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# Statistics in perspective: ITU Case Studies

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# Topics

## 1. ITU Internet Case Studies

- Background
- Framework for benchmarking: Mosaic

## 2. Sector-level statistics

- E-government
- E-commerce
- E-health
- E-education

## 3. ICT related statistics

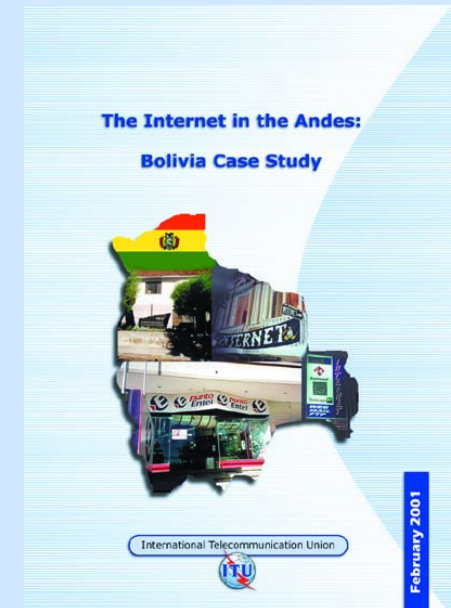
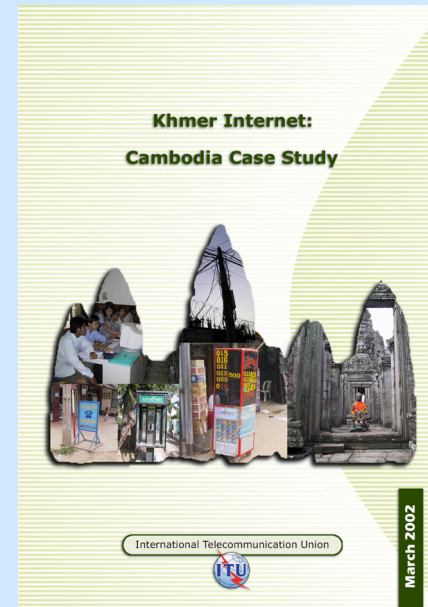
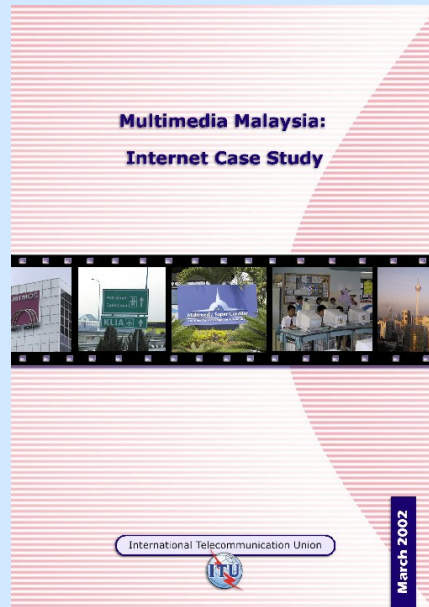
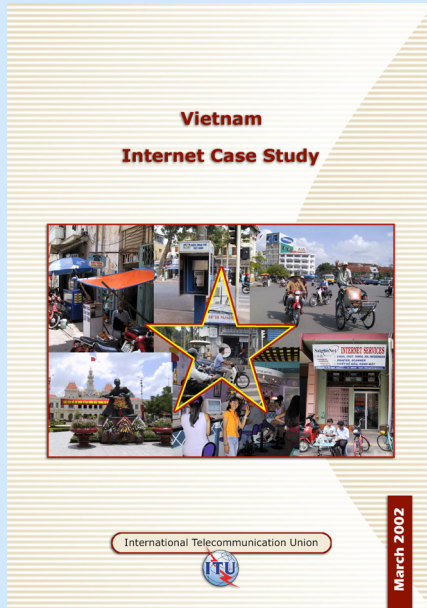
- Affordability/pricing
- Education/Literacy
- Languages/Content

## 4. Conclusions



# ITU Internet Case Studies

- Launched in 2000 (6 studies)
- 7 studies in 2001 and 2 studies (so far) in 2002
  - Country Overview
  - Telecom sector
  - Media sector
  - Internet market
  - Use in government, health, education and business
  - Recommendations



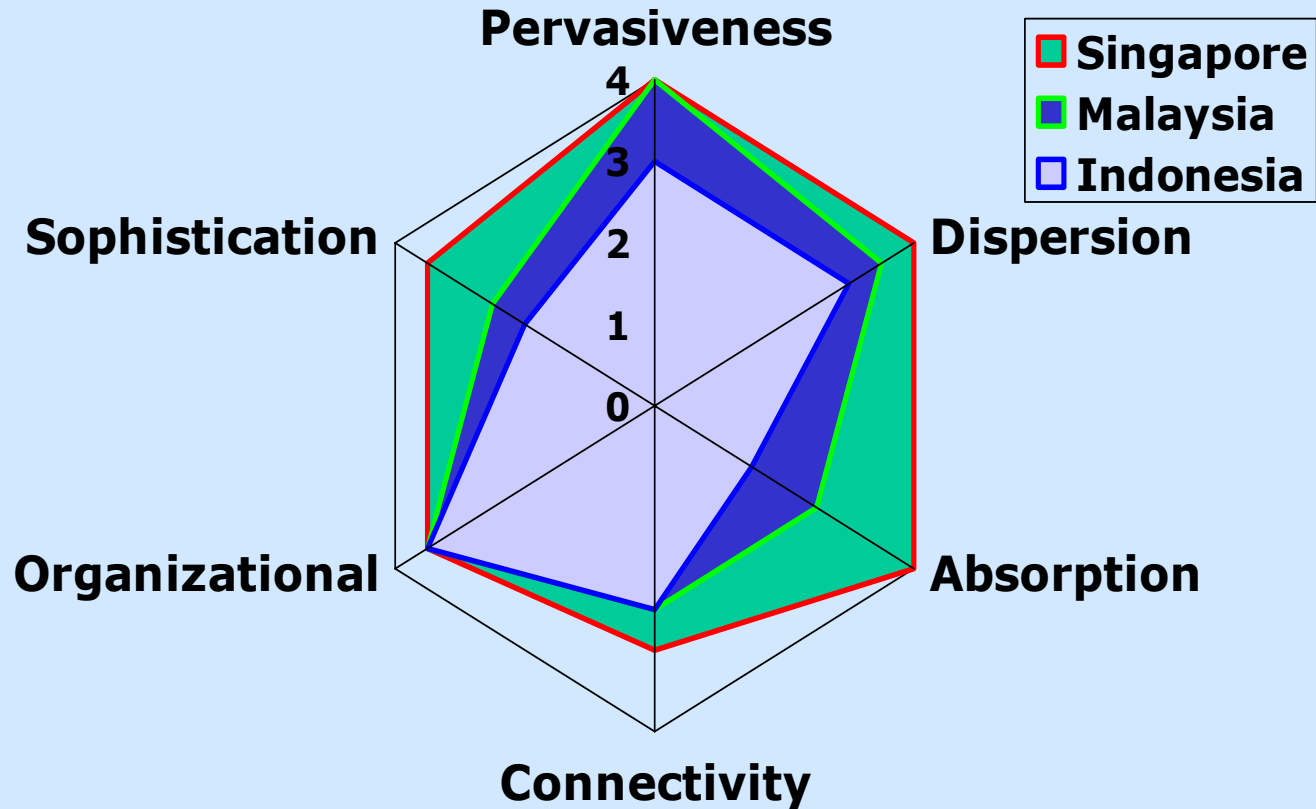


# Framework for benchmarking: Mosaic

- Pervasiveness
- Geographic Dispersion
- Sectoral Absorption
- Connectivity Infrastructure
- Organizational Infrastructure
- Sophistication of Use



# Benchmarking countries





# Sector statistics

- E-government
- E-commerce
- E-health
- E-education



# E-government

<b>Government as user</b>
Percentage of civil servants with a PC
Percentage of civil servants with email
Percentage of civil servants using Internet
Number of PCs in the government sector
<b>Government as provider</b>
Total number of government agencies
Percentage of government agencies with web sites
Number of government services online
<b>Government as promoter</b>
ICT budget
Investments in ICT



# E-commerce

<b>Amount of e-commerce revenue/transactions:</b>
• B2B
• B2C
• Total
Number of credit cards in use
Number of companies with Internet access
Number of companies with web site
Number of companies engaging in e-commerce
% of Internet users who shop online
Median value of purchases made online
Most popular item bought online
Type of payment for online purchases (%)
Major reason for NOT shopping online





# E-health

Percentage of hospitals with Internet access
Percentage of hospitals with web sites
Percentage of Health Clinics with Internet access
Percentage of Doctors with Internet access
Percentage of pharmacies with Internet access



# E-education

<b>Primary/secondary education</b>
Number of primary schools
Percentage of primary schools with PCs
Percentage of primary schools with Internet access
Percentage of primary schools with web pages
Percentage of secondary schools with PCs
Percentage of secondary schools with Internet access
Percentage of secondary schools with web pages
Percentage of universities with Internet access
Number of Polytechnics/other technical Institutes



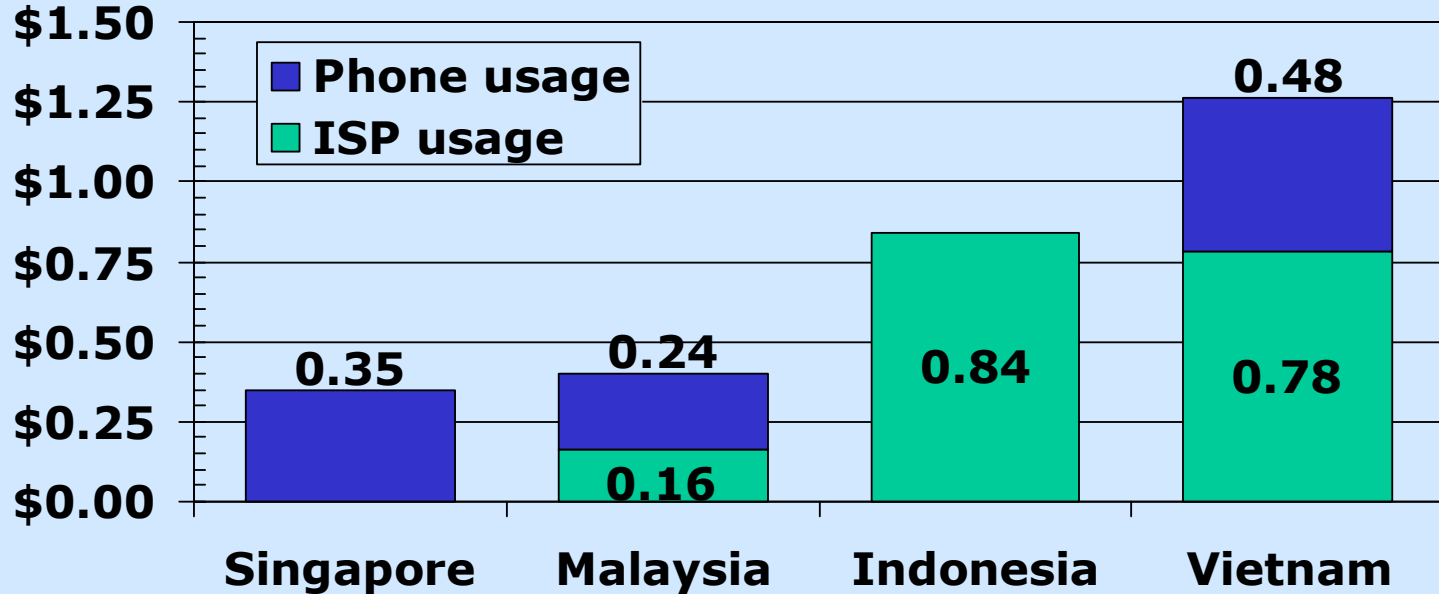
# ICT related statistics

- Pricing/affordability
- Education
- Literacy
- Language/content



# Pricing/affordability

**Dial-up Internet access per hour,  
US\$, July 2001**





# Education

Country	Gross Primary school enrolment (1996)	Gross Secondary school enrolment (1996)	Gross Tertiary school enrolment (1996)	Internet Penetration (2001)
Singapore	94	74	38.5	29.9
Malaysia	100	64	11.7	15.9
Thailand	87	56	22	3.8
Philippines	100	77	29	2.6
Indonesia	100	51	11.3	0.9
Vietnam	100	47	6.9	0.25
Cambodia	100	24	1.2	0.05
China	120	70	5.6	2.6
Lao PDR	100	28	2.8	0.1

Source: UNESCO and ITU (Internet penetration).



## Literacy/newspaper penetration

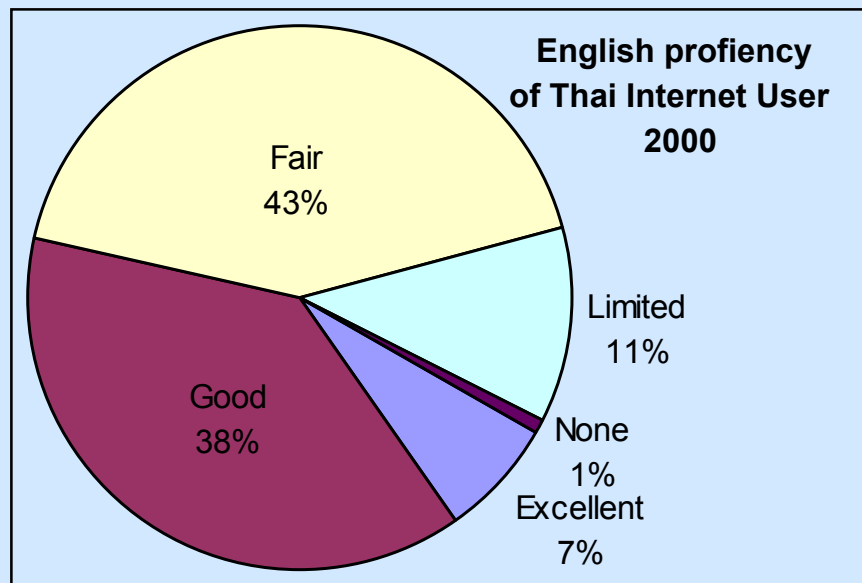
Country	Internet penetration	Adult literacy rate (%)	Daily newspapers as a percentage of population (1996)
Singapore	29.9	92.1	32.4
Malaysia	15.9	87	16.3
Thailand	3.8	95.3	6.4
Philippines	2.6	95.1	8.2
Indonesia	0.9	86.3	2.3
Vietnam	0.25	93.1	0.4
Cambodia	0.05	68.2	0.2
China	2.6	83.5	4.2 (1990)
Lao PDR	0.1	47.3	0.4 (1970)

Source: UNDP -HDI 2001 (Literacy), UNESCO (Media) and ITU (Internet penetration)



# Language/Content

## Thailand: Internet user profile



*Source:* ITU adapted from NECTEC.  
"Internet User Profile of Thailand 2000."



# Statistics in perspective: Conclusions

- To understand the 'whys' and 'hows' of ICT (why is a country at a certain level of ICT and how can it improve its situation?) it is necessary to look behind the pure ICT statistics
  - Education/literacy
  - User profile: language, content
- Important issues that most countries face: definition of statistics (Internet users, for example)
  - Data is often not comparable
- Data often exists but is not disseminated
- Coordination between government agencies but also development agencies on data collection/dissemination





**Thank you**

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