation to connect the silos between teams and deliver more efficient production, versioning, and distribution of creative. Our solutions operate at scale across CTV, Video, Display, Social, Native, Audio, DOOH, and Retail Media channels. As part of Mediaocean, Flashtalking is tied into the industry's core ad infrastructure for omnichannel planning, buying, and billing. Visit **www.flashtalking.com** for more information.