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Survey Highlights: Growing Digital Engagement and Improved Affordability of Internet Services

The Malta Communications Authority (MCA) has published the results of its latest survey examining the experiences of residential internet users across Malta. The findings point to an encouraging trend in digital inclusion, with nearly all respondents (99%) reporting having access to the internet in their homes - up from 95% in 2022.

Respondents are becoming more digitally aware, with 57% having tested their broadband speed in 2025, compared to 44% in 2022. Encouragingly, 82% of all residential internet users consider their current broadband speed as adequate for their daily needs.

Monthly spending patterns have improved for many households: 75% now pay between €20 and €49.99 per month - up from 50% in 2022 - and those paying over €50 have dropped sharply from 49% to just 13%. Additionally, the share of households spending less than €20 has risen to 12%, compared to only 1% in 2022. These changes are likely due to operators offering faster plans at competitive prices, making broadband more affordable and accessible.

The rise in over-the-top (OTT) service usage is a standout development, with 99% of respondents now using such services over the internet, up from 87% in 2022. Content streaming and chat are the most popular activities, and daily usage is widespread.

The survey also highlights a maturing consumer landscape, with respondents placing increased importance on pricing, download speed, customer service and flexibility when choosing broadband packages.

While the MCA remains aware of areas for further improvement, these findings confirm continued progress in enhancing digital access and user empowerment in Malta.

End.

Growing Digital Engagement and Improved Affordability of Internet Services

MCA Perception Survey 2025 Highlights: Fixed Internet

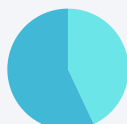
Internet Access at Home



99%

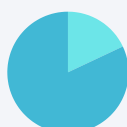
of respondents have internet access at home

Digital Awareness



57%

tested their internet speed



82%

consider the broadband speed adequate

OTT Service Usage

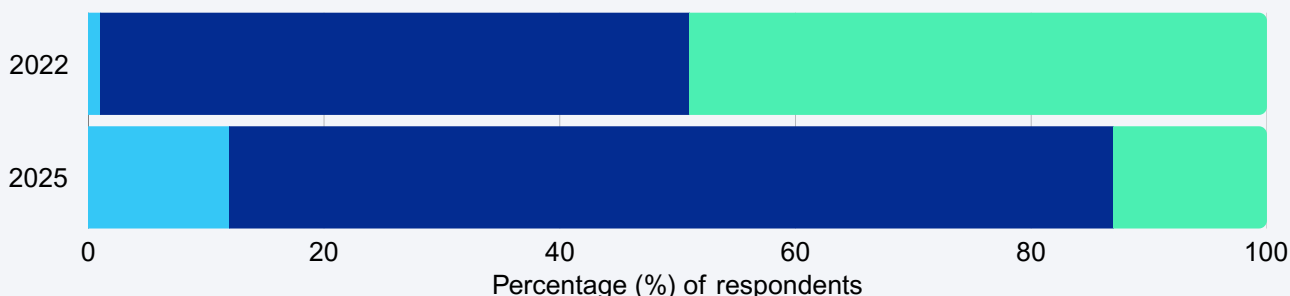
99%

use over-the-top services: content streaming and chat the most popular activities



Monthly Internet Spending

● Under €20 ● Between €20 and €49.99 ● Over €50



Factors when choosing a broadband package



Pricing



Download Speed



Customer Service



Flexibility

The MCA remains committed to facilitating ongoing improvement, with survey results showing progress in enhancing digital access and user empowerment in Malta.



MALTA COMMUNICATIONS AUTHORITY