

The GfK logo consists of the letters 'GfK' in a white, sans-serif font, centered within a solid orange square.

GfK Retail and Technology Australia and New Zealand

The background of the entire page is a low-angle, upward-looking photograph of a complex, dark metal truss structure against a bright blue sky with light, wispy clouds. The structure is composed of numerous intersecting beams forming a dense, geometric grid of triangles and squares, creating a sense of depth and architectural complexity.

**Sending the right
signals?**

Services for the

Telecom and Internet market

We live in a connected world. Being in-touch has never been easier, and the Telecom and Internet market has become essential in shaping and influencing people's lives today.

The market is at the centre of convergence, both in the features available to consumers and the options for purchasing and consuming products and media.

Mobile telephones, a product at the hub of our connected lifestyle, have evolved from a simple device for making voice calls to a multi-function tool that allows the user to do everything from photography, social networking, web browsing to shopping.

With mobile network speeds and download volumes increasing constantly, the Telecom and

Internet market is set to keep getting bigger and bigger.

GfK's reports and analyses can support you in understanding this pivotal market. To find out whether you're sending out the right signals, [contact the Telecom and Internet team at GfK today.](#)