

For Immediate Release

Rosimely Ulpino
Parks Associates
972.996.0233
rosey@parksassociates.com



Roland Schmidt
DECT Forum
M. +49 176 2535 0007
roland.schmidt@dect.org

Parks Associates: Voice and video calls more than tripled during COVID-19 pandemic

Market Snapshot addresses current transformation of home telephony and future implications beyond crisis conditions

Dallas, Texas, August 26, 2020 – New research from Parks Associates’ [Market Snapshot: Voice as a Lifeline and the Transformation of Home Telephony](#) reveals a surge in home telephony during the COVID-19 outbreak. The Market Snapshot, developed in partnership with the DECT Forum, finds that as of May 2020, 30% of US broadband households reported one remote worker and 22% reported another adult was working remotely in the household. These conditions contributed to the recorded increase in voice and video calls reported by Comcast, AT&T, and Verizon. Globally, Deutsche Telekom, Virgin Media, and Orange Group also noted increases in mobile and voice traffic and increased strain on their networks.

“During the COVID-19 pandemic, people across the globe are reaching out via voice calls from home for both personal and professional reasons,” said [Brad Russell](#), Research Director, Connected Home, Parks Associates. “The combination of shelter-in-place, work-from-home, school-from-home, and other new from-home lifestyles has led many consumers to rediscover the value in voice. This opens new value for fixed-line telephony as many mobile networks have struggled to keep up with the increased usage.”

“We are delighted to work in partnership with Parks Associates to show the continued relevance for DECT wireless technology and the importance of reliable communication in times of crisis,” said Ruth Wilson, Chair Marketing, DECT Forum.

In North America, the UK, and throughout the European Union, the number of fixed-line connections had been decreasing for a number of years due to shifts to mobile and VoIP calling, but the fixed-line is still an important lifeline for consumers such as the elderly, rural residents, and lower income households. The COVID-19 crisis has further underscored the value of traditional landlines, as the value proposition for voice services has expanded to deliver more telehealth and work-at-home use cases.

“A renewed concern for the elderly, vulnerable, and socially isolated will drive appreciation of technologies that keep loved ones connected, cared for, and safe,” Russell said. “Telemedicine, remote patient monitoring, and independent living solutions will all require telephony support. Service providers and regulators would be wise to consider how fixed-line calling (traditional and VoIP) continues to figure significantly in long-term network strategy and how new service bundles might serve the emerging work-from-home and eldercare markets.”

Go to <http://www.parksassociates.com/whitepapers/landline-2020> to download this Market Snapshot. To request data or an interview, please contact Rosey Ulpino at rosey@parksassociates.com, 972.996.0233.

About Parks Associates

Parks Associates is an internationally recognized market research and consulting company specializing in emerging consumer technology products and services. Founded in 1986, Parks Associates creates research capital for companies ranging from Fortune 500 to small start-ups through market reports, primary studies, consumer research, custom research, workshops, executive conferences, and annual service subscriptions.

The company's expertise includes digital media and platforms, entertainment and gaming, home networks, Internet and television services, digital health, mobile applications and services, support services, consumer apps, advanced advertising, consumer electronics, energy management, and home control systems and security. <http://www.parksassociates.com>

About DECT Forum

DECT, DECT Security and CAT-iq are worldwide-adopted wireless technologies with high relevance for home and mission critical enterprise communication. Full members of the DECT Forum are: Arcadyan, Ascom, AVM, Cisco, CTC Advanced, Deutsche Telekom, Dialog Semiconductor, DSP Group, Epos, Gigaset, GN Netcom, Huawei, Mitel, NEC, Nemko, Panasonic, Plantronics, RTX, Sagemcom, Sercomm, SGW Global, Shure, Spectralink, Vtech, ZTE. www.dect.org