



2022

Best telco to ace
"Content & Media"

Asia Pacific

twimbit



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JUNE 2022



recognising
winners shaping
our future

The “twimbit Asia Pacific telecom service provider winners” program has been instituted to recognise outstanding performers in the industry. The winners are decided based on the extensive research done by our analyst team over the last 12 months. We hope these awards will motivate and inspire individuals, teams and leaders to continue their journey in driving growth and innovation for the industry.

Selection Process

- The winners are decided based on **extensive research of all publicly released material by the companies**. So, if you have reported your progress, we have captured it.
- There are **no nominations** to be evaluated for this program. We believe that having a nomination process restricts the universe of companies being considered for identifying the winners. We have taken the approach to evaluate every company that discloses information and competes in the market.
- **Criteria for selection:** A high degree of emphasis has been placed on quantitative metrics such as revenue growth, subscriber growth, EBITDA margins, etc.
- We defined the **categories** and its specific measurements to showcase how the leaders are transforming and driving the industry forward.
- For each winner, best practice insights are provided as to what makes them special.
- The winners are published on ***www.twimbit.com/winners***.

Organisations are welcome to use the recognition without any constraint or copyright issues. Additionally, premium deliverables such as winner logos, write-ups, analyst quotes and presentations are available on request.

We welcome all forms of feedback as we endeavour to make this a credible program that supports the growth of this industry.

twimbit Asia Pacific telecom service provider winners 2022

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|----|--|---|
| 1 | Best Customer Experience |  |
| 2 | Best In-store Experience |  |
| 3 | Best Digital Experience |  |
| 4 | Best Employee Experience |  |
| 5 | Best Network Innovation |  |
| 6 | Best telco to ace "Diversity in Leadership" |  |
| 7 | Best telco to ace "Growth beyond connectivity" |  |
| 8 | Best telco to ace "E-commerce" |  |
| 9 | Best telco to ace "Financial Services" |  |
| 10 | Best telco to ace "Content & Media" |  |
| 11 | Best telco to ace "5G" |  |
| 12 | Best telco to ace "Enterprise Business" |  |
| 13 | Telco of the Year |  |

Best telco to ace "Content & Media"

Media & content is the closet adjacency for the service providers and one that they have had the most success. Bundling content with broadband connectivity has helped telcos across the board. Many telcos have invested in developing and scaling localised content. Partnerships with Netflix, Amazon Prime and Disney have been extensively pursued across the region.

*twimbit recognises SK Telecom
as the Best telco to ace "Content & Media"*

**" SK Telecom's road to success in
South Korea's pay TV market is built
on strong partnerships and acquisitions. "**

Globally, SK Telecom proves to be one of the most innovative telecom companies, diversifying non-connectivity services in almost every segment and strongly contributing to the overall revenue.

- Media – the highest contributor to the overall revenues, focuses on providing its customers Pay TV services through BTV, an OTT platform through wave and personalised music streaming service based on AI, Flo and T commerce services through SK Stoa.
- The merger between SK Broadband and t-broad bumped up the media contribution to the overall revenue. The merger also helped SK telecom gain users based on content competitiveness and AI-based personalisation, making them one of South Korea's leading players in the market.
- Media grew 16% YoY as compared to the mobile and fixed growth of 1.8%.
- Pay TV subscribers reached 9 million at the end of 2021.
- Domestic Gross Merchandise Value for the T-commerce market (SK Stoa, increased by 8.3 %.



Insights



Immersions



Challenges

How can we help?

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