

mapping  
a path to

telco revenue

growth

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# the big picture

Communications service providers (CSPs) are pinning their hopes for future revenue growth not on their existing connectivity businesses, but on new B2B services that they hope to develop on top of connectivity by leveraging 5G, IoT, edge computing and AI. To understand the revenue potential of these new ICT services, it is important to understand the current financial state of CSPs' businesses.

Our research for this report was two-pronged. First, we needed to create an up-to-date set of financial data for CSPs globally in order to compare the size and growth rates for their new lines of

business and to illustrate how this data compares with growth in the traditional connectivity business (see [page 5](#)). But we also wanted to understand how telco leaders feel about their prospects for the future, so we conducted

an extensive survey of 205 people working inside 82 CSPs worldwide. Respondents included C-level executives, architects and engineers in IT and network departments, leaders of enterprise lines of business and consultants.

## Who are the Telco growth survey respondents?

205 CSP respondents from 82 companies



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