CONSUMER TRUST AND DIGITAL SERVICES

OPERATOR OPPORTUNITY

92% open to MNO-delivered digital services – as long as they are transparent

56% see their MNO as more trustworthy than an OTT provider

54% would prefer to deal with their MNOs for services like music and video streaming

62% trust mobile operators more as they protect consumers' data

FACEBOOK AND FALLEN CONSUMER TRUST

53% of consumers are less likely to share personal data with OTT providers

51% less likely to share data for free digital services in the future

68% are calling for greater regulation of OTTs

34% are less trustful of other OTTs as a result of the scandal

87% don't think selling data to third parties is acceptable