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MCA 2025 Perception Survey on how Consumers perceive bundle offerings

The Malta Communications Authority (MCA) today published the results of its latest survey examining the experiences of households subscribed to multiple telecom services under fixed term contracts, also referred to as bundled offers. The results provide insight into current subscription patterns, spending levels, satisfaction rates, switching behaviour, and awareness of contractual rights among Maltese households.

Telecom services are commonly obtained in a bundle. Half of respondents (51%) bundle some or all of their telecom services, while 31% partially bundle their services, most commonly keeping mobile telephony as a standalone service.

Bundling of telecom services is generally preferred for affordability and convenience. Operator discounts drive 48% of households to obtain a bundle (61% in 2023), while single bills (37%) and fixed monthly costs (31%) also appeal to subscribers, both up from 35% and 15% in 2023 respectively.

Fixed internet is the top service prompting bundle purchases, cited by 82% of respondents (55% in 2023). Mobile telephony ranks second at 12% (down from 16% in 2023), followed by TV at 6% (21% in 2023) and fixed telephony at 1% (8% in 2023).

64% of households spend between €30 to €69.99 per month on the bundle subscription (63% in 2023). High satisfaction prevails for service quality (72%), bundle product mix (69%), and value for money (52%). Switching bundled services remains low at 7% (6% in 2023). Of households reporting switching, 64% faced no difficulties when carrying out the change (up from 57%).

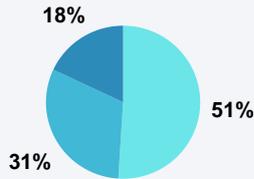
Consumer awareness of contract terms has increased. Awareness of early termination fees rose from 15% to 24%, while knowledge of the right to exit a bundle without incurring fees if an operator changes the contract terms increased from 37% in 2023 to 55% in 2025.

Overall, this survey highlights sustained consumer preference for bundled telecom services, driven primarily by affordability and convenience, alongside growing awareness of contractual rights. These findings will support MCA's ongoing regulatory oversight and strengthen consumer protection efforts within Malta's evolving communications market. **End.**

Bundling is the Dominant Consumer Preference

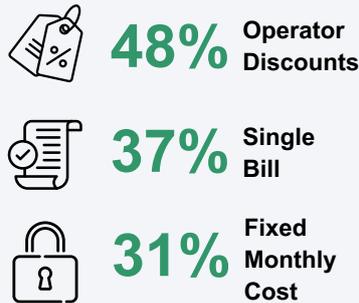
MCA Perception Survey 2025 Highlights: Bundle Offerings

How Households Subscribe



51% bundle some or all telecom services, while **31%** partially bundle services. Most commonly keep mobile telephony standalone.

Why Consumers Choose Bundles

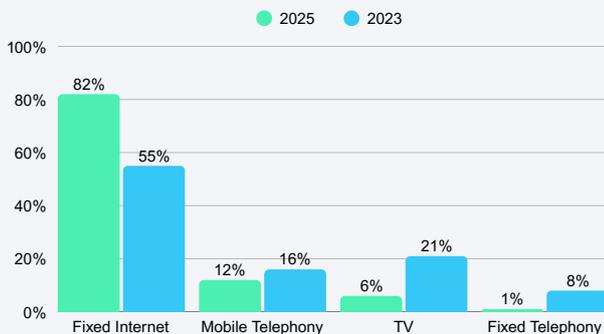


Monthly Spending



64% spend between €30 and €69.99 per month.

Services Driving Bundle Purchases



Fixed internet remains the main driver for bundling decisions, with a sharp drop in TV and fixed telephony.

Satisfaction Levels

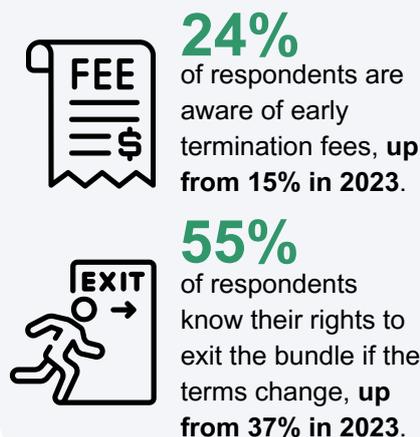


Switching Behaviour



Only **7%** of customers with bundles switched operators in **2025**, with **64%** facing no difficulties, up from 57% in 2023.

Awareness of Rights



Affordability and convenience keep bundled telecom services preferred over standalone options. Spending levels and switching rates are stable, **satisfaction** is high, and **awareness of contractual rights** continues to improve.

