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SOURCE: Point Topic

TITLE: Broadband Indicators



ITU Indicators Meeting
12 October 2006, Geneva
Broadband Indicators
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Introduction - *Point Topic*

- Broadband focus
 - *Data and analysis on broadband and broadband services since 1999*
- Initial interest in DSL
 - *Later covering cable modems and fibre*
- Variety of research methods
 - *Desk research, associates, broadband user surveys*





Point Topic methodology – *measuring broadband subscriber numbers*

- o Desk research to gather data from NRAs and operators
 - sourcing important for audit trail
- o Checks to eliminate double counting
 - eg retail/wholesale distinction
- o Publish quarterly report and spreadsheets
 - Global broadband statistics database online in June 2006

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Global Broadband Subscribers – *analysis tool for subscriber numbers*

The screenshot shows a web browser window displaying the 'Global Broadband Statistics' page. The page includes a navigation menu, a search bar, and a table of statistics. The table is titled '2005Q1' and lists various regions with their respective population, households, total broadband subscribers, net additions, growth rates, and penetration percentages.

Region	Population	Households	2005Q1					
			Total	Net Add.	Growth	%Pop		
Asia-Pacific	630,261,000	176,323,000	38,953,273		6.18%	22.09%	40,555,603	1,602,33
Eastern Europe	304,371,000	109,805,000	3,824,834		1.26%	3.48%	4,410,660	585,82
Latin America	452,425,052	111,500,000	5,974,027		1.32%	5.36%	7,037,663	1,063,65
Middle East and Africa	315,397,000	63,932,000	2,110,234		0.67%	3.30%	2,476,467	366,25
North America	322,879,000	120,743,000	43,893,121		13.50%	36.35%	45,892,940	1,999,81
South and East Asia	2,596,084,000	PopulationD0	30,164,342		1.16%	5.19%	33,509,123	3,344,76
Western Europe	390,790,352	160,201,000	44,200,290		11.31%	27.59%	47,750,120	3,549,85

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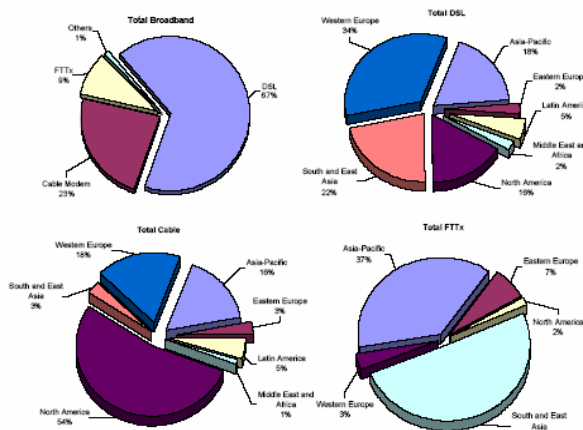
Broadband categories – *in line with ITU definitions*

- Cable modem, DSL, Other
 - Correspond to ITU definitions 4213cab, 4213dsl, 4213ob
 - Definitions consistent from 1999 to 2006
 - Speed component of definition less important in practice now (nearly all services >256 Kbps)
- 247.1 million broadband lines Q2 2006
- Watching brief on 3G

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Broadband market shares



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Broadband in the wider context – *dial-up is important too*

- Measuring total Internet use is important
 - tells you how big the potential market is for broadband
 - a good check on digital inclusion targets
- Dial-up difficult to measure
 - surveys the main way to collect information
- 'Total number of households with Internet access' an important number for telecoms

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Business and consumer lines – *impacts estimates of broadband households*

- Difficult to gather accurate data
 - operators report 'number of lines which are business broadband products'
 - but Point Topic survey data shows approx 25% of business lines use consumer-type products
 - small number of business services to private homes
- Total broadband lines does not equal total broadband households.

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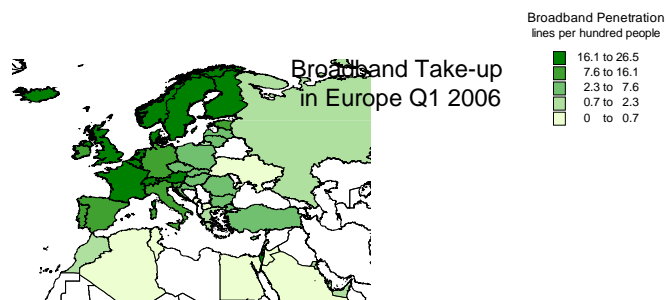
Broadband in the wider context – *dial-up is important too*

- Measuring total Internet use is important
 - tells you how big the potential market is for broadband
 - a good check on digital inclusion targets
- Dial-up difficult to measure
 - surveys the main way to collect information eg for dial-up in the UK
- 'Total number of households with Internet access' an important number for telecoms

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Where Europe stands – *the geographical divide*



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Broadband per 100 population a useful metric

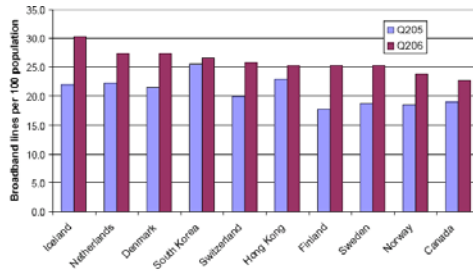


Figure 10 'Top Ten' broadband countries by population penetration: 30 Jun 2005 – 30 Jun 2006

Relatively easy to get the numbers for population and lines

Gives a good overview

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Broadband per 100 households better for digital inclusion

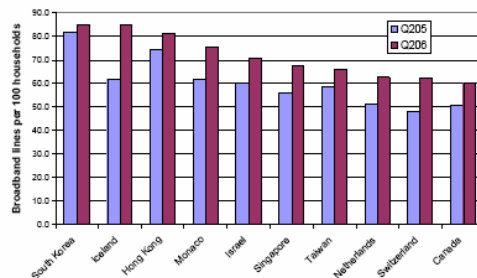


Figure 11 'Top Ten' broadband countries by household penetration: 30 Jun 2005 - 30 Jun 2006

European and North American households on average smaller than Asia Pacific

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Summing up

- ITU broadband definitions work well for Point Topic
- But absolute business lines and dial-up data difficult to gather
- 'Internet access per 100 households' continues to be a useful number

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