The Future of Voice: Insights from TeleGeography

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I3forum session at PTC 2025

January 22, 2024

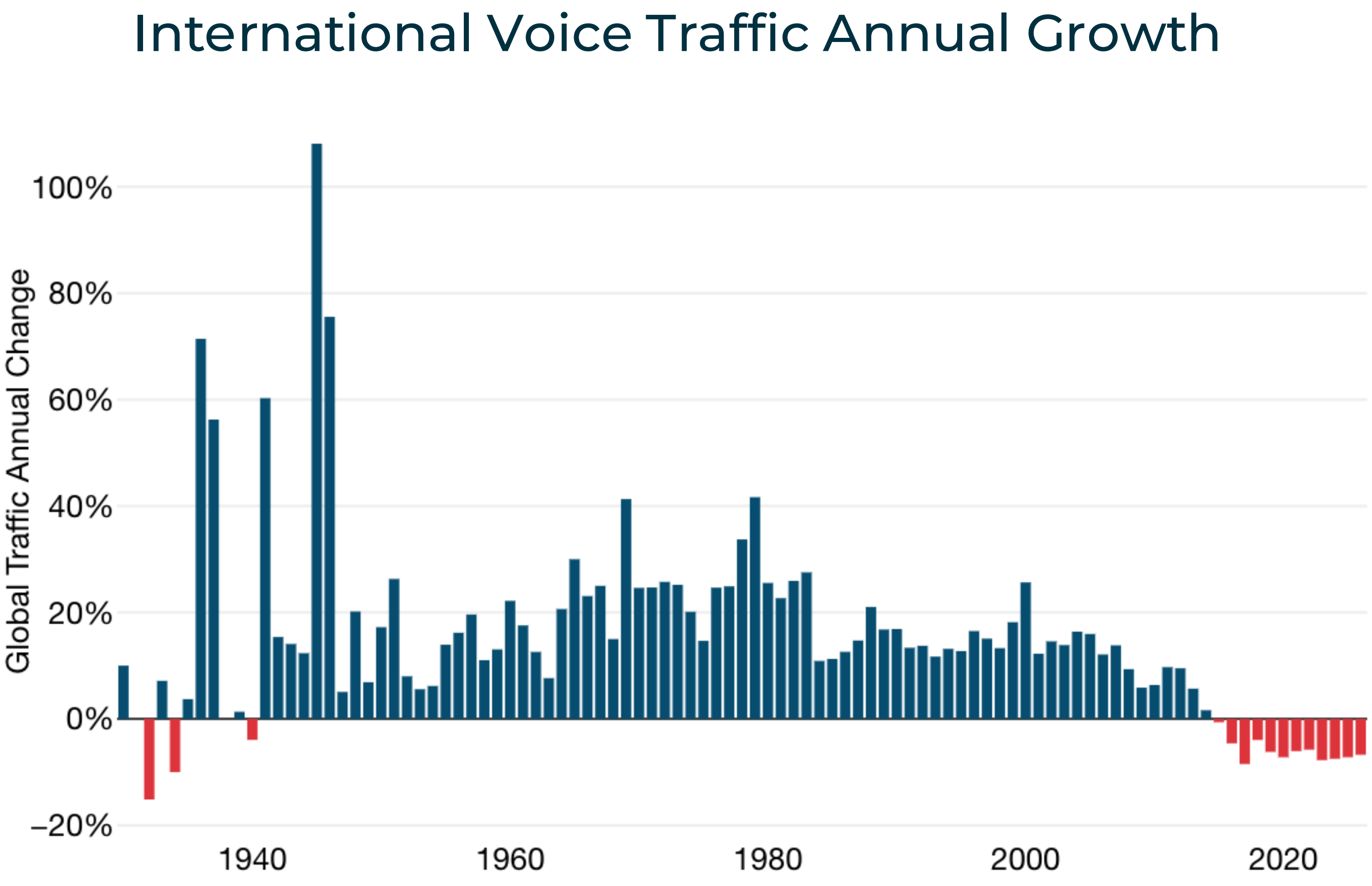
We've been at this for a while!

Table 6

CANADA AND ITS
MAJOR TELECOMMUNICATION CORRESPONDENTS (1988)

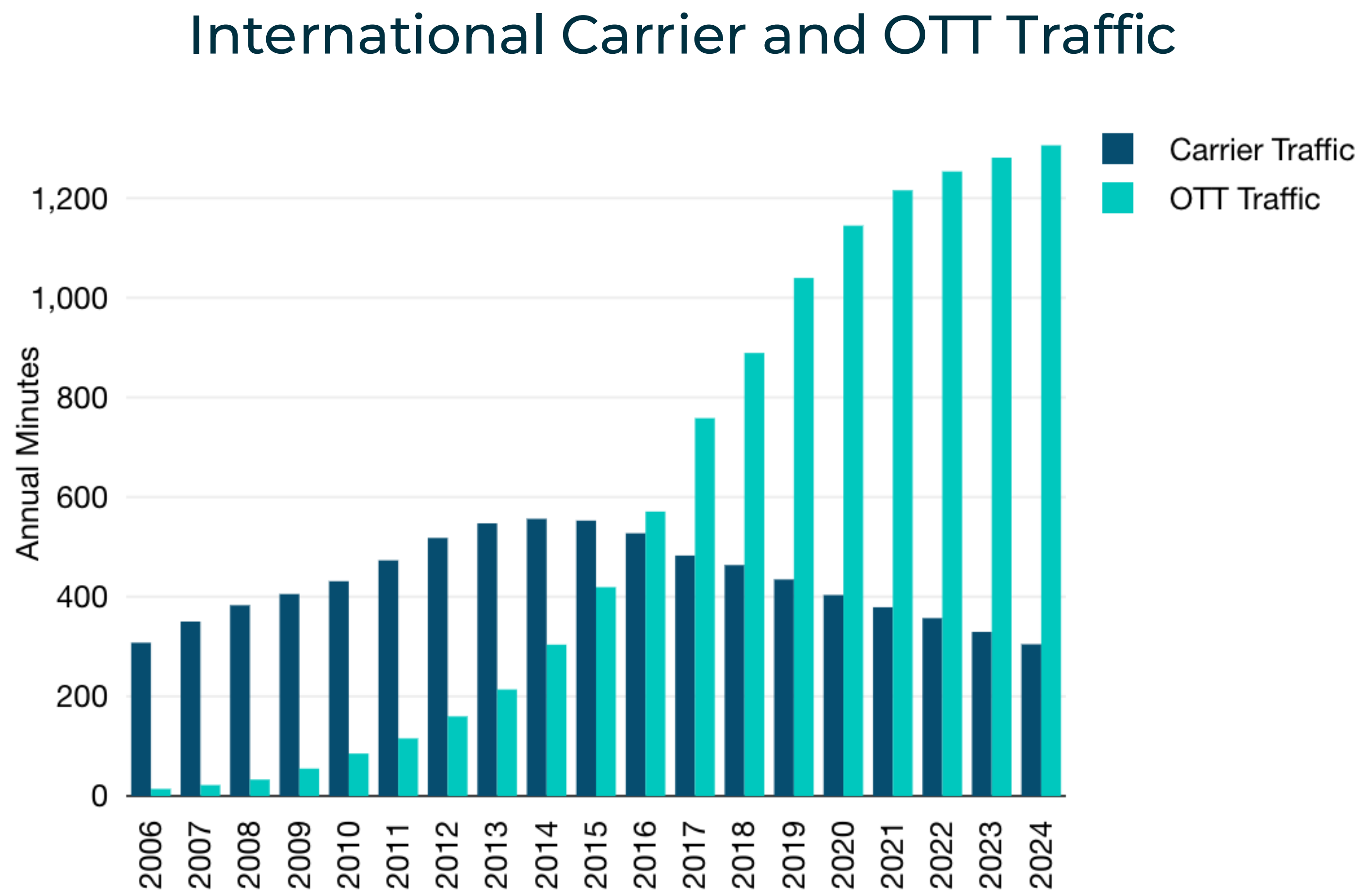
Destination	Outgoing MiTT in Millions*	Market Share %
United States	1049.0	74.2%
U.K.	76.4	5.4%
W. Germany	24.7	1.7%
France	21.5	1.5%
Italy	21.4	1.5%
Hong Kong	16.0	1.1%
Australia	10.4	0.7%
Japan	9.4	0.7%
Greece	8.6	0.6%
Netherlands	8.2	0.6%
Jamaica	7.5	0.5%
Trinidad	7.3	0.5%
Switzerland	7.2	0.5%
Mexico	6.1	0.4%
Israel	5.3	0.4%
Total Above	1279.0	90.4%
Total Canada	1414.0	100.0%

Traffic decline is the new normal



Source: TeleGeography

Where did all the traffic go?



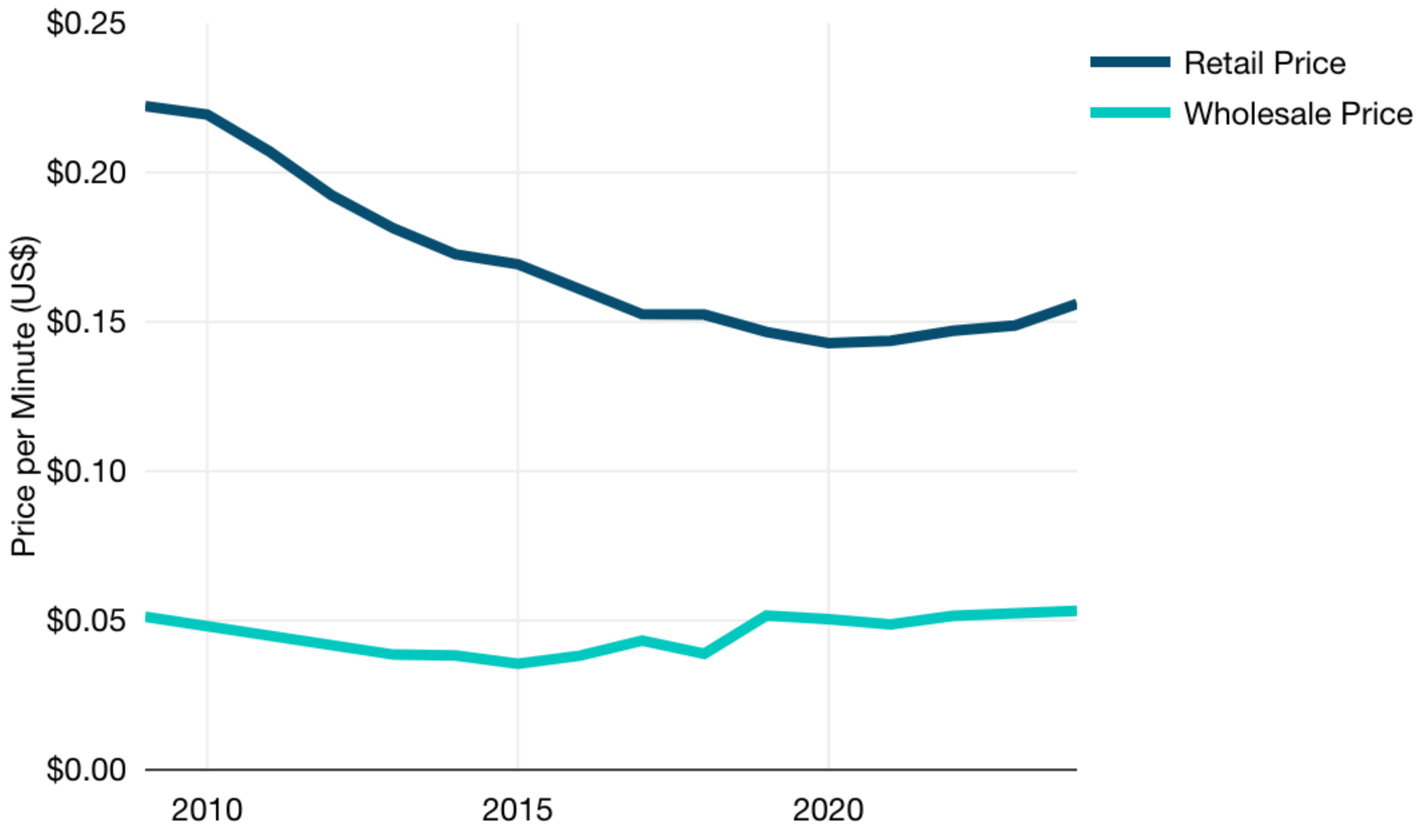
Source: TeleGeography

3 common misconceptions

1. There are no revenue growth opportunities
2. The voice industry is monolithic
3. Voice is a commodity (one minute is like any other)

Price declines largely halted

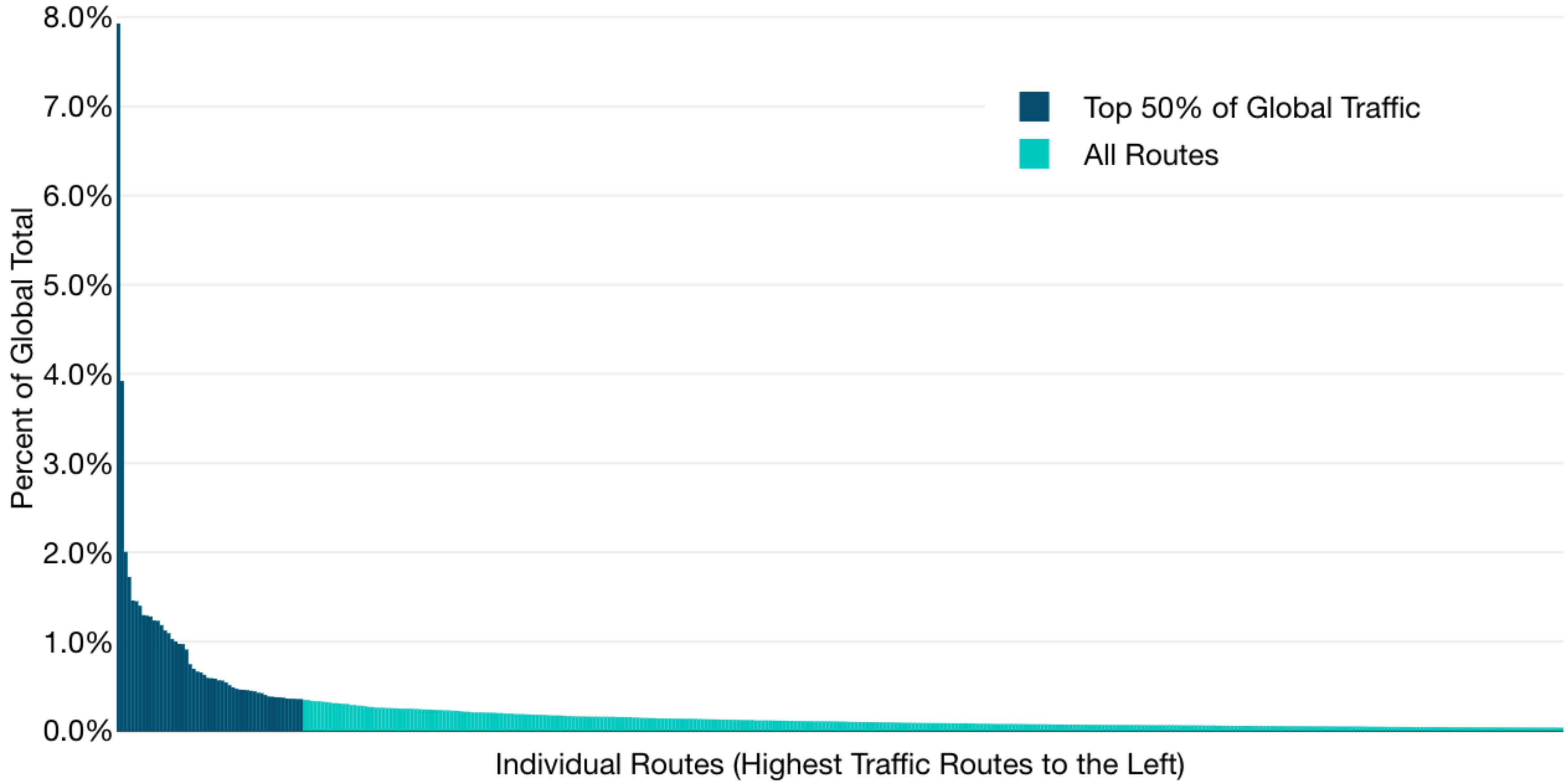
Retail versus Wholesale Prices: International Calling



Source: TeleGeography

Why use wholesale carriers?

One great reason: dealing with the long tail of routes



Source: TeleGeography

Screen big enough to show all routes

Big Screen

TM

Let’s peek under the hood

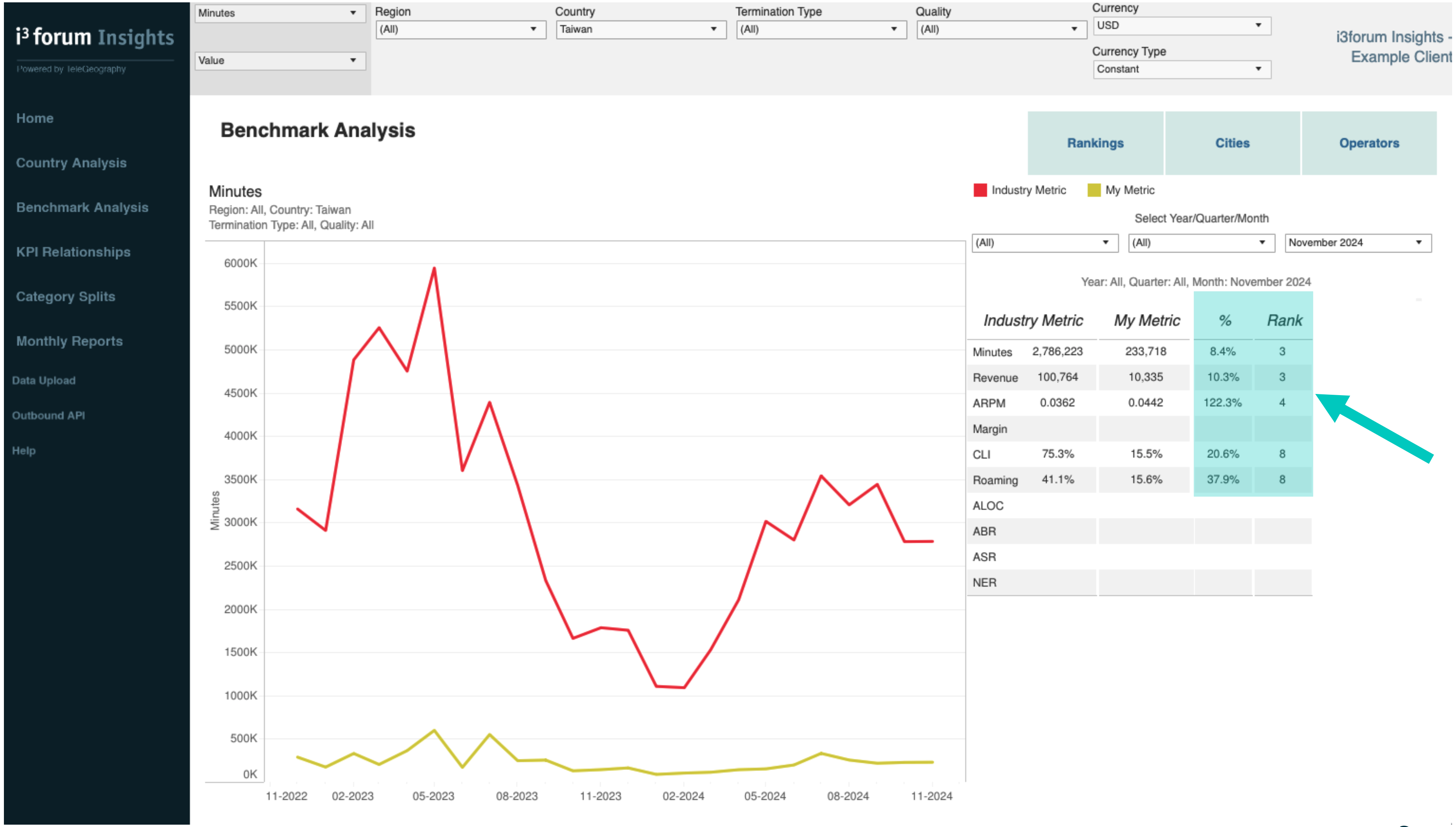
i3forum Insights: for the carriers, by the carriers

Core KPIs Tracked in Insights

Geographic Data

- Terminating route, country, and region
- Termination type (Fixed vs Mobile)

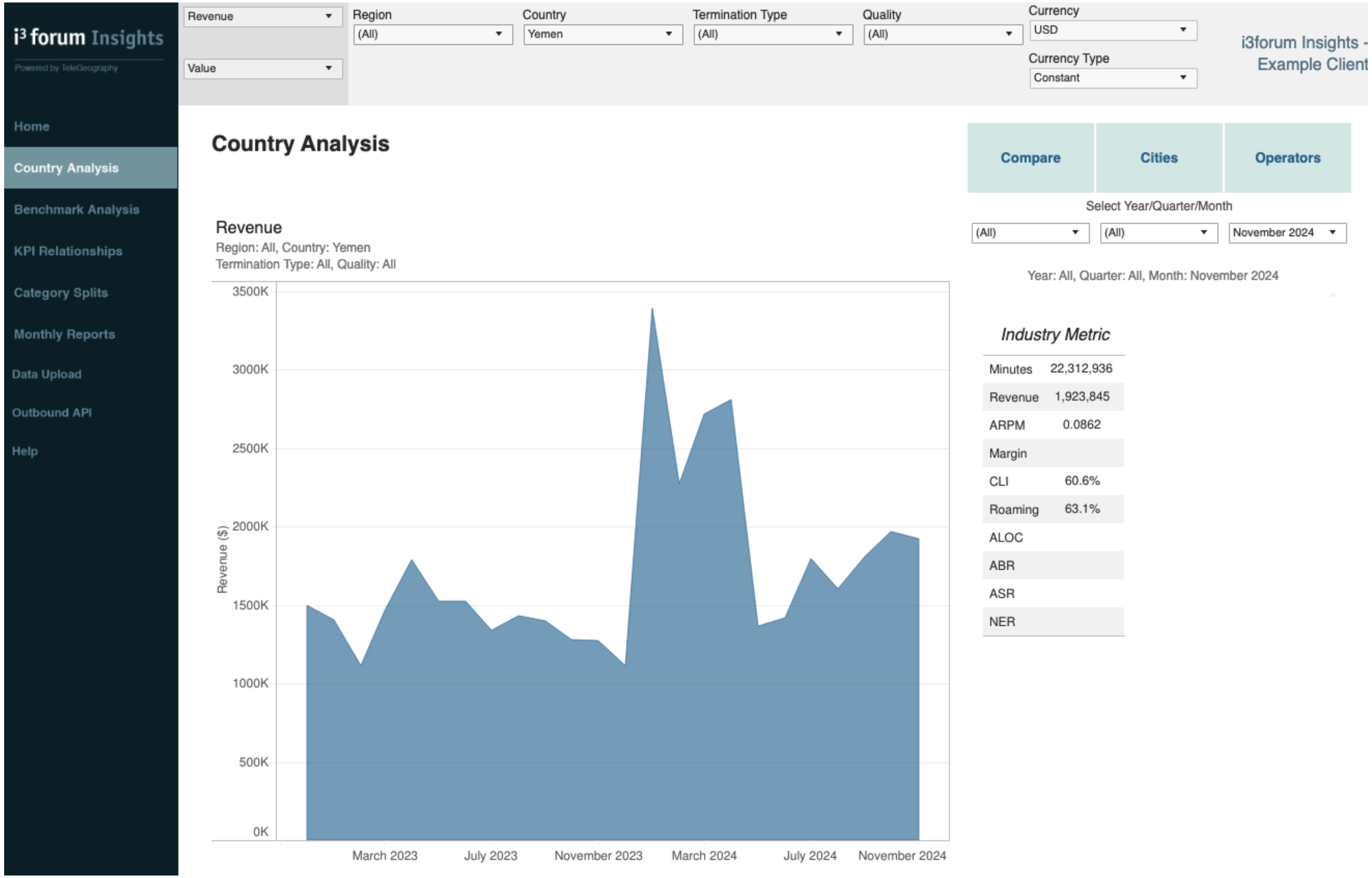
Example use case: benchmarking



	Industry Metric	My Metric	%	Rank
Minutes	2,786,223	233,718	8.4%	3
Revenue	100,764	10,335	10.3%	3
ARPM	0.0362	0.0442	122.3%	4
Margin				
CLI	75.3%	15.5%	20.6%	8
Roaming	41.1%	15.6%	37.9%	8
ALOC				
ABR				
ASR				
NER				

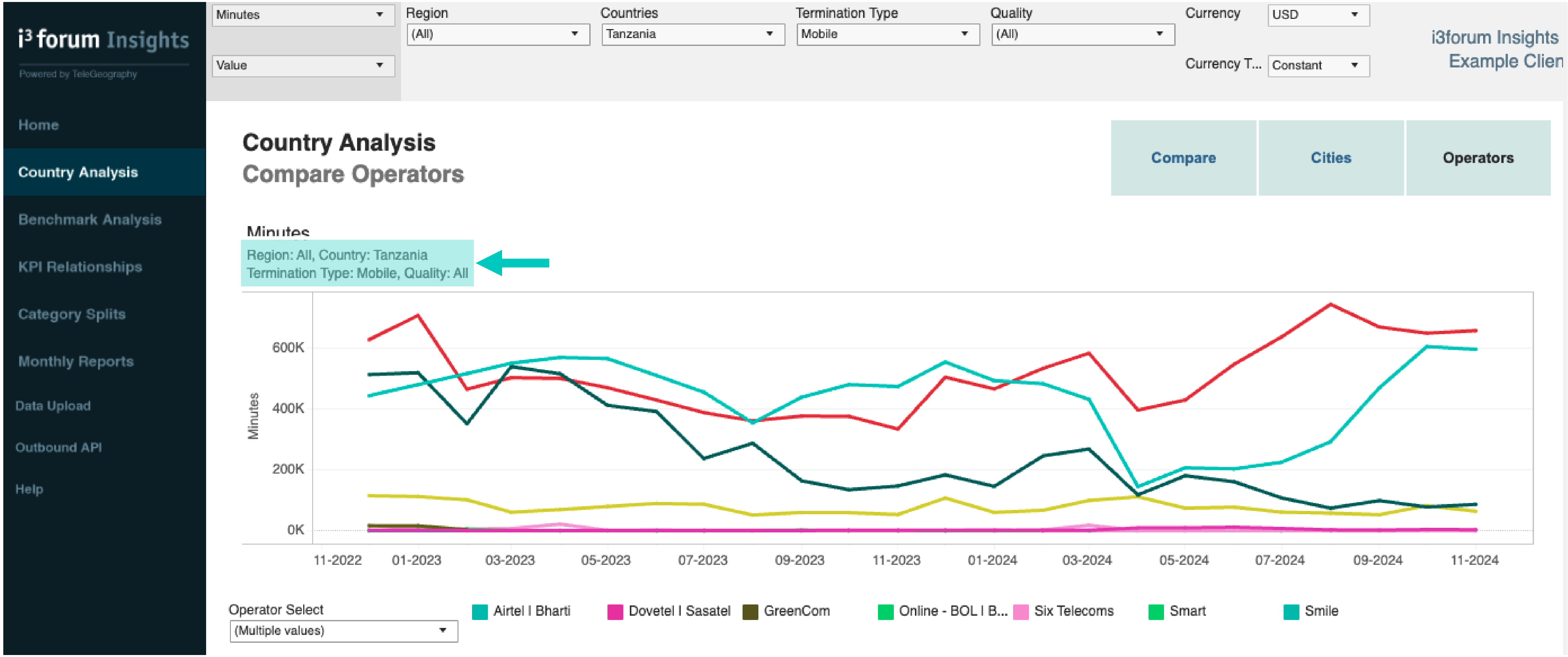
Source: i3forum Insights

Myth 1: no further revenue opportunities



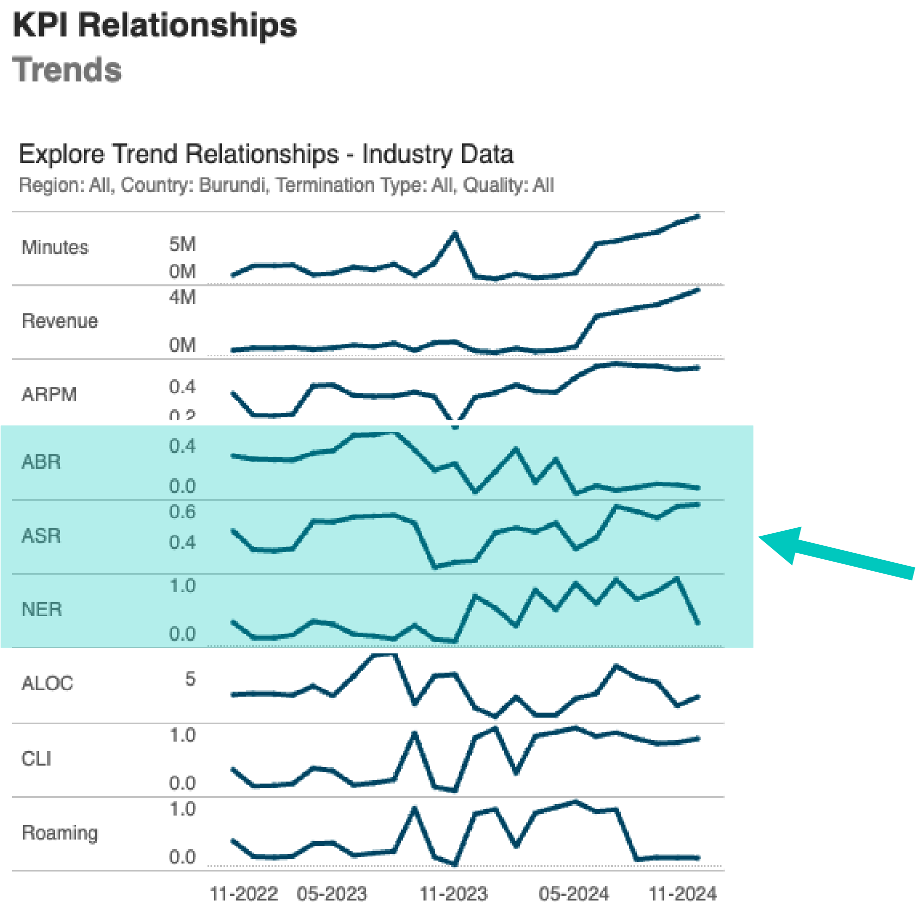
Source: i3forum Insights

Myth 2: industry is monolithic



Source: i3forum Insights

Myth 3: one minute is like any other



Source: i3forum Insights

Conclusions

1. Despite overall volume decline, many revenue growth opportunities still exist
2. The voice industry is astoundingly complex
3. Voice quality is a differentiator

TeleGeography

Thank you

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