Measuring the supply and the demand side of the Telecommunication Sector in Mexico: Innovative website tools

December 2018

Supply and demand information

SUPPLY

Information requested to telecommunication operators quarterly

1 Subscriptions, access, traffic for fixed and mobile telecom services

2 Information by technology, prepaid, postpaid, residential, non-residential, speed

3 Revenues and private investment from operators

DEMAND

Information from users through the National Survey on Availability and Use of ICT in Households (ENDUTIH)
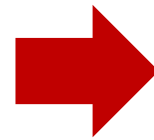
1 ICT adoption by users and households

2 Sociodemographic variables for individuals

3 ICT uses and reasons why ICT are not used

How do we disseminate information?

1. Easy to use
2. Realiable
3. Timely

- IFT
- Industry
- Investors
- Local Governments
- Academy (Universities, research centers)
- Media
- General public

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Telecommunications Information Bank (BIT)

DEMAND

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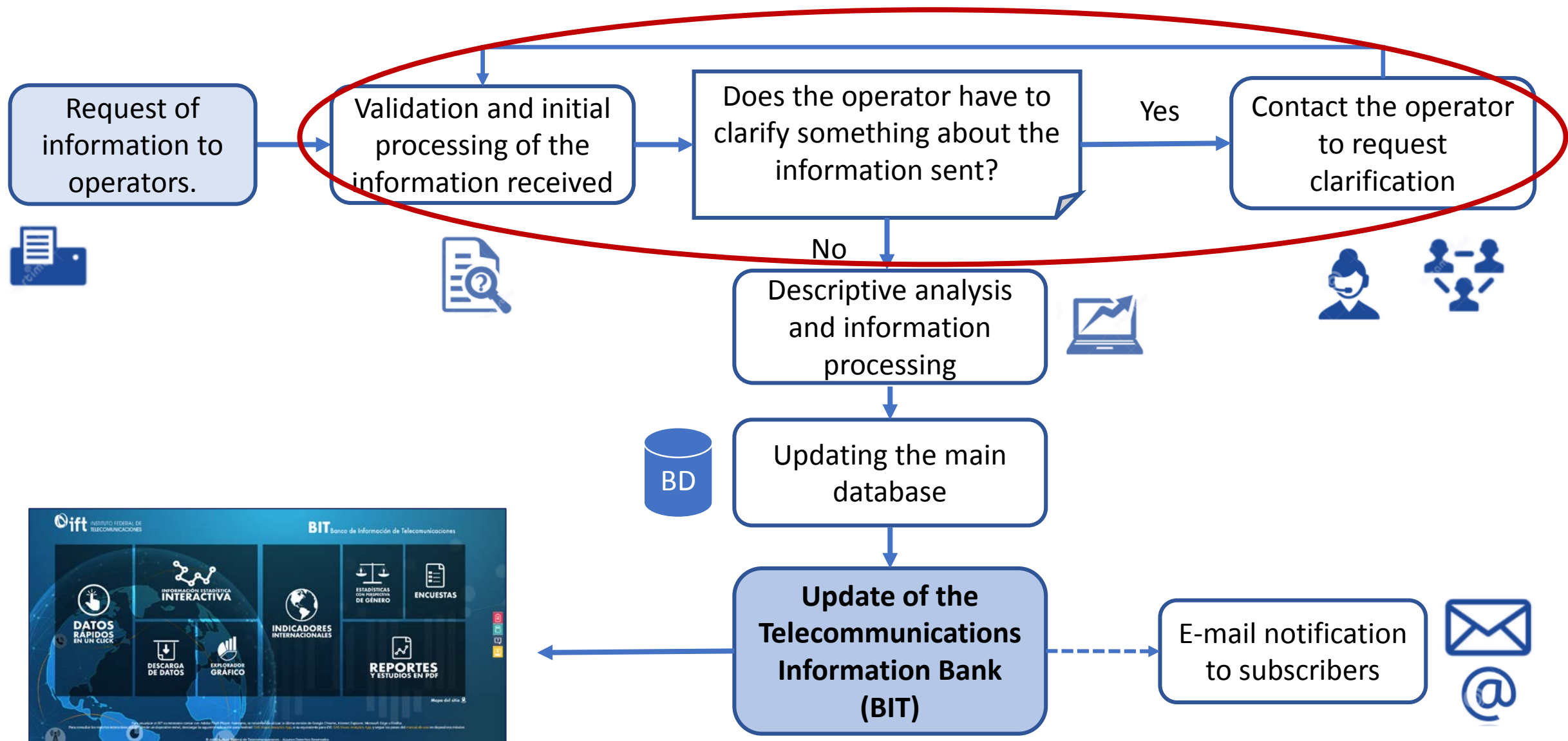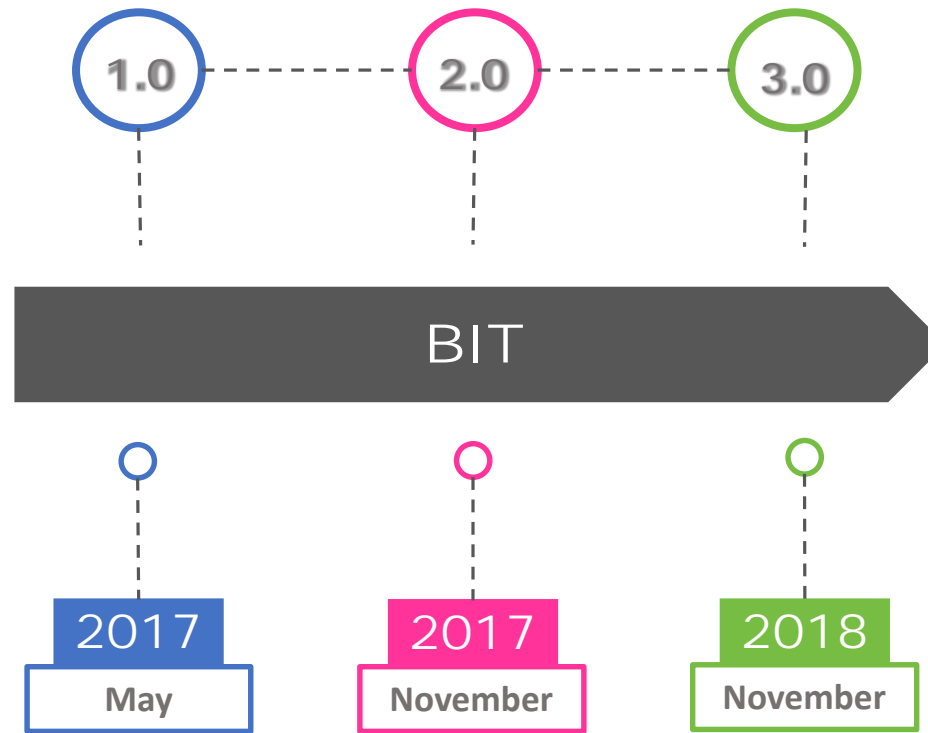| 1 | ICT adoption by users and households |
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Probabilities Calculator for ICT and Internet Use

● Details

● Details

Request of information to operators.

Validation and initial processing of the information received

Does the operator have to clarify something about the information sent?

Yes → Contact the operator to request clarification

No ↓

Descriptive analysis and information processing

BD

Updating the main database

Update of the Telecommunications Information Bank (BIT)

E-mail notification to subscribers

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BIT evolution

1.0 — 2.0 — 3.0

BIT

2017	2017	2018
May	November	November

Version 1.0

1 Integrated by 58 databases

2 3 exploration modules: statistical reports, data download and graphic explorer

3 Download information in open format

Version 2.0

1 Quick reference table of indicators

2 International indicators (Regulatel members)

Version 3.0
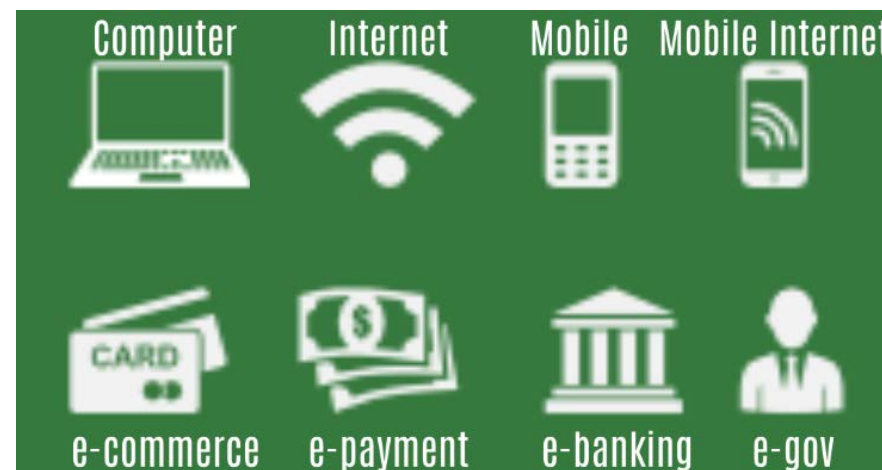
1 Integrated by 91 databases

2 Tools to improve communication between users and the IFT

3 Historical tables of services

4 Simplified data download

5 TV and Radio Consumption

6 International Indicators (similar economies to Mexico)

7 Radioelectric spectrum for mobile services

8 Indicators with gender perspective

9 Users surveys for telecommunications services

6

ENDUTIH

Characteristic	Description
Sample	• 151,000 households
Objective population	• Households • Six years and older individuals
Topics covered	• Households ICT equipment • Internet connection • Reasons for no ICT Access • Use capabilities of ICTs, and fixed/mobile internet • Internet use (e-commerce, e-payment, e-banking and e-government)
Geographic representativeness	• National • All 32 states • 49 selected cities (represent almost 50% of Mexico's population)

Estimates the probability of use of the ICT or Internet based on the socio-demographic profile of an individual

Location (state)	Location (city)	Gender	Age	Education	Occupaton	Income

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Next steps

Telecommunications Information Bank (BIT)

- Section of Regional Analysis with interactive maps at municipality level

- Workshops and webminars for users

- More information about fixed and mobile services (i.e. household coverage)

Probabilities Calculator for ICT and Internet Use 2.0

- Models will be updated with 2018 data

- New socio-demographic characteristic: **Impact of living in a rural vs urban área**

- New variables: Conventional mobile phone vs Smartphone and social networks and OTT (pay audiovisual content)

- **Comparability between 2 different socio-demographic profiles** at the same time

https://bit.ift.org.mx/BitWebApp/

http://calculadoraprob.ift.org.mx/

Thank you

gabriela.guiterrez@ift.org.mx