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### MCA publishes findings of telecoms quality of experience survey results

The Malta Communications Authority (MCA) has published the findings of an independent study assessing consumers' quality of experience in the telecoms sector. The study shows that 89% of respondents are satisfied with their experience when using internet, TV, mobile, and fixed telephony services.

The research was carried out by PKF and was presented during the MCA seminar *Safeguarding Consumers' Confidence in Digital Communications*, held last month. The seminar brought together key stakeholders to discuss emerging trends and challenges within the telecoms industry.

The study was conducted between July and September 2025 among 400 respondents aged 18 years and over, selected using a quota-based sampling method to ensure the results are representative of the population in Malta and Gozo by age, gender, and locality.

The survey examined multiple aspects of the consumer experience, including the subscription process, payment methods, billing, faults and compensation, contract transparency, customer support, market offers, overall satisfaction, and exposure to scams.

The findings also provide insight into the use of digital tools in consumers' interactions with telecoms services. Payment practices show that Direct Debit and Internet Banking are the most commonly used methods; however, at least 9% of respondents indicated that they continue to rely on traditional payment methods such as cheques or cash. Telephony support remains the most preferred customer care channel, although this preference has declined over time, from 71% in 2019 to 58% in 2022 and 49% in 2025. Scam communications also remain prevalent, with respondents reporting that they receive scams through various digital communications channels.

This quality of experience (QoE) survey follows two previous surveys carried out in 2019 and 2022. More details about the findings are available on the MCA's website at this [link](#).

## Main findings of the telecoms quality of experience study

- 47% of respondents who are subscribed to bundles indicated that their bundle includes at least one service they do not use or would remove if given the option.
- The most commonly used payment methods were Direct Debit Mandate (42%) and Internet Banking (35%).
- A significant majority of respondents (84%) stated that their telecoms bills were clear or very clear.
- 14% of respondents contacted their service provider to request a bill correction in the past 12 months, with 68% expressing satisfaction with how their request was handled.
- Around 32% of respondents reported experiencing a fault or service discrepancy during the past year. Of these, 15% received a refund, while another 4% were compensated through free services or telephony credit.
- The majority of respondents (73%) who received a contract summary reported that it was easy to understand.
- 59% of respondents expressed the view that contract terms should remain unchanged for the entire duration of the agreement.
- Telephony support remains the most preferred customer care channel, although preference declined from 71% (2019) to 58% (2022) and 49% (2025).
- Telecoms customer care channels recorded an average satisfaction score of 3.0, compared to 2.7 for customer support for non-telecoms services.
- 38% of respondents stated that service providers offer better deals to new customers than to existing ones; among those who noticed such differences, 63% felt unfairly treated.
- Overall satisfaction with telecoms services remains high, with 89% of respondents stating that they are either satisfied or very satisfied.
- Phone calls (71%) and SMS (67%) were reported as the most common channels through which respondents received scam communications.
- 12% of respondents were victims of scams; among these, 27% suffered no losses, while 42% suffered a financial loss of up to €500.