



INTERNATIONAL TELECOMMUNICATION UNION

**TELECOMMUNICATION  
DEVELOPMENT BUREAU**

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6<sup>TH</sup> WORLD TELECOMMUNICATION/ICT INDICATORS MEETING, GENEVA, 13-15 DECEMBER 2007

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SOURCE: OECD

TITLE: Mobile broadband indicators

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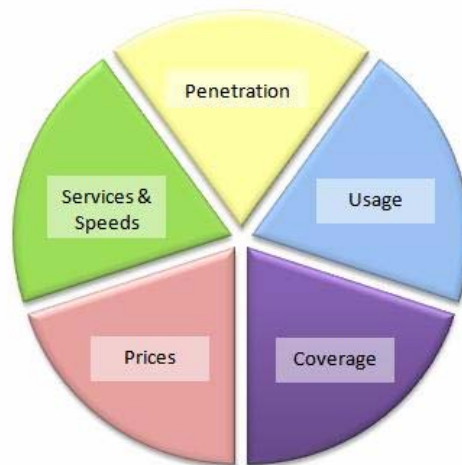
## Mobile broadband indicators

Geneva, Switzerland  
13 December 2007

Taylor REYNOLDS

## Broadband portal

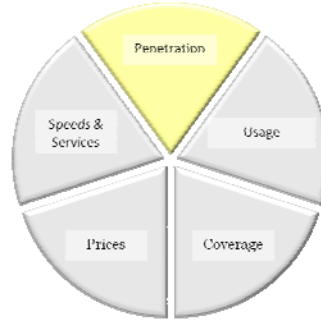
<http://www.oecd.org/sti/ict/broadband>





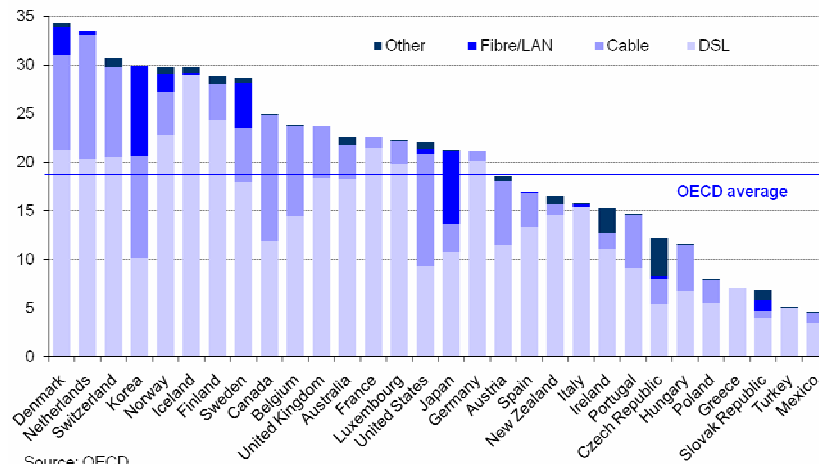
# Penetration

- **Subscribers per 100 inhabitants**
  - One of OECD's most popular statistics
  - Collect biannually from governments and carriers
  - Subscribers versus users
- **Potential expansion**
  - Separate measure of wireless broadband
  - Convergence issues



# Broadband penetration

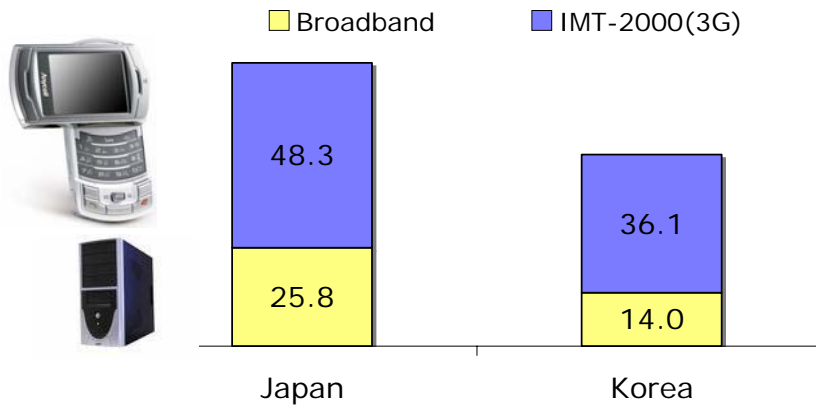
OECD Broadband subscribers per 100 inhabitants, by technology, June 2007



Source: OECD

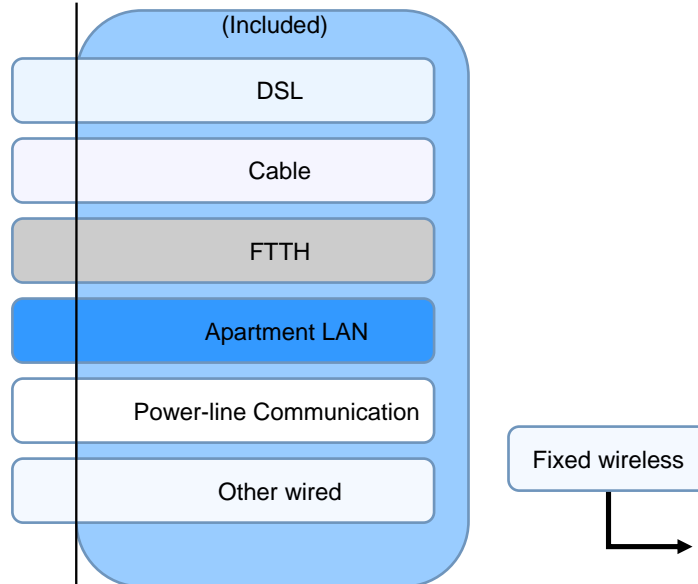
# Fixed broadband vs. Mobile

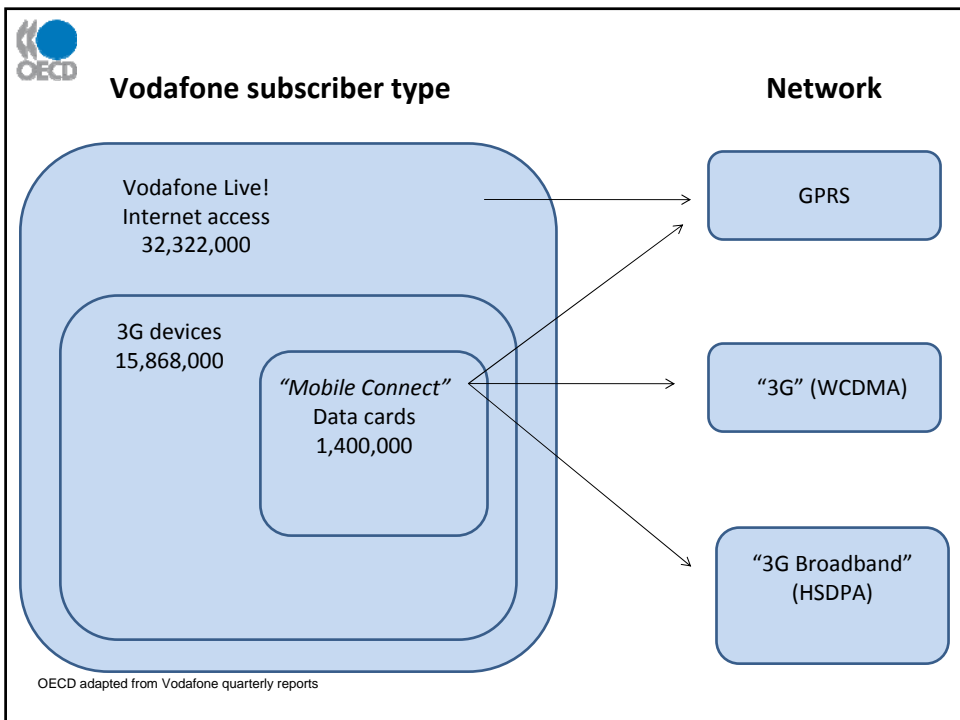
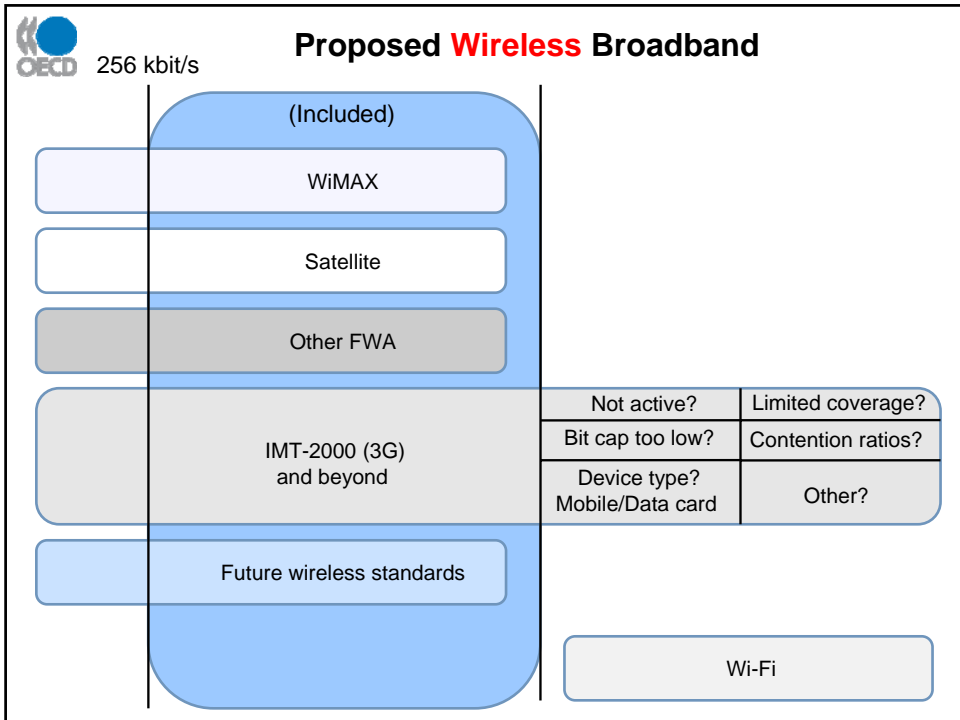
Broadband (2006) and 3G (2005) subscribers, by technology



## Proposed **Wired** Broadband

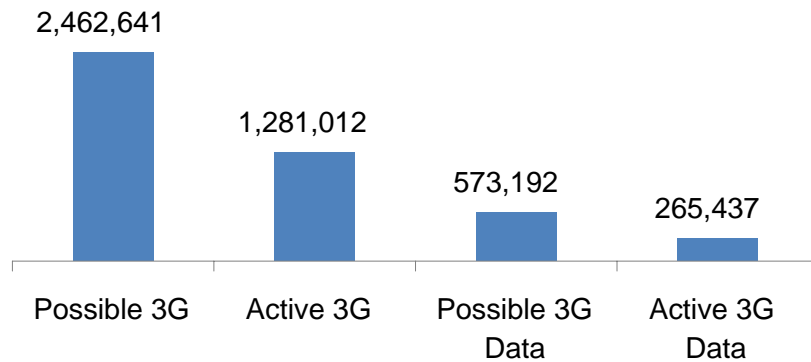
256 kbit/s





## Portuguese 3G data

Portugal: 3G subscribers, March 2007

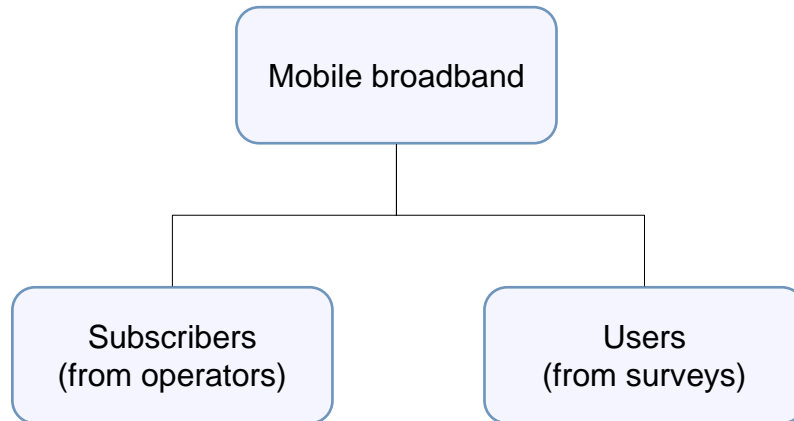


## OECD discussions on methodology

- Usage: **May impose requirement**
- Bit caps: No restrictions
- Access equipment: No restrictions
  - Mobile vs. 3G data cards
- Coverage: No restrictions
- Contention ratios: No restrictions
  - Backhaul or spectrum

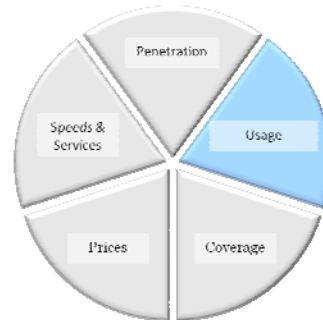


## Two separate mobile broadband indicators



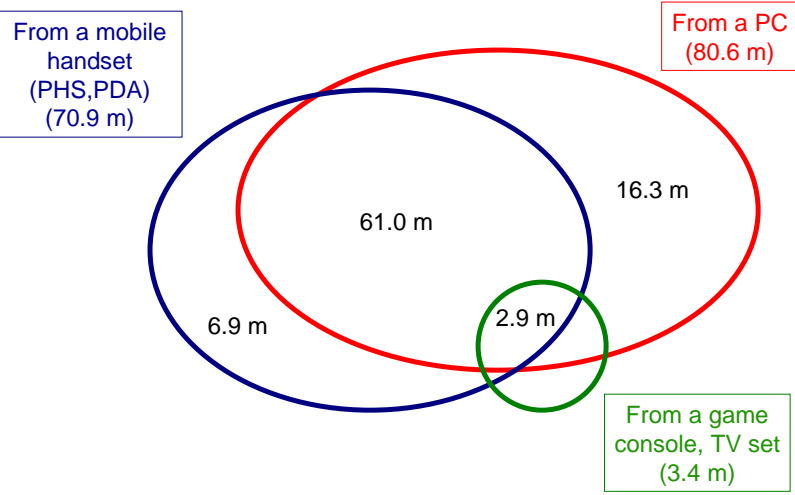
## Usage

- **Current**
  - Mobile broadband usage is not currently collected by the OECD
- **Potential expansion**
  - Expand questions in existing surveys
  - Improve harmonisation
  - Pull together timeframes

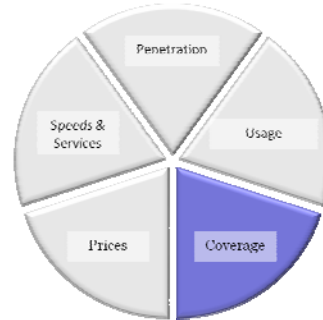




## Japan: Internet access by device, 2006

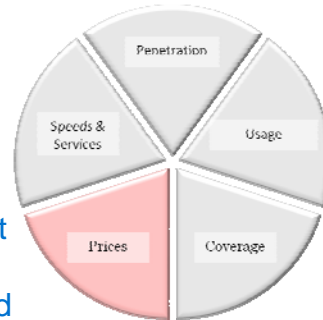


## Coverage



- **Current**
  - Percentage of territory/population covered by 3G networks
- **Possible expansion**
  - Need to harmonise the unit of measurement
  - Breakdown of coverage by different wireless technologies
  - Breakdown by capacity (e.g. potential 1,10,100 Mbit/s)

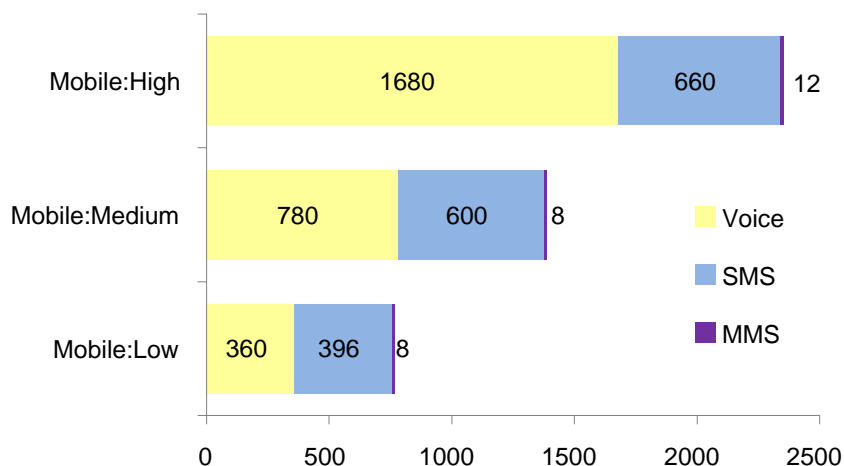
# Prices



- **Current**
  - OECD has gathered data in the past but it is very difficult to compare across countries (e.g. bit caps, timed connections, speeds)
  
- **Possible expansion**
  - Create a mobile broadband price basket for low, medium and high usage
  - Like electricity? But problem is variation in speeds - how to classify?

## OECD mobile price baskets as a guide

Mobile Basket: breakdown of calls, SMS and MMS, yearly, by basket



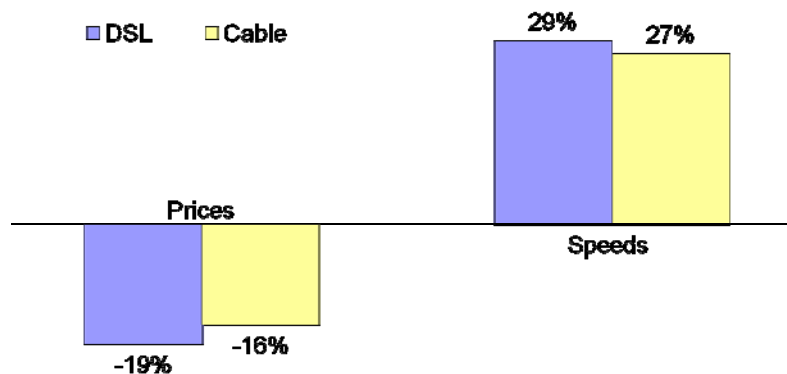
## Speeds/Services



- **Current**
  - Wired: current advertised speeds tied to technology (e.g. 26 Mbit/s for ADSL2+)
  - Wireless: Advertised speeds tied to maximum cell capacity
- **Possible expansion**
  - Attempt to gauge actual throughput of users
  - Integrate bit/data caps into a basket methodology - complex
  - Measure based on contention (e.g. 14 Mbit/s shared by 200 users on a cell)
  - Examine weighting by number of subscribers

## Price and speed changes on wired networks as a guide

Broadband price and speed changes, similar plans, Oct 2006-2007





**Merci beaucoup**