

From the Internet bubble to COVID-19: the impact of crises on digital services

<https://marketpublishers.com/r/F0E939A81A0DEN.html>

Date: December 2020

Pages: 49

Price: US\$ 4,400.00 (Single User License)

ID: F0E939A81A0DEN

Abstracts

This IDATE DigiWorld report explores how telecommunications and Internet services have been affected by the biggest economic and financial crises of recent times – from the Internet bubble for the telecoms sector and the subprime loan crisis for the Internet services sector – as well as the European debt crisis and, of course, the still ongoing COVID-19 crisis.

It seeks to draw a distinction between structural changes and the direct impact that these crises have had on markets:

Fixed calling, fixed Internet access and mobile services for the telecoms side of the equation;

Online advertising (search and display), e-commerce and cloud computing (only at the regional level for the latter) for the Internet services side;

Each of the major global markets (USA, China, Germany, France, Italy, Spain, the UK) and the different regions.

This qualitative analysis includes quantified historic data for the different countries, from 2000 to 2019 (2008 to 2019 for Internet services) and forecasts for 2020 to 2024 (highlighting pre- and post-COVID forecasts).

DATASET SCOPE

Type of Data

Markets 2008-2019

Forecasts to 2024

Structure by country

Europe

France

Germany

Italy

Spain

United Kingdom

Asia-Pacific

China

North America

United States

World

Structure by Indicator

Telecom services revenues

Total telecom revenues

Fixed services

Fixed Telephony revenue

Fixed Internet revenue

Mobile revenue

OTT revenues

Online advertising

Display

Search

E-commerce

PLAYERS

AT&T

AT&T Mobility

Baidu

BellSouth

BT

Cingular Wireless

Deutsche Telekom

Disney

eBay

Facebook

Google

Hutchison

Instagram

Mannesmann

MCI

Meet

Microsoft

Netflix

Orange
Powertel
Qualcomm
SBC
Sprint
Teams
Telecom Italia
Telefonica
T-Mobile
Twitter
Verizon
Voicestream
Whampoa
WorldCom
Yahoo!
YouTube
Zoom

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