



INTERNATIONAL TELECOMMUNICATION UNION
Telecommunication Development Bureau
Telecommunication Statistics and Data Unit

13 January 2003
Original: English

3rd World Telecommunication/ICT Indicators Meeting
Geneva, 15 - 17 January 2003

Document: WICT-44E

Source: Tim Kelly
ITU

Title: Mobile overtakes fixed: What consequence for telecom indicators? (PowerPoint presentation)

Mobile overtakes fixed: What consequence for telecom indicators?

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“World Telecommunication
Indicators Meeting”
Geneva, 15-17 January 2003**



The views expressed in this paper are those of the authors and do not necessarily reflect the opinions of the ITU or its Membership. The author can be contacted by e-mail at Tim.Kelly@itu.int.



International Telecommunication Union

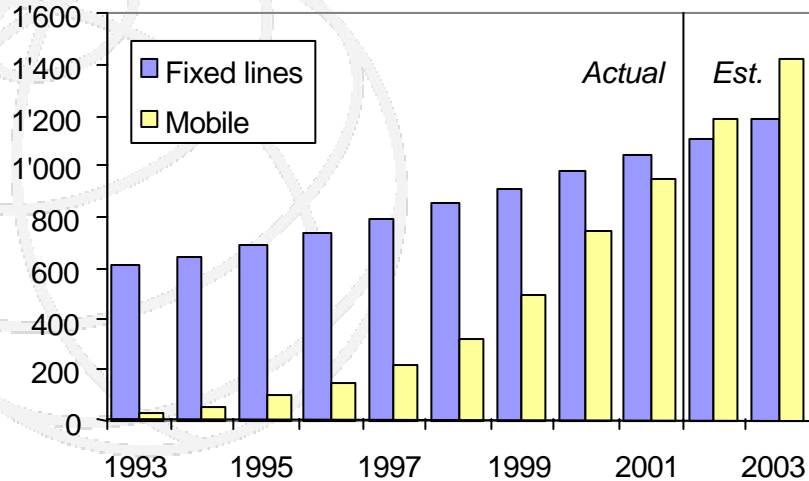
Agenda

- **Mobile overtakes fixed: The evidence**
 - **Global**
 - **Individual economies**
- **Reformulating “teledensity”**
 - **Total teledensity**
 - **Effective teledensity**
- **Measuring access and ownership**
 - **The effect of pre-paid on statistics**
 - **Moving beyond 100% penetration**
- **New indicators**
 - **Mobile data**
 - **Mobile coverage**
 - **Mobile information society**



Mobile overtook fixed in 2002

Global fixed lines and mobile subscribers, million



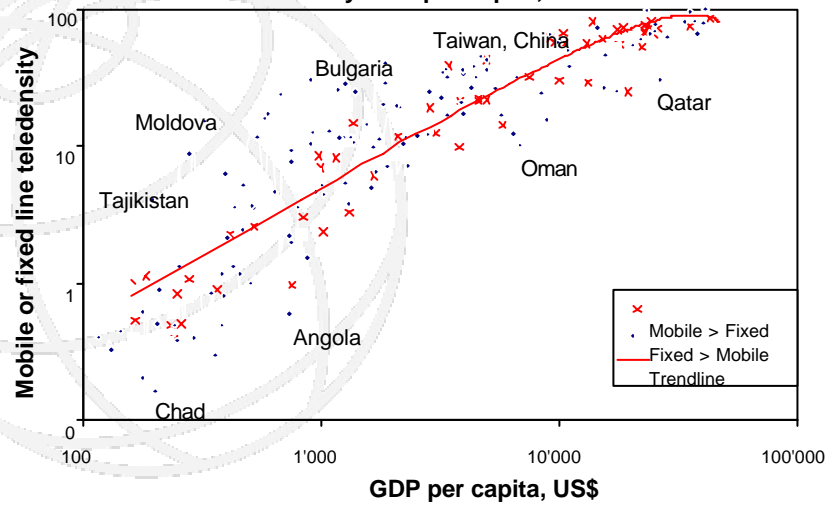
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Source: ITU World Telecommunication Development Report, 2002: Reinventing Telecoms.



Reinventing the Jipp Curve

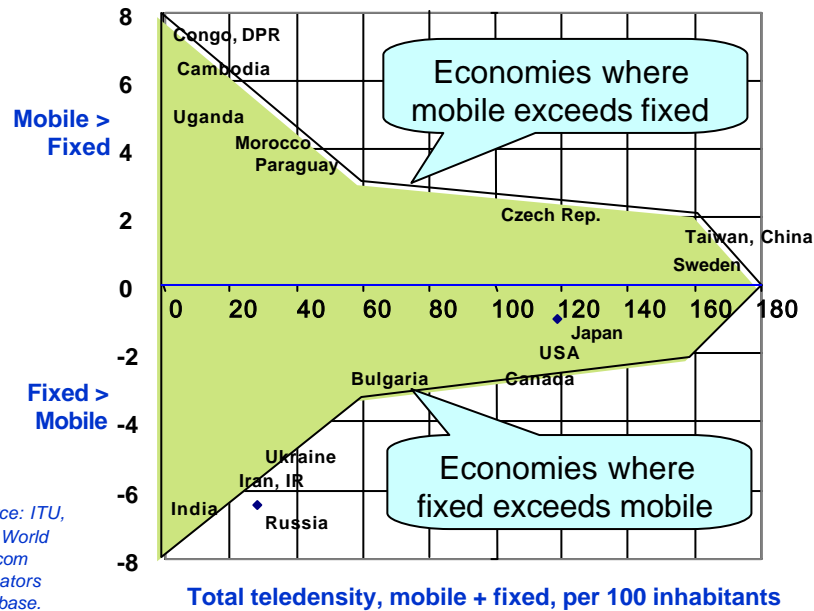
Mobile or fixed-line teledensity/GDP per capita, 2000



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Source: ITU World Telecommunication Development Report, 2002: Reinventing Telecoms.

Mobile to fixed ratios, 2001



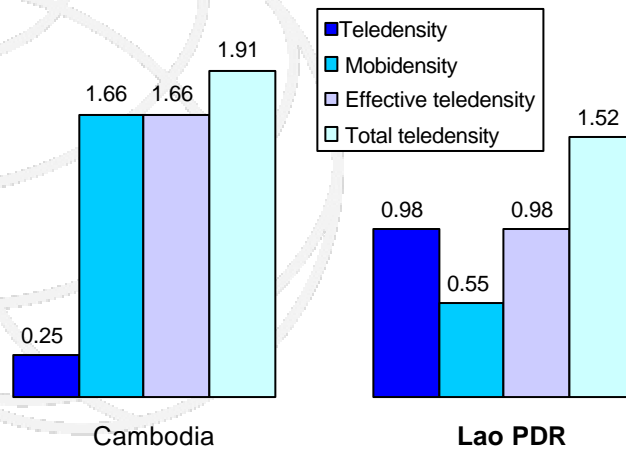
Reformulating teledensity

- **Classic “teledensity”**
 - Fixed-lines per 100 inhabitants
 - Reported by ITU since records began
- **“Mobidensity”**
 - Mobile subscribers per 100 inhabitants
 - Reported by ITU since 1980s
- **“Total teledensity”**
 - Fixed plus mobile subscribers per 100 inhabitants
 - Reported by ITU since 2000
- **“Effective teledensity”**
 - Mobile or fixed teledensity, whichever is highest, per 100 inhabitants
 - To be reported by ITU in future?



Contrasting neighbours

Alternative measures of ICT penetration, 2001

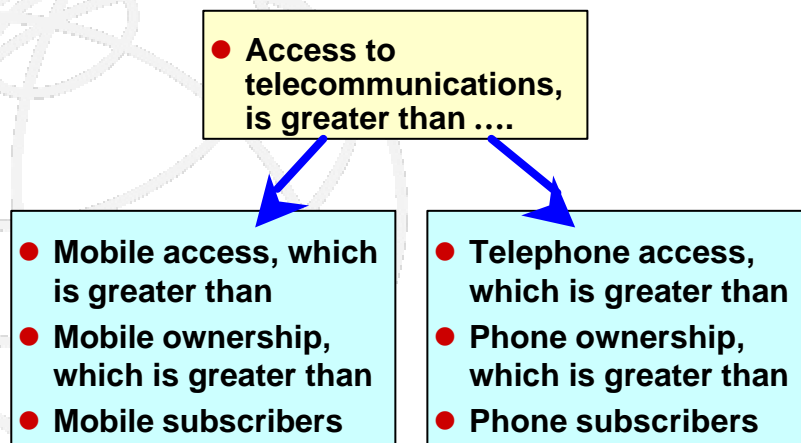


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Source: ITU, from World Telecom Indicators Database.



Measuring access and ownership



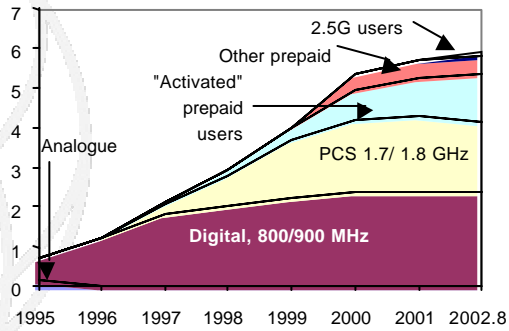
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Measuring mobile penetration

- Mobile technology evolves rapidly, meaning different levels of “quality” of subscription
- Pre-paid inflates ownership figures
 - Should all pre-paid be counted or only those still active?
 - Some economies now reporting >100% mobile penetration

Mobile ownership, Hong Kong, China, (millions)



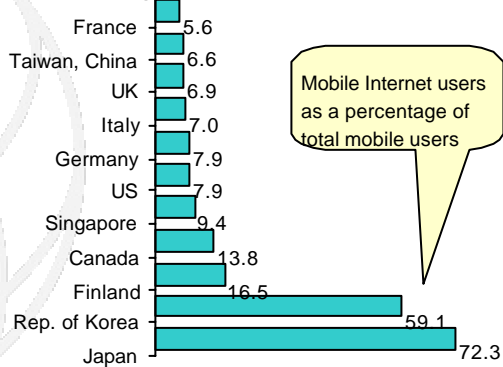
Source: ITU, Asia-Pacific Telecom Indicators, 2002, OFTA.



Mobile data indicators: What to measure?

- Volume of SMS?
 - In total
 - Broken down between SMS and MMS
- Mobile Internet users
 - In total
 - As % of total mobile users
- Mobile data revenue
 - In total
 - As a contribution to Average revenue per user

Mobile Internet penetration, 2001



Source: ITU, Asia-Pacific Telecom Indicators, 2002, MPHPT, Japan..



New mobile indicators

- **Mobile coverage**
 - % of population and % of territory are critical measures for achieving social policy goals (e.g., universal access)
- **Mobile traffic**
 - What percentage of mobile-originated traffic is missing from international traffic statistics?
- **Average Revenue Per User (ARPU)**
 - Popular measure in the investment community
 - Should this measure be standardized?
- **Mobile information society**
 - In the future, it will be meaningful to measure communicating chipsets in addition to mobile users