

# Measuring the cost and affordability of broadband



MEASURING THE INFORMATION SOCIETY

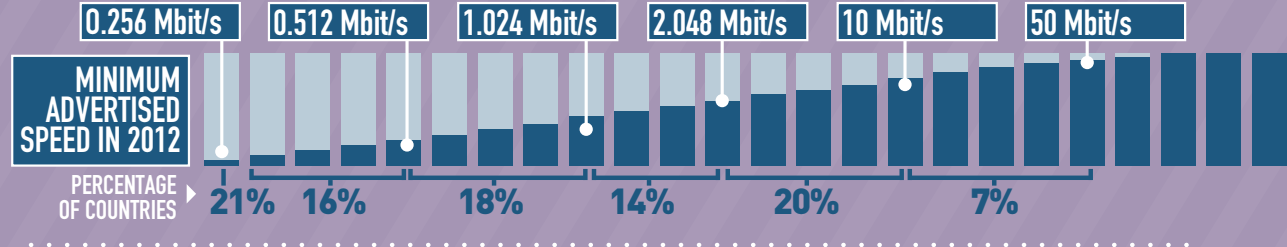
# MIS2013

# Measuring the cost and affordability of broadband

Measuring the cost and affordability of broadband is essential to support evidence-based policies and regulatory decisions affecting broadband prices. Price data help monitoring the cost and affordability of fixed- and mobile-broadband services. The report features the first comprehensive mobile-broadband price data set for around 130 economies.

# fixed broadband

Prices going down,  
minimum speeds going up

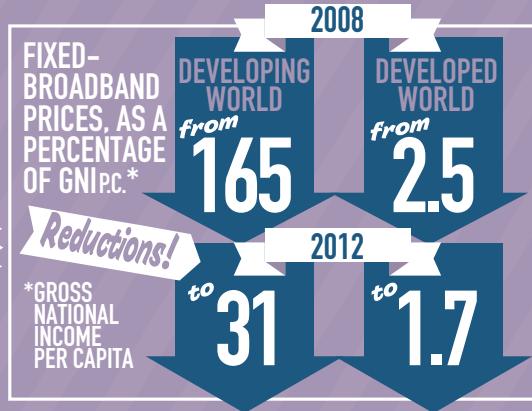


## FIXED-BROADBAND PRICES DROPPED

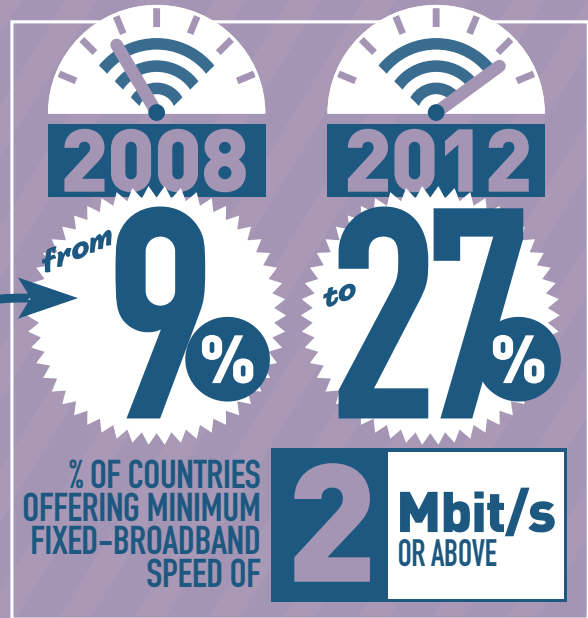
2008 TO 2012  
(GLOBAL PRICE DROP)

**SALE**

**82%**



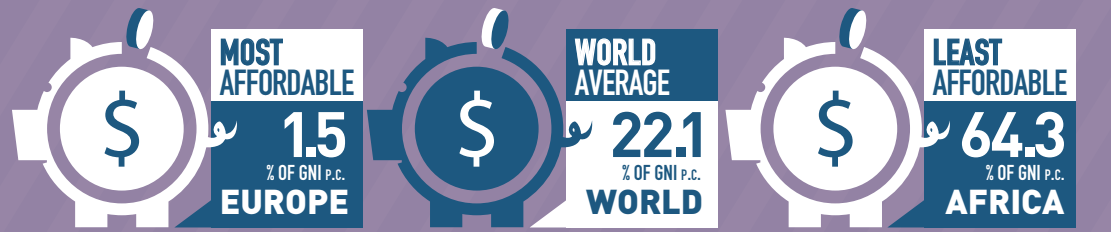
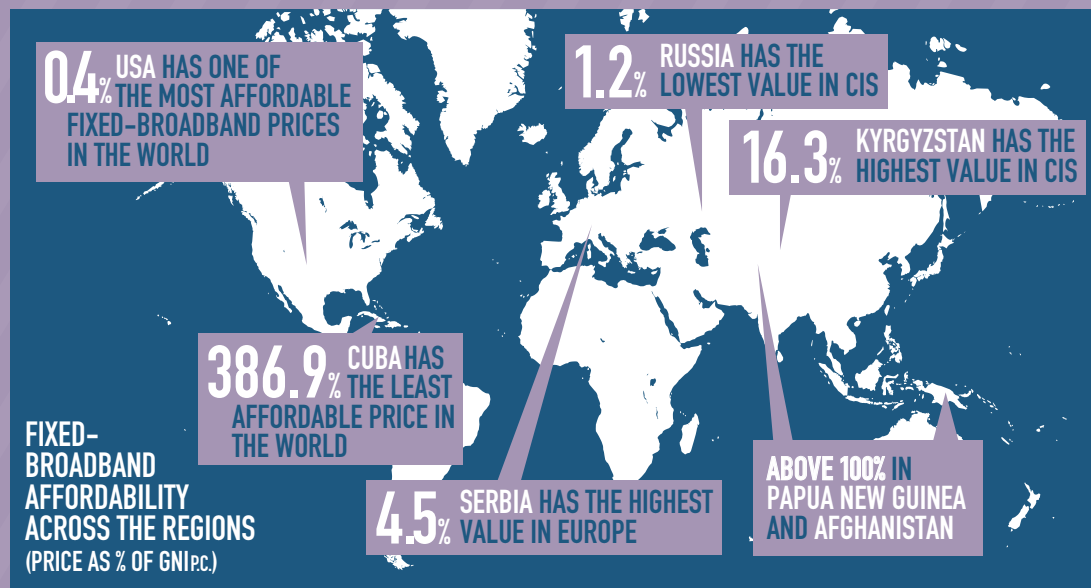
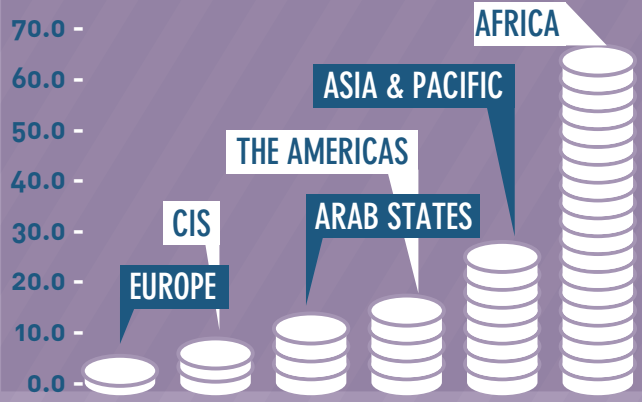
WHILE SPEEDS HAVE GONE UP!



# fixed- broadband price divide

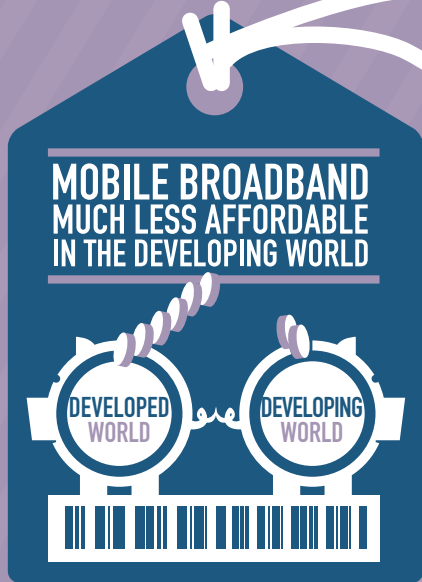
Large regional differences persist

## FIXED-BROADBAND PRICES AS A PERCENTAGE OF GNI PER CAPITA, 2012



# comparing prices

Mobile broadband often more affordable than fixed broadband



MOST AFFORDABLE WAYS OF ACCESSING THE INTERNET



1 POSTPAID HANDSET-BASED MOBILE BROADBAND (500MB)



2 PREPAID HANDSET-BASED MOBILE BROADBAND (500MB)



3 POSTPAID COMPUTER-BASED MOBILE BROADBAND (1GB)



4 PREPAID COMPUTER-BASED MOBILE BROADBAND (1GB)



5 POSTPAID FIXED BROADBAND (1GB)

IN THE DEVELOPED WORLD MOBILE BROADBAND IS MORE AFFORDABLE THAN MOBILE VOICE...

MOBILE BROADBAND\*  
1.3  
% OF GNI<sub>ec</sub>



MOBILE VOICE\*\*  
2.0  
% OF GNI<sub>ec</sub>

...WHILE IN THE DEVELOPING WORLD MOBILE BROADBAND IS LESS AFFORDABLE THAN MOBILE VOICE

MOBILE BROADBAND\*  
13.4  
% OF GNI<sub>ec</sub>



MOBILE VOICE\*\*  
9.6  
% OF GNI<sub>ec</sub>

\*MOBILE BROADBAND, PREPAID HANDSET-BASED (500 MB) \*\*PACKAGE INCLUDING 30 CALLS AND 100 SMS

# mobile- broadband basket

Reveals major differences  
among countries

## EUROPE AND ARAB STATES HAVE THE MOST AFFORDABLE PRICES



**AUSTRIA** HAS THE MOST AFFORDABLE PRICES  
FOR ALL MOBILE-BROADBAND PLANS

MOBILE-BROADBAND BASKET REFLECTS  
DIFFERENT MOBILE-BROADBAND PLANS

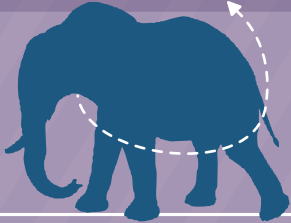
### 2012 TOP 10

### MOST AFFORDABLE MOBILE-BROADBAND BASKET

- 1 AUSTRIA
- 2 QATAR
- 3 UK
- 4 GERMANY
- 5 KUWAIT
- 6 FRANCE
- 7 ESTONIA
- 8 NORWAY
- 9 BELGIUM
- 10 SWITZERLAND

### MOBILE-BROADBAND BASKET AS A PERCENTAGE OF GNI PER CAPITA

SAO TOMÉ & PRINCIPE,  
ZIMBABWE AND DR CONGO



100%  
OR MORE



1%  
OR LESS

20 ECONOMIES, INCLUDING BAHRAIN,  
KAZAKHSTAN, UAE AND URUGUAY

INDIA  
3.7% OF GNI  
P.C.

MOBILE  
BROADBAND  
IS SIX TIMES  
MORE AFFORDABLE



CHINA  
23.9% OF GNI  
PER CAPITA

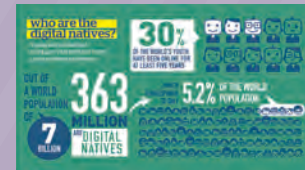
## MIS 2013 REPORT INFOGRAPHICS:



ICT DEVELOPMENT INDEX (IDI)



MEASURING THE COST AND AFFORDABILITY OF BROADBAND



MEASURING THE WORLD'S DIGITAL NATIVES



DIGITAL TV BROADCASTING TRENDS

ITU: The source for global ICT statistics



[www.itu.int/go/mis2013](http://www.itu.int/go/mis2013)