

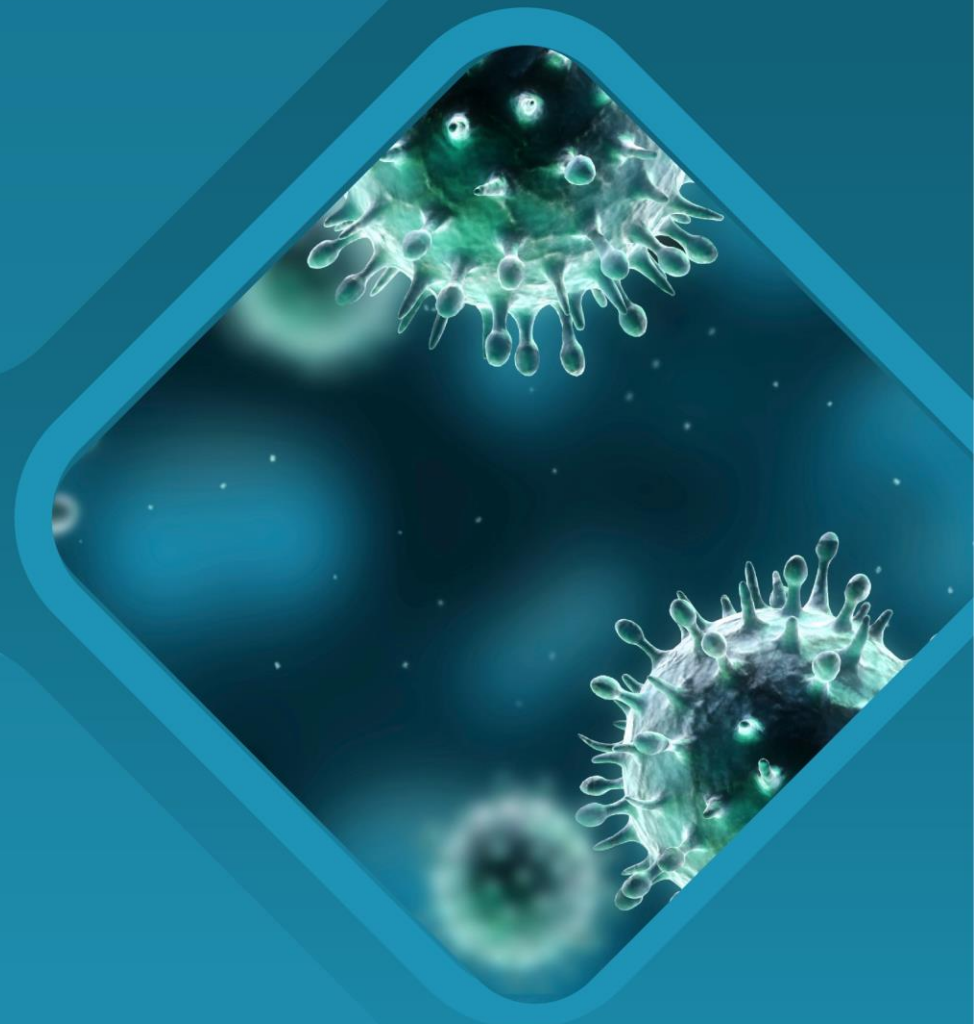


AUTORITÀ PER LE  
GARANZIE NELLE  
COMUNICAZIONI

# COMMUNICATION MARKETS MONITORING SYSTEM

COVID-19 monitoring

no. 1/2021



## 01 INTRODUCTION

### 1.1 COVID-19 monitoring:

AGCOM's role during  
Covid-19 emergency

### 1.2 Revenues:

main evidences

### 1.3 Revenues:

revenues in AGCOM's areas of  
competence

## 02 ELECTRONIC COMMUNICATIONS

### 2.1 Fixed and mobile network:

average daily data traffic  
(download + upload)

### 2.2 Fixed and mobile network:

monthly data traffic in  
download and upload

### 2.3 Fixed and mobile network:

average daily data traffic for  
broadband line and for  
"human" SIM

## 03 MEDIA

### 3.1 Media:

total revenues trend

### 3.2 Media:

advertising revenues trend

## 04 POSTAL SERVICES

### 4.1 Mail:

revenues  
(millions of €)

### 4.2 Parcels:

revenues  
(millions of €))

### 4.3 Mail:

volumes  
(millions of items)

### 4.4 Parcels:

volumes  
(millions of items)

The following figures are based on AGCOM's elaborations on firms' data. The data are updated until december 2020 where possible. The results are not directly comparable with those reported in other documents produced by the Authority. Percentages may not total 100 due to rounding.

## 1.1: COVID-19 MONITORING: AGCOM'S ROLE DURING COVID-19 EMERGENCY

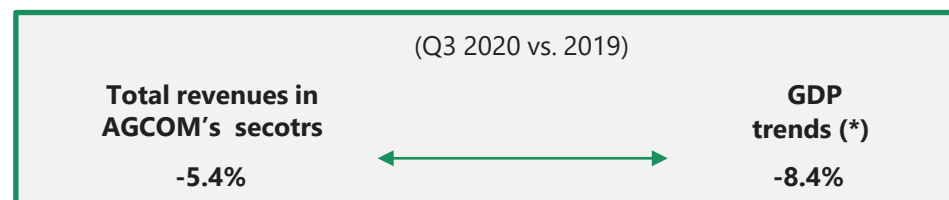
- ① The so-called "**Cura Italia**" decree reaffirmed AGCOM's role as the competent authority for any modifications, integrations or derogations to the ordinary regulations which are required necessary to deal with the health emergency, ensuring competition in the infrastructure and services markets and, at the same time, the protection of users.
- ② To this end, **permanent consultation panels** with sector operators and stakeholders have been set up in order to identify suitable proposals to resolve the main critical issues related to the COVID-19 emergency.
- ③ The **data and information** illustrated in the figures below represent the result of **a specific monitoring activity** conducted by the Authority, which has the **general objective** of providing an information base that can contribute to a better understanding of trends and any critical issues that may emerge from the current pandemic crisis.
- ④ The **information presented** in the figures below is the result of a specific **monitoring activity carried out by the Authority**, achieved also thanks to the effective collaboration with operators, with the aim of providing an information base that can contribute to a better understanding of the trends in progress in such a complex period.

Permanent consultation panels	Specific monitoring objectives	Indicators
Telco and consumers panel <a href="https://www.agcom.it/tavolo-telecomunicazioni-e-consumatori">https://www.agcom.it/tavolo-telecomunicazioni-e-consumatori</a>	Track the economic and financial sustainability of the sector Track the pressure on network infrastructures	Revenues Data traffic
Media service panel <a href="https://www.agcom.it/tavolo-servizi-media">https://www.agcom.it/tavolo-servizi-media</a>	Track the economic and financial sustainability of the sector Supervise the quality of information	Revenues <a href="#">Osservatorio sulla disinformazione online</a>
Digital platforms and big data panel <a href="https://www.agcom.it/tavolo-piattaforme-digitali-e-big-data">https://www.agcom.it/tavolo-piattaforme-digitali-e-big-data</a>	Supervise the online disinformation	<a href="#">Osservatorio sulla disinformazione online - Speciale Coronavirus</a> <a href="#">AGCOM Data Science Task Force</a>
Postal services panel <a href="https://www.agcom.it/tavolo-servizi-postali">https://www.agcom.it/tavolo-servizi-postali</a>	Track the economic and financial sustainability of the sector Monitor the use of postal services	Revenues Mail and parcel delivery volumes

## 1.2: REVENUES: MAIN EVIDENCES

### 1 The communications system

In the first nine months of 2020, the Authority's reference ecosystem recorded less negative results compared to the overall macroeconomic framework:



This is mainly due to the positive contribution of e-commerce, online advertising and pay-tv segment, in particular online streaming.

### 3 Electronic communications

In September 2020, the decrease in **revenues** (-5.3% on average compared to September 2019) was less intense for fixed network services (-4.5%) than for mobile network services (-6.2%).

In terms of **volumes**, in the first nine months of the year, daily traffic grew by 49.5% in the fixed network and 56.1% in the mobile network. Correspondingly, the daily average traffic per broadband line is estimated at 6.15 GB (+45.5% on an annual basis) while it is 0.26 GB for a «human» sim card (+62.6%).

### 2 Media

Total **revenues** for the first nine months of 2020 decreased by 6.9% compared to the same period in 2019. Of particular interest, however, was the recovery in the last quarter (+1.3% compared to the same quarter of 2019), thanks to the slight increase in advertising resources in traditional media (radio, television and publishing) and the growth in online advertising.

Year-on-year (-17,3%) and quarter-on-quarter the resources reduction continues in the daily and periodical publishing segment.

### 3 Postal services

In the first nine months of 2020, total **revenues** decreased by 2.1% compared to the same period of 2019.

When including the last quarter of 2020, however, the sector as a whole shows a growth of 3.1% compared to 2019. Significantly different results were recorded by mail services (-25.6%) and parcel services (+20.1%).

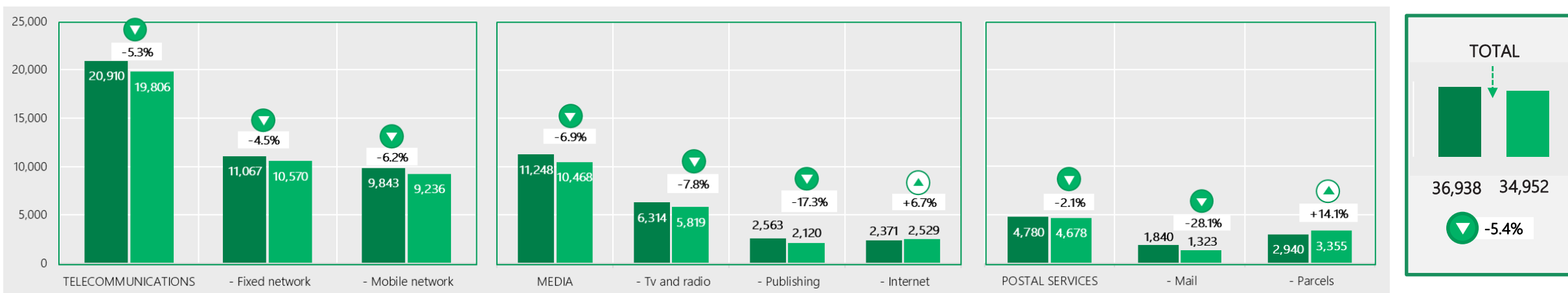
In 2020 (January – December), **volumes** of traditional postal services decreased on average by 21.1% (by 23.3% the mail services included in the US), while those relating to the delivery of parcels services increased on average by 34.6% (a value that rises to 38.2% with reference to domestic parcels only).

(\*) Data source: Istat – Conti economici trimestrali  
<https://www.istat.it/it/archivio/251026>

# 1.3: REVENUES: REVENUES IN AGCOM'S AREAS OF COMPETENCE

MILLIONS OF €

COMPARISON: cumulative values, January - September



- The reduction in revenues in **AGCOM's areas of competence** in the first 9 months of 2020 was **1,986 million euros** compared to the same period in 2019. In the third quarter of 2020 (July-August-September) there was a reduction of 1,6% compared to 2019.
- The **Telecommunications** sector lost €1,103 million € due to a reduction in both fixed network revenues (-497 million €) and in mobile network revenues (-607 million €).
- The **Media** sector recorded a loss of 780 million €. Considerable losses were recorded in the publishing sector (-443 million €) and television and radio (-495 million €), while internet advertising revenues have experienced a growth (+158 million €).
- In the **Postal sector** (-102 million €), the reduction in revenues was mainly due to the Universal Service mail services segment (-517 million €), while there was a growth in the parcel delivery segment (+415 million €).

## QUARTERLY COMPARISON (2019 vs. 2020)

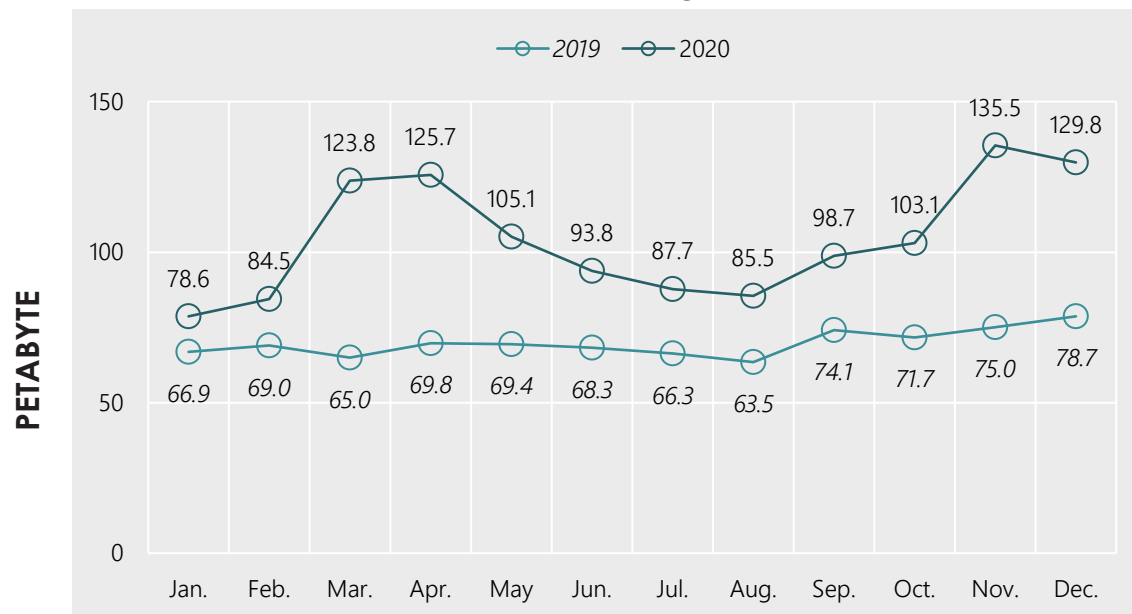
	1 Q	2 Q	3 Q
TELECOMMUNICATION	-5.8%	-5.5%	-4.5%
- Fixed network	-5.8%	-7.2%	-0.4%
- Mobile network	-5.9%	-3.5%	-8.6%

	1 Q	2 Q	3 Q
MEDIA	-3.6%	-17.4%	+1.3%
- Television and radio	-4.8%	-18.2%	+1.2%
- Publishing	-12.2%	-25.8%	-13.1%
- Internet	+9.3%	-5.6%	+16.3%

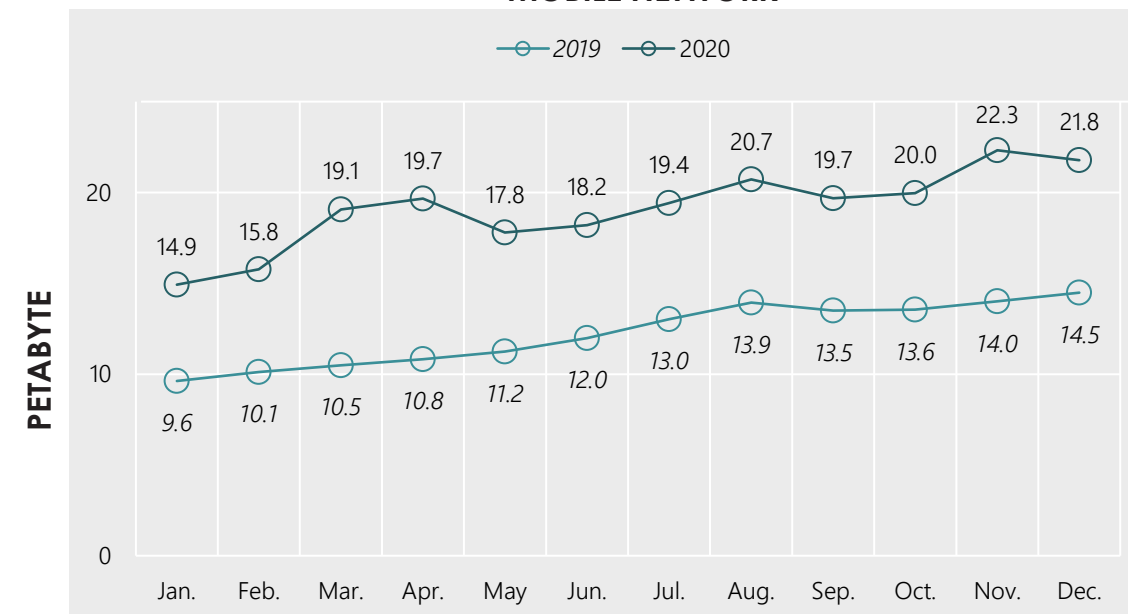
	1 Q.	2 Q	3 Q.
POSTAL SERVICES	-5.8%	-5.9%	+7.7%
- Mail services	-21.4%	-40.7%	-21.0%
- Parcel delivery services	+3.8%	+17.2%	+21.5%

## 2.1: FIXED AND MOBILE NETWORK: AVERAGE DAILY DATA TRAFFIC (download + upload)

### FIXED NETWORK



### MOBILE NETWORK



1

**Average daily data traffic:**

(Jan. - Sep. 2019)

69.8 petabyte

↑ **+49.5%**

(Jan. - Sep. 2020)

104.3 petabyte

2

**Monthly trend in 2020**  
(% change)

Jan. - Feb.	+7.4	Jul. - Aug.	-2.5
Feb. - Mar.	+46.5	Aug. - Sep.	+15.5
Mar. - Apr.	+1.6	Sep. - Oct.	+4.4
Apr. - May	-16.4	Oct. - Nov.	+31.4
May - Jun	-10.8	Nov. - Dec.	-4.2
Jun. - Jul.	-6.5		

3

**Annual change (2019 - 2020)**  
(%)

Jan.	+17.5	Jul.	+32.2
Feb.	+22.4	Aug.	+34.5
Mar.	+90.4	Sep.	+33.3
Apr.	+80.2	Oct.	+43.7
May	+51.5	Nov.	+80.5
Jun.	+37.3	Dec.	+64.9

1

**Average daily data traffic :**

(Jan. - Sep. 2019)

12.2 petabyte

↑ **+56.1%**

(Jan. - Sep. 2020)

19.1 petabyte

2

**Monthly trend in 2020**  
(% change)

Jan. - Feb.	+5.6	Jul. - Aug.	+6.7
Feb. - Mar.	+21.0	Aug. - Sep.	-5.0
Mar. - Apr.	+3.2	Sep. - Oct.	+1.4
Apr. - May	-9.5	Oct. - Nov.	+11.9
May - Jun	+2.3	Nov. - Dec.	-2.4
Jun. - Jul.	+6.7		

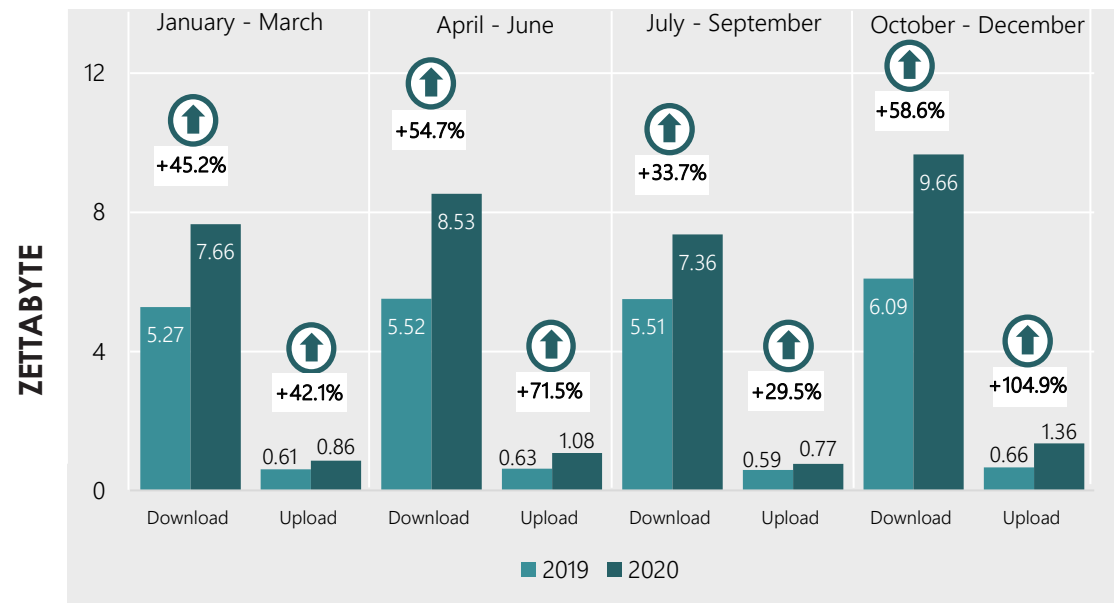
3

**Annual change (2019 - 2020)**  
(%)

Jan.	+55.3	Jul.	+49.1
Feb.	+55.8	Aug.	+48.6
Mar.	+81.9	Sep.	+45.8
Apr.	+81.7	Oct.	+47.2
May	+58.2	Nov.	+59.5
Jun.	+51.9	Dec.	+50.4

## 2.2: FIXED AND MOBILE NETWORK: MONTHLY DATA TRAFFIC IN DOWNLOAD AND UPLOAD

### FIXED NETWORK



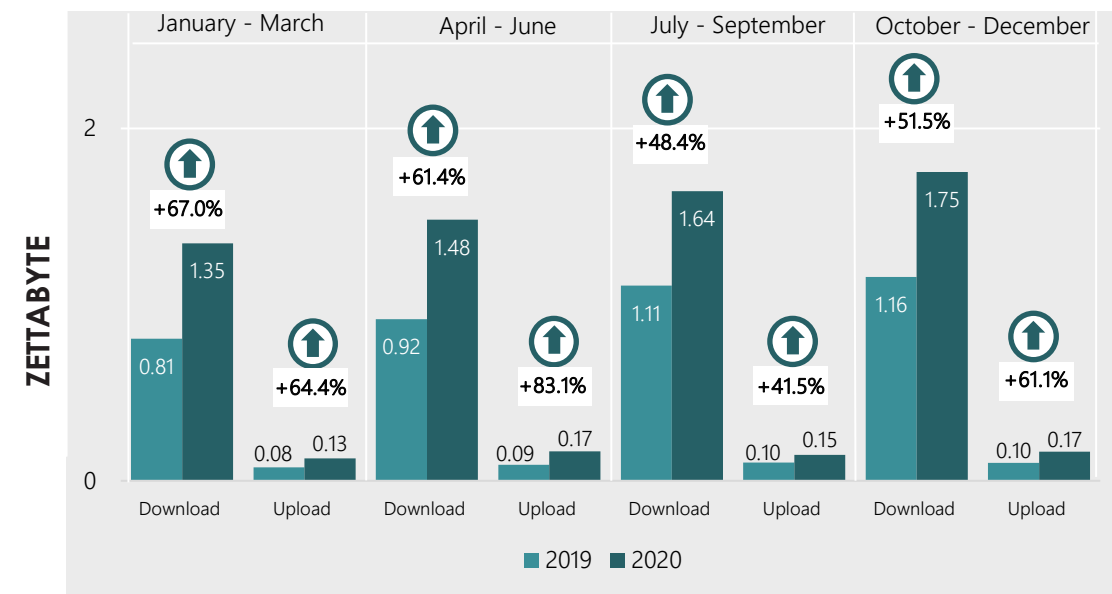
#### 1 Download data traffic (January – December):

	2019	→	2020
Total traffic	22.39 zettabyte		33.22 zettabyte
Average monthly traffic	1.87 zettabyte	↑ +48.4%	2.77 zettabyte

#### 2 Upload data traffic:

	2019	→	2020
Total traffic	2.49 zettabyte		4.07 zettabyte
Average monthly traffic	0.21 zettabyte	↑ +63.2%	0.34 zettabyte

### MOBILE NETWORK



#### 1 Download data traffic (January – December):

	2019	→	2020
Total traffic	3.99 zettabyte		6.23 zettabyte
Average monthly traffic	0.33 zettabyte	↑ +56.1%	0.52 zettabyte

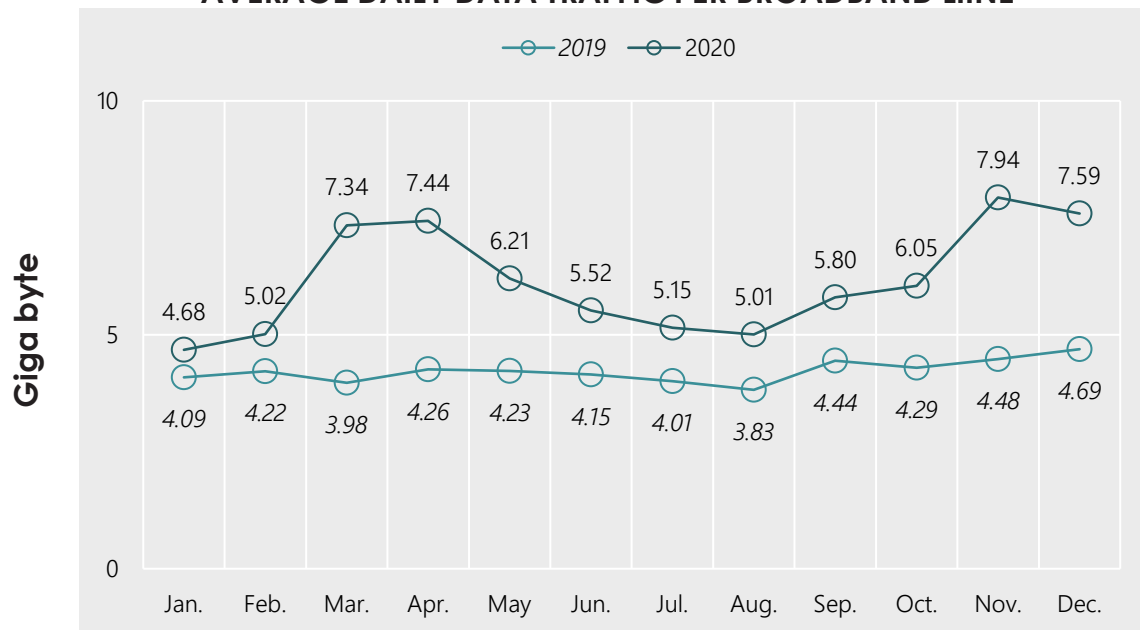
#### 2 Upload data traffic:

	2019	→	2020
Total traffic	0.38 zettabyte		0.61 zettabyte
Average monthly traffic	0.03 zettabyte	↑ +61.7%	0.05 zettabyte



## 2.3: FIXED AND MOBILE NETWORK: AVERAGE DAILY DATA TRAFFIC FOR BROADBAND LINE AND FOR "HUMAN" SIM

AVERAGE DAILY DATA TRAFFIC PER BROADBAND LINE



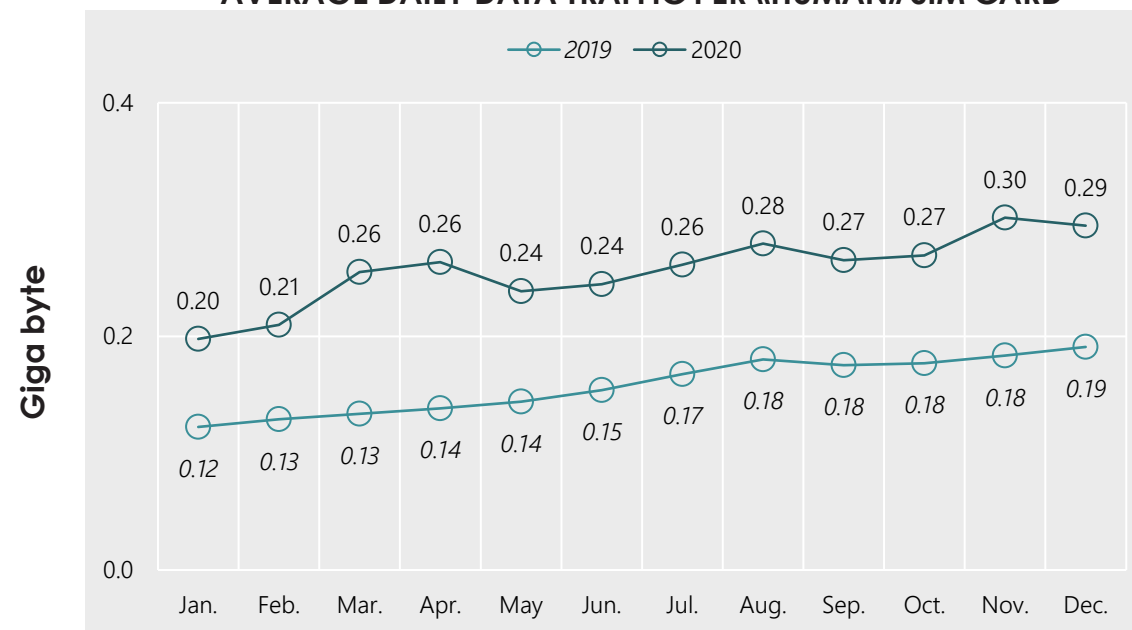
### 1 Average daily data traffic per broadband line:

(Jan. - Dec. 2019) → (Jan. - Dec. 2020)  
4.22 giga byte → 6.15 giga byte  
**+45.5%**

### 2 Average daily data traffic per broadband line: quarterly values

	2019		2020
1 Q	4.09 giga byte	<b>+39.1%</b>	5.69 giga byte
2 Q	4.21 giga byte	<b>+51.6%</b>	6.39 giga byte
3 Q	4.09 giga byte	<b>+30.0%</b>	5.31 giga byte
4 Q	4.49 giga byte	<b>+60.0%</b>	7.18 giga byte

AVERAGE DAILY DATA TRAFFIC PER «HUMAN» SIM CARD



### 1 Average daily data traffic per «human» sim card:

(Jan. - Dec. 2019) → (Jan. - Dec. 2020)  
0.16 giga byte → 0.26 giga byte  
**+62.6%**

### 2 Average daily data traffic per «human» sim card: quarterly values

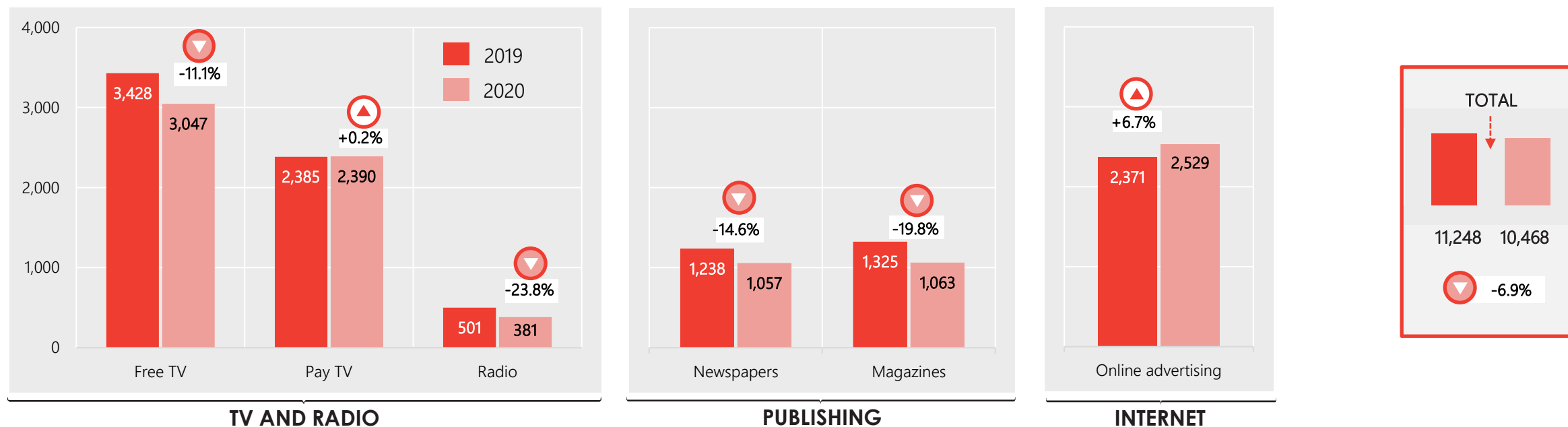
	2019		2020
1 Q	0.13 giga byte	<b>+72.3%</b>	0.22 giga byte
2 Q	0.15 giga byte	<b>+71.1%</b>	0.25 giga byte
3 Q	0.17 giga byte	<b>+54.1%</b>	0.27 giga byte
4 Q	0.18 giga byte	<b>+57.0%</b>	0.29 giga byte



### 3.1: MEDIA: TOTAL REVENUES TREND

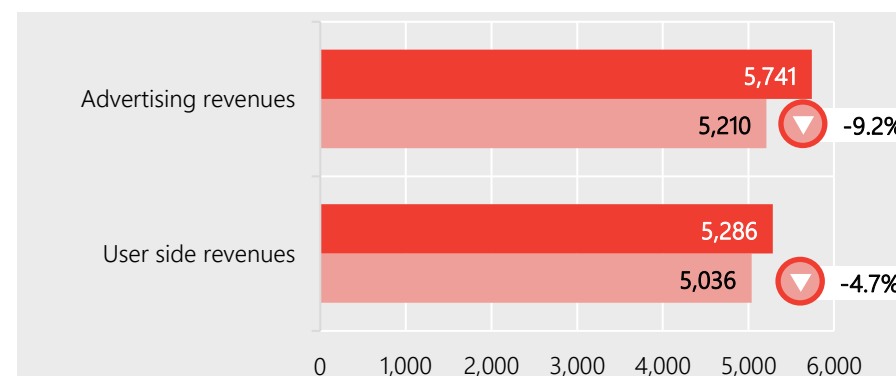
MILLIONS OF €

COMPARISON: cumulative values, January - September



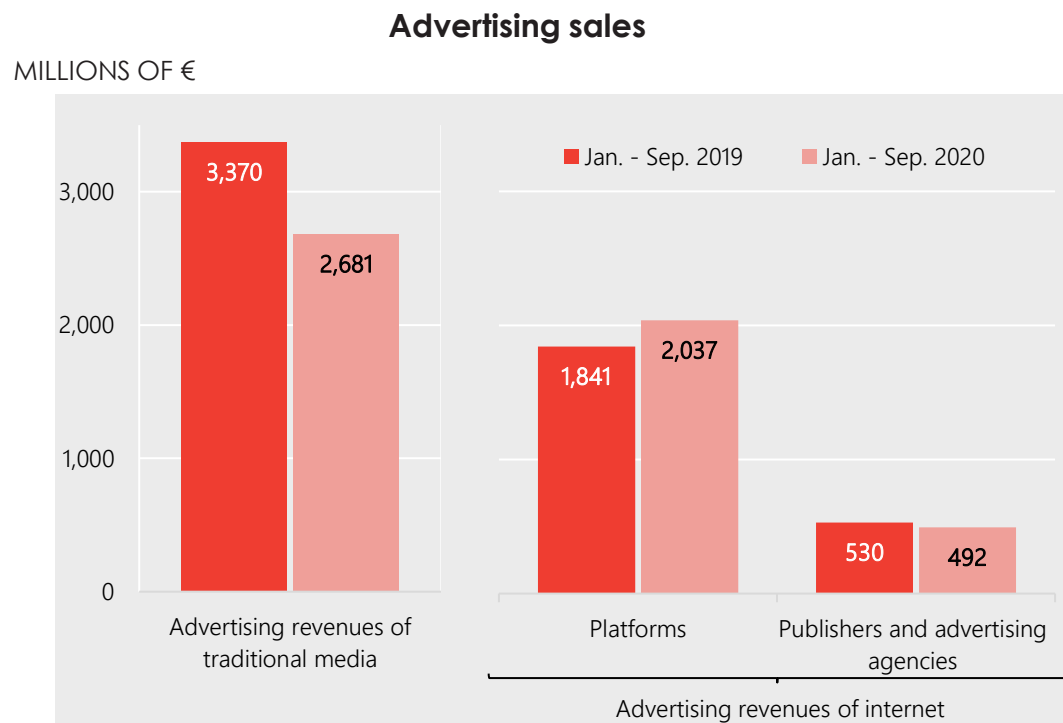
- 1 In the first nine months of 2020, **revenues** show a decrease of 6.9% compared to the corresponding half of 2019. Internet advertising and pay TV (mainly online streaming) show an upward trend, while revenues in the other sectors are all lower than in the first nine months of the previous year, albeit at different rates.

#### REVENUES BREAKDOWN



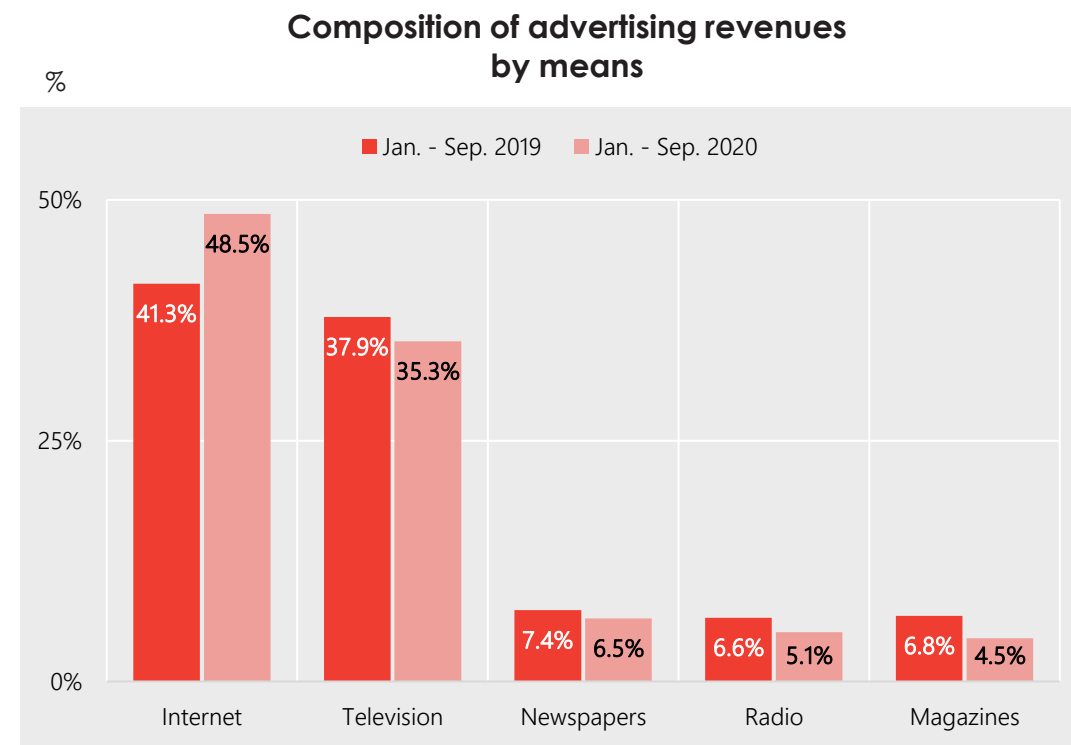
- 2 The **breakdown** of total revenues in the first nine months of 2020 shows a significant change compared to 2019. Due to the stronger reduction in advertising revenues compared to the user side revenues, the two components in the first half of 2020 are almost equal, while in 2019 the advertising revenue component was about 455 million euros higher.

## 3.2: MEDIA: ADVERTISING REVENUES TREND



1 **Change %** (Jan. - Sep. 2019) → (Jan. - Sep. 2020)

Advertising revenues of traditional media	↓ -20.4%
Advertising revenues of internet	
- Platforms	↑ +10.6%
- Publishers and advertising agencies	↓ -7.1%

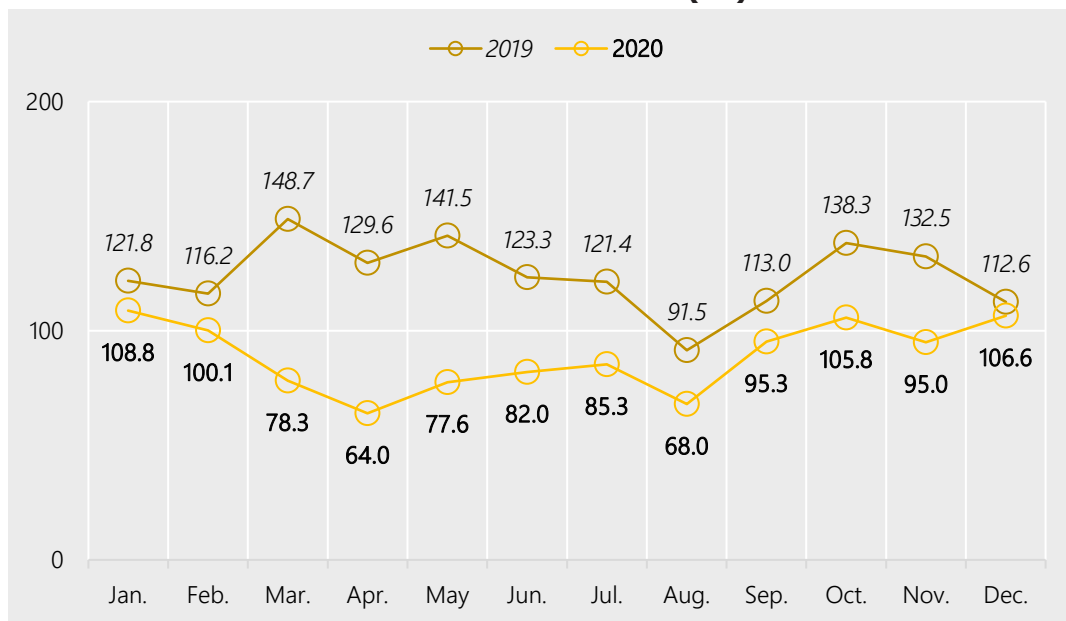


1 **Change in percentage points** (Jan. - Sep. 2019) → (Jan. - Sep. 2020)

Internet	↑ +7.2 p.p.
Television	↓ -2.5 p.p.
Newspapers	↓ -0.9 p.p.
Radio	↓ -1.5 p.p.
Magazines	↓ -2.3 p.p.

### 3.1: POSTAL SERVICES: MAIL REVENUES (millions of €)

#### UNIVERSAL SERVICE (US)



1

#### Cumulative revenues for the entire period

(Jan. - Dec. 2019)  
1.491 mln. €

↓ -28.4%

(Jan. - Dec. 2020)  
1.067 mln. €

2

#### Monthly revenues 2020 (% change)

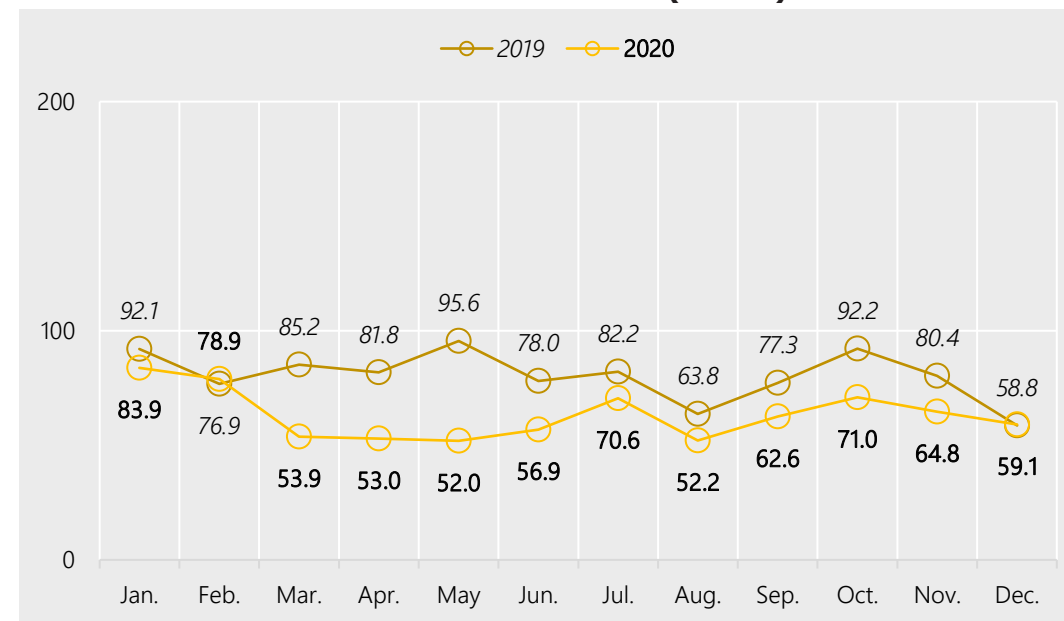
Jan. - Feb.	-8.0	Jul. - Aug.	-20.3
Feb. - Mar.	-21.8	Aug. - Sep.	+40.1
Mar. - Apr.	-18.2	Sep. - Oct.	+11.0
Apr. - May	+21.2	Oct. - Nov.	-10.2
May - Jun.	+5.7	Nov. - Dec.	+12.1
Jun. - Jul.	+4.1		

3

#### Annual change (2019 - 2020) (%)

Jan.	-10.7	Jul.	-29.7
Feb.	-13.8	Aug.	-25.7
Mar.	-47.4	Sep.	-15.7
Apr.	-50.6	Oct.	-23.5
May	-45.1	Nov.	-28.3
Jun.	-33.5	Dec.	-5.4

#### OTHER SERVICES (NO US)



1

#### Cumulative revenues for the entire period

(Jan. - Aug. 2019)  
964 mln. €

↓ -21.3%

(Jan. - Aug. 2020)  
759 mln. €

2

#### Monthly revenues 2020 (% change)

Jan. - Feb.	-5.9	Jul. - Aug.	-26.1
Feb. - Mar.	-31.8	Aug. - Sep.	+19.9
Mar. - Apr.	-1.7	Sep. - Oct.	+13.5
Apr. - May	-1.9	Oct. - Nov.	-8.8
May - Jun.	+9.6	Nov. - Dec.	-2.1
Jun. - Jul.	+23.9		

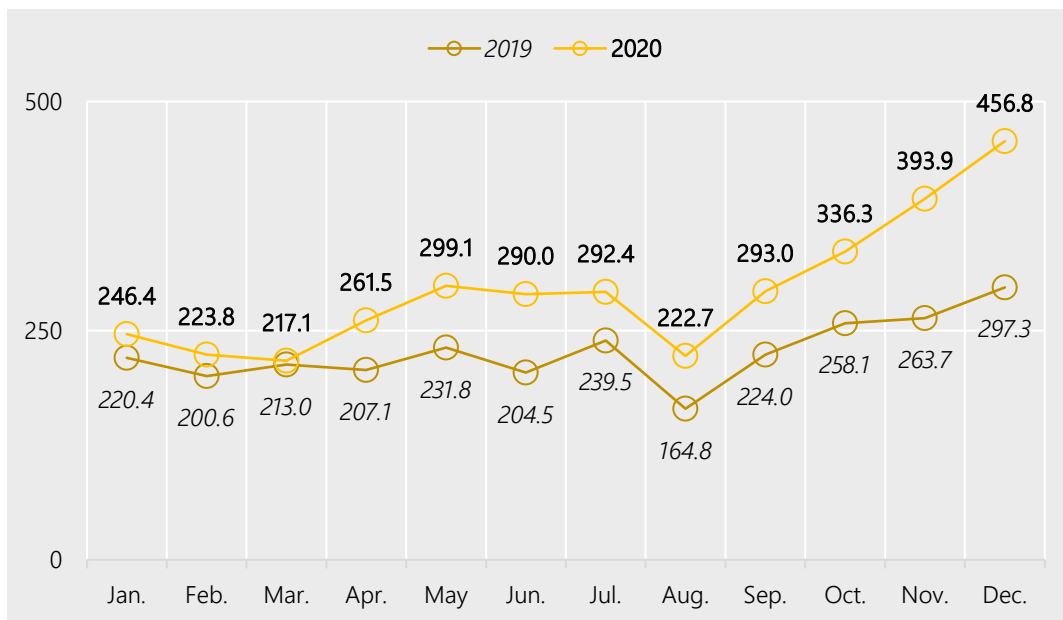
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#### Annual change (2019 - 2020) (%)

Jan.	-8.9	Jul.	-14.1
Feb.	+2.7	Aug.	-18.2
Mar.	-36.8	Sep.	-19.1
Apr.	-35.3	Oct.	-23.0
May	-45.6	Nov.	-19.5
Jun.	-27.0	Dec.	+0.6

### 3.2: POSTAL SERVICES: PARCELS DELIVERY SERVICES REVENUES (millions of €)

#### NATIONAL



1

#### Cumulative revenues for the entire period

(Jan. - Dec. 2019)  
2,725 mln. €

↑ +29.7%

(Jan. - Dec. 2020)  
3,533 mln. €

2

#### Monthly revenues 2020 (% change)

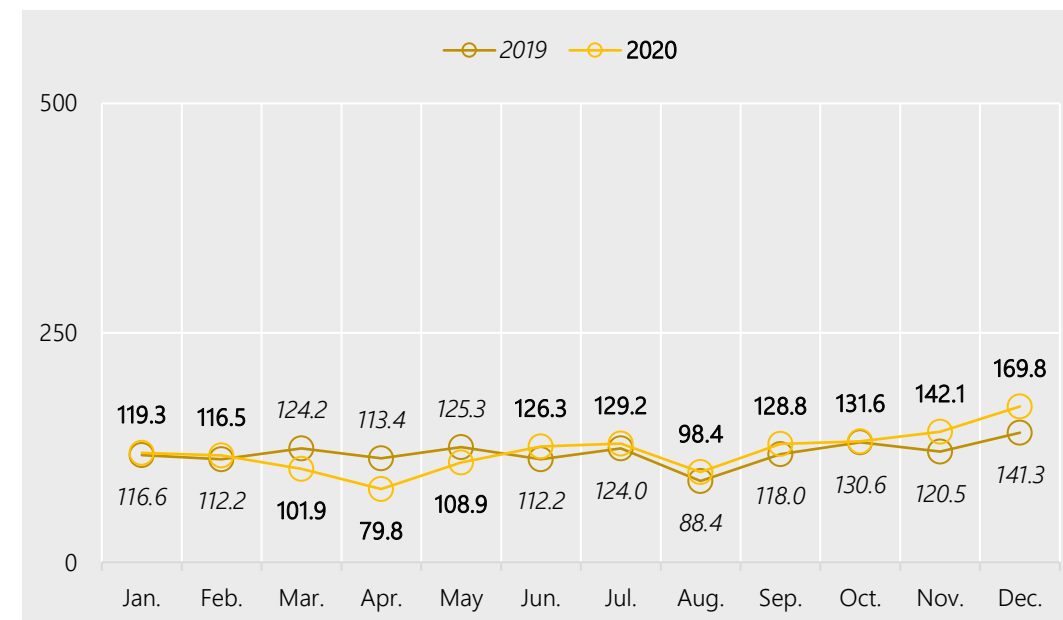
Jan. - Feb.	-9.2	Jul. - Aug.	-23.8
Feb. - Mar.	-3.0	Aug. - Sep.	+31.6
Mar. - Apr.	+20.4	Sep. - Oct.	+14.8
Apr. - May	+14.4	Oct. - Nov.	+17.1
May - Jun.	-3.0	Nov. - Dec.	+16.0
Jun. - Jul.	+0.8		

3

#### Annual change (2019 - 2020) (%)

Jan.	+11.8	Jul.	+22.1
Feb.	+11.6	Aug.	+35.1
Mar.	+1.9	Sep.	+30.8
Apr.	+26.2	Oct.	+30.3
May	+29.0	Nov.	+49.4
Jun.	+41.8	Dec.	+53.7

#### INTERNATIONAL



1

#### Cumulative revenues for the entire period

(Jan. - Dec. 2019)  
1,427 mln. €

↑ +1.8%

(Jan. - Dec. 2020)  
1,453 mln. €

2

#### Monthly revenues 2020 (% change)

Jan. - Feb.	-2.4	Jul. - Aug.	-23.8
Feb. - Mar.	-12.5	Aug. - Sep.	+30.9
Mar. - Apr.	-21.7	Sep. - Oct.	+2.2
Apr. - May	+36.5	Oct. - Nov.	+8.0
May - Jun.	+15.9	Nov. - Dec.	+19.5
Jun. - Jul.	+2.3		

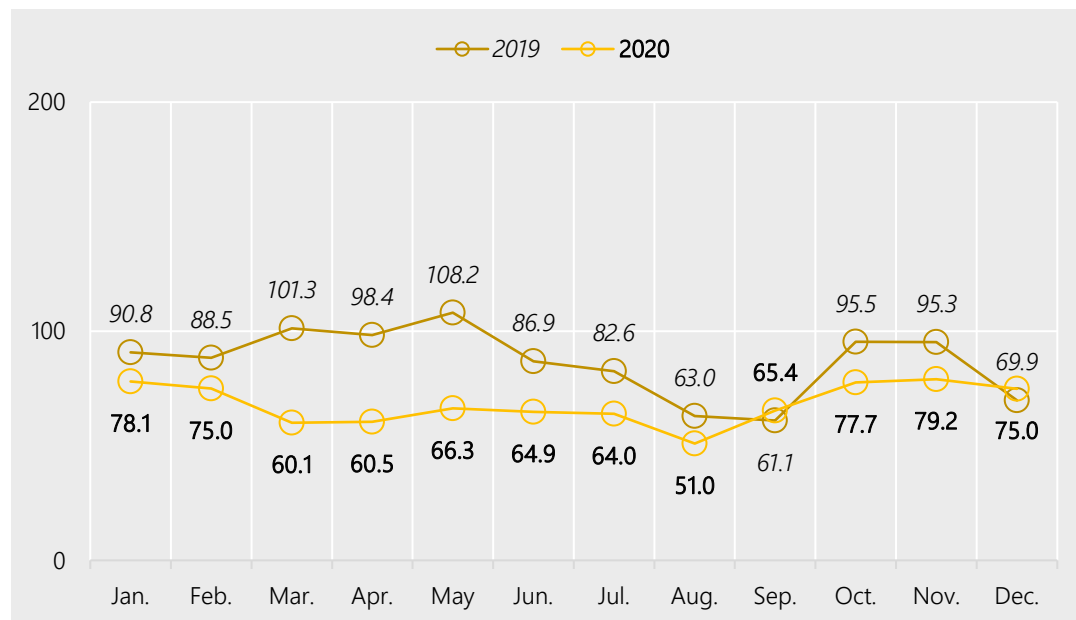
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#### Annual change (2019 - 2020) (%)

Jan.	+2.2	Jul.	+4.2
Feb.	+3.8	Aug.	+11.3
Mar.	-17.9	Sep.	+9.2
Apr.	-29.7	Oct.	+0.8
May	-13.1	Nov.	+18.0
Jun.	+12.5	Dec.	+20.1

### 3.3: POSTAL SERVICES: MAIL REVENUES (millions of items)

#### UNIVERSAL SERVICE (US)



1

#### Cumulative items for the entire period

(Jan. - Dec. 2019)  
1,042 mln. of items

↓ -21.5%

(Jan. - Dec. 2020)  
817 mln. of items

2

#### Monthly revenues 2020 (% change)

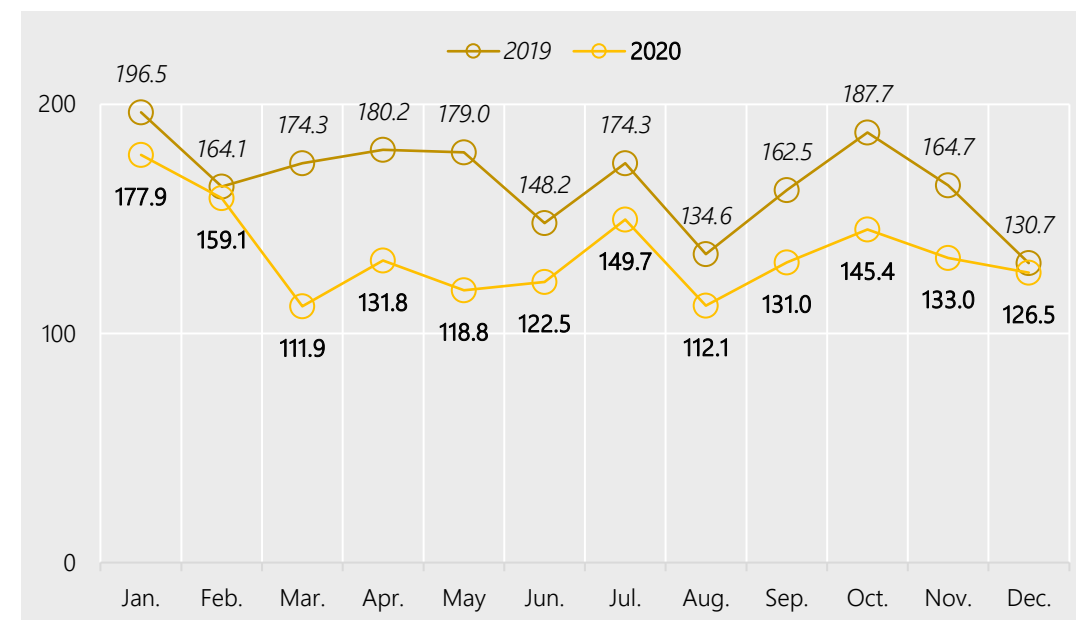
Jan. - Feb.	-9.2	Jul. - Aug.	-23.8
Feb. - Mar.	-3.0	Aug. - Sep.	+31.6
Mar. - Apr.	+20.4	Sep. - Oct.	+14.8
Apr. - May	+14.4	Oct. - Nov.	+17.1
May - Jun.	-3.0	Nov. - Dec.	+16.0
Jun. - Jul.	+0.8		

3

#### Annual change (2019 - 2020) (%)

Jan.	+11.8	Jul.	+22.1
Feb.	+11.6	Aug.	+35.1
Mar.	+1.9	Sep.	+30.8
Apr.	+26.2	Oct.	+30.3
May	+29.0	Nov.	+49.4
Jun.	+41.8	Dec.	+53.7

#### OTHER SERVICES (NO US)



1

#### Cumulative items for the entire period

(Jan. - Dec. 2019)  
1,997 mln. of items

↓ -18.9%

(Jan. - Dec. 2020)  
1,620 mln. of items

2

#### Monthly revenues 2020 (% change)

Jan. - Feb.	-2.4	Jul. - Aug.	-23.8
Feb. - Mar.	-12.5	Aug. - Sep.	+30.9
Mar. - Apr.	-21.7	Sep. - Oct.	+2.2
Apr. - May	+36.5	Oct. - Nov.	+8.0
May - Jun.	+15.9	Nov. - Dec.	+19.5
Jun. - Jul.	+2.3		

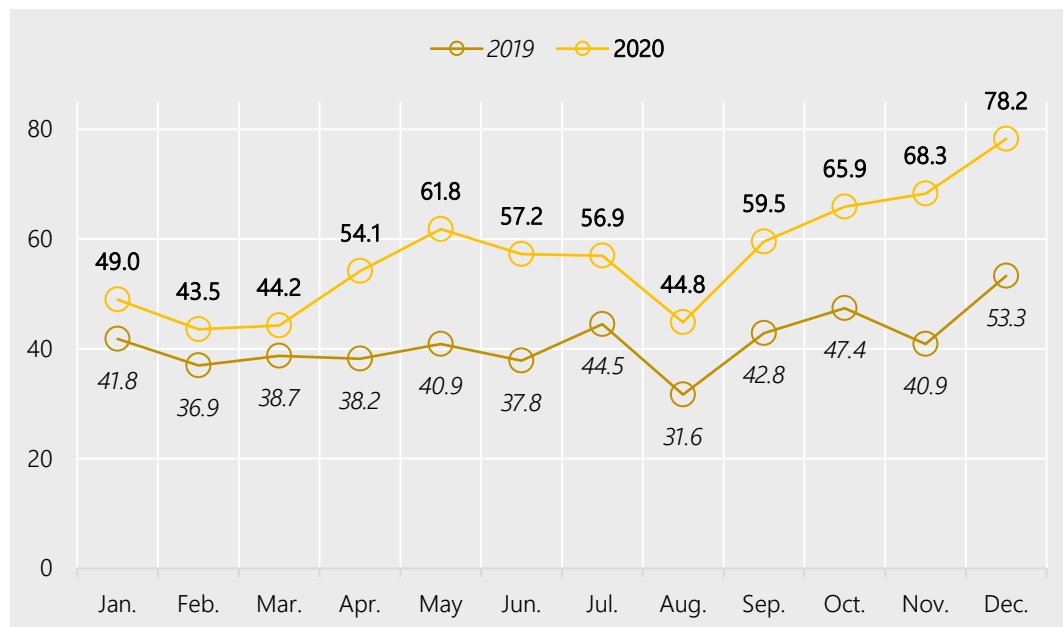
3

#### Annual change (2019 - 2020) (%)

Jan.	+2.2	Jul.	+4.2
Feb.	+3.8	Aug.	+11.3
Mar.	-17.9	Sep.	+9.2
Apr.	-29.7	Oct.	+0.8
May	-13.1	Nov.	+18.0
Jun.	+12.5	Dec.	+20.1

### 3.4: POSTAL SERVICES: PARCELS DELIVERY SERVICES VOLUMES (millions of items)

#### NATIONAL



1

#### Cumulative items for the entire period

(Jan. - Dec. 2019)  
495 mln. of items

↑ +38.2%

(Jan. - Dec. 2020)  
683 mln. of items

2

#### Monthly revenues 2020 (% change)

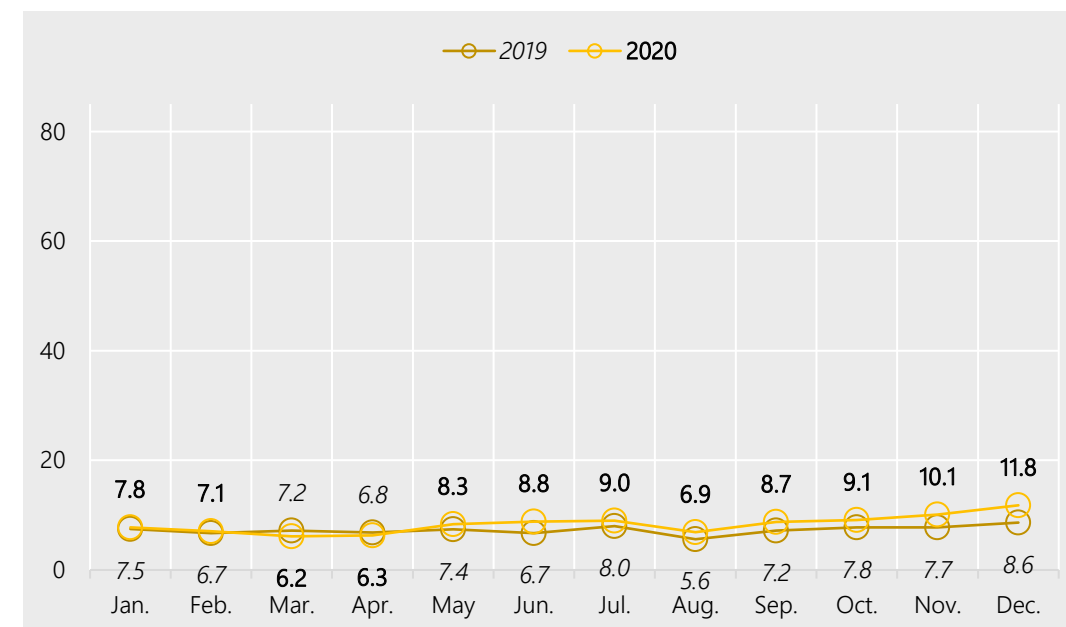
Jan. - Feb.	-9.2	Jul. - Aug.	-23.8
Feb. - Mar.	-3.0	Aug. - Sep.	+31.6
Mar. - Apr.	+20.4	Sep. - Oct.	+14.8
Apr. - May	+14.4	Oct. - Nov.	+17.1
May - Jun.	-3.0	Nov. - Dec.	+16.0
Jun. - Jul.	+0.8		

3

#### Annual change (2019 - 2020) (%)

Jan.	+11.8	Jul.	+22.1
Feb.	+11.6	Aug.	+35.1
Mar.	+1.9	Sep.	+30.8
Apr.	+26.2	Oct.	+30.3
May	+29.0	Nov.	+49.4
Jun.	+41.8	Dec.	+53.7

#### INTERNATIONAL



1

#### Cumulative items for the entire period

(Jan. - Dec. 2019)  
87 mln. of items

↑ +14.7%

(Jan. - Dec. 2020)  
100 mln. of items

2

#### Monthly revenues 2020 (% change)

Jan. - Feb.	-2.4	Jul. - Aug.	-23.8
Feb. - Mar.	-12.5	Aug. - Sep.	+30.9
Mar. - Apr.	-21.7	Sep. - Oct.	+2.2
Apr. - May	+36.5	Oct. - Nov.	+8.0
May - Jun.	+15.9	Nov. - Dec.	+19.5
Jun. - Jul.	+2.3		

3

#### Annual change (2019 - 2020) (%)

Jan.	+2.2	Jul.	+4.2
Feb.	+3.8	Aug.	+11.3
Mar.	-17.9	Sep.	+9.2
Apr.	-29.7	Oct.	+0.8
May	-13.1	Nov.	+18.0
Jun.	+12.5	Dec.	+20.1



## **COMMUNICATION MONITORING MARKETS SYSTEM**

COVID-19 monitoring

no. 1/2020

**Department of Economics and Statistics**

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