

Connect, engage, and influence

MARKET UPDATE: The AI-Native Telco

THE NEXT PHASE OF TELECOM TRANSFORMATION

Artificial intelligence is moving from experimentation into operational reality across telecom networks. Operators are integrating AI into network operations, service and customer platforms, and exploring how it can reshape business models and digital services.

As a key enabler, telecom architectures are evolving. Cloud-native platforms, open APIs and composable IT systems are changing how networks are built, operated and monetised.

This TMN Market Report explores how these shifts are converging to create what many now describe as the AI-native telco.

At the centre of the report is the TMN AI-Native Telco Survey, a unique piece of research tracking operator progress across five key dimensions:

- **AI-DRIVEN NETWORK OPERATIONS**
- **AUTOMATION MATURITY**
- **NETWORK DATA PLATFORMS**
- **OSS TRANSFORMATION**
- **PLATFORM MONETISATION**

Produced ahead of DTW Ignite 2026 and distributed at the show, The AI-Native Telco Market Report will provide a benchmark of where the industry currently stands on the journey toward AI-driven telecom operations and platform-based service models.

Drawing on operator perspectives, industry deployments and vendor innovation, the report will unveil how networks, data platforms and operating models are evolving as operators move toward greater automation and intelligence.

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The report will explore three core themes shaping telecom transformation today:

- **Autonomous Networks:** Hype or reality
- **AI and Data Platforms:** progress towards the emerging architecture required to support AI-driven telecom networks
- **Composable Telco Platforms:** monetisation of next-generation network capabilities

Get Involved

Sponsorship offers partners a platform to contribute perspective, highlight innovation and align with the technologies shaping the next phase of telecom transformation. The report will be circulated to TMN's global operator audience ahead of DTW Ignite and distributed across the wider telecom ecosystem, as well as at the event itself.

Sponsorship Options

SOLD: MAIN REPORT SPONSOR
 Primary Partner for the report.

SECTION OR CO-SPONSOR
 //// £7,500

Alignment with one of the report's 3 core themes.

- ◆ Logo placement within sponsored section
- ◆ Expert commentary within the report
- ◆ Section advert
- ◆ Video interview with TMN
- ◆ Vendor interview / case study article
- ◆ Inclusion in TMN promotion around the report

ARTICLE / INTERVIEW / CASE STUDY

//// £2,800

Vendor perspective within the report

- ◆ Featured interview or case study article
- ◆ Inclusion within report ecosystem section
- ◆ Publication on TMN website
- ◆ Promotion via Inside TMN newsletter and social channels

WEBINAR / VIRTUAL EVENT

//// FROM £7,500

Extend the conversation beyond the report with a focused virtual session built around the key findings and themes emerging from The AI Native Telco research.

Options could include:

- ◆ Roundtable discussion
- ◆ Analyst + operator panel debate
- ◆ Sponsored webinar or fireside chat
- ◆ Live audience Q&A session
- ◆ "Ask the operators" discussion format
- ◆ Technology deep dive or use case showcase
- ◆ AI strategy workshop or briefing session
- ◆ Post DTW reaction and analysis session and social channels

Sessions would be promoted across TMN channels and positioned to deliver practical, operator led discussion rather than generic webinar theatre.



Sponsor, advertise, contribute **CLICK HERE**

Distribution

TMN's Market Reports are widely read across the operator and telecom ecosystem. Promoted across **TMN channels and industry events**, they consistently attract **hundreds to more than 1,000 downloads**, delivering strong awareness and engagement for participating partners.

For **full audience demographics, examples** and to discuss **how you might get involved**, please get in touch.
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