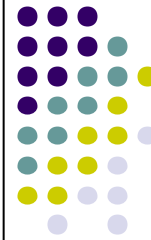


WSIS Thematic Meeting : Measuring the Information Society, Geneva, 7-9 February 2005 and World Telecommunication/ICT Indicators (WTI) Meeting, Geneva, 10-11 February 2005

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ECONOMIC POLICY DEPARTMENT
STATISTICS DIVISION
ECOWAS
UNSD-ECOWAS PROJECT



1

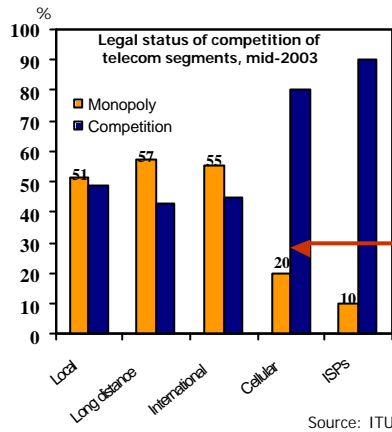
Topics for discussion

- Trends in liberalization and regulation: at the global level and within the Economic Community of West African States (ECOWAS)
- Why collect market statistics? Responsibilities of regulators and operators
- Data groups and types
- Best practice
 - Regulators: the case for centralization
- Data collection project of ITU/ECOWAS, Eurostat, UNSD ECOWAS project, PIR, PARIS 21: What data? What results?

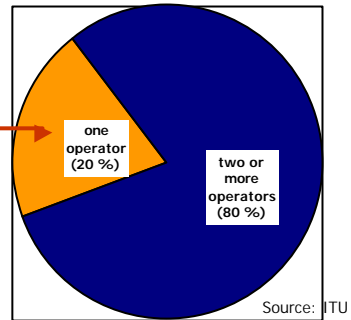


2

With liberalization...

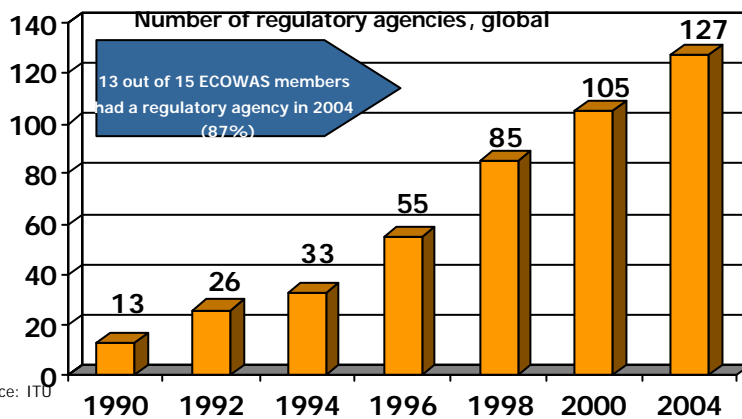


Competition in the cellular service, ECOWAS, 2003



3

... comes regulation




4

Hence the need for statistics



Regulators and operators (and national statistics bureaus, in some countries) share certain roles and responsibilities concerning market data and statistics. The question is: what type of information?

- Identification
 - Collection
 - Dissemination
-  A cooperative effort!



5

The Nigerian example



Nigerian Communications Act 2003

Part II: Monitoring and reporting

- (1) *The Commission shall monitor all significant matters relating to the performance of all licensees ...*
- (2) (a) *use any of its powers... without limitations... of investigation and information-gathering...*
- (b) *have regard to such industry performance indicators as the Commission considers appropriate*
- (3) *... the Commission shall monitor and report...: (b) the efficiency in which licensees provide facilities and services... (c) the quality of services, ... (d) industry statistics generally including but not limited to service provisioning, traffic pattern, industry operators, etc*
- *The license agreements also discuss "Requirement to Furnish Information to the Commission"*



6

What is all this information *for*?



For the regulator:

- Functioning of the market, and of competition
- Access to telecommunications
- Licence obligations
- Service quality
- Sector's role in the economy
- International comparison

For the operators :

- Profitability of operations , contribution of different sectors /services
- Substantiation for arguments (regulatory authority)
- Transparency, credibility (investors)
- Information for customers
- Quality of service
- National and international comparison



7

Telecommunication data categories



- Network subscribers (fixed, mobile, etc.)
- Quality of service
- Traffic
- Tariffs
- Revenue/Investment
- Other, p51-52



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Quarterly mobile data



Revenue	Volume	Subscribers
<ul style="list-style-type: none"> • Calls • Connection • Interconnection SSM+MMS • Revenue per subscriber (ARPU) 	<ul style="list-style-type: none"> • UK calls • Outgoing intern. • Roaming • Interconnection • SSM+MMS (units) 	<ul style="list-style-type: none"> • Post-paid/ pre-paid
Growth rate/change		
By operator/consolidated		



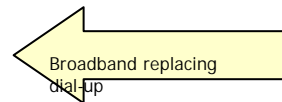
9

Regularity, timeliness (definitions)



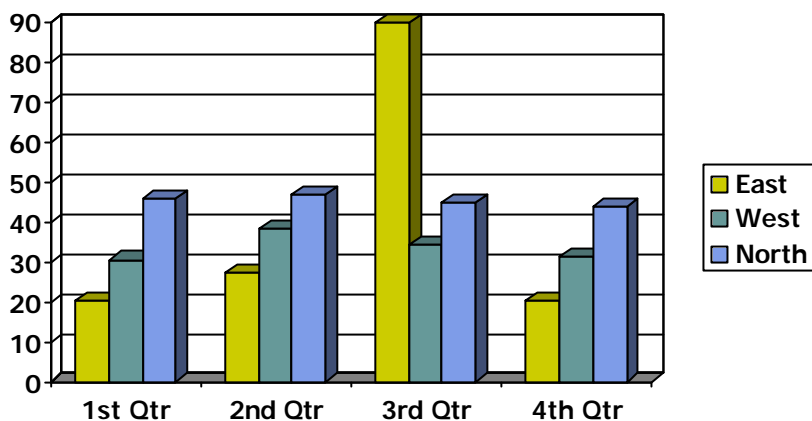
- L'OFTA collects (and publishes online!) detailed monthly telecommunication statistics since 1990
- Indicators are well defined
 - "Broadband Internet access refers to services with downloading speed of 1 Mbps or above using cable mode, ATM, ADSL, DSL or other technologies"
 - "The statistics are OFTA estimated figures based on the return from the ISPs. They do not include users who are not customers of the licensed ISP, such as users of the campus networks in the universities"

Internet subscribers in Hong Kong, China, by technology (in thousands)



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Telecommunication agencies in ECOWAS countries

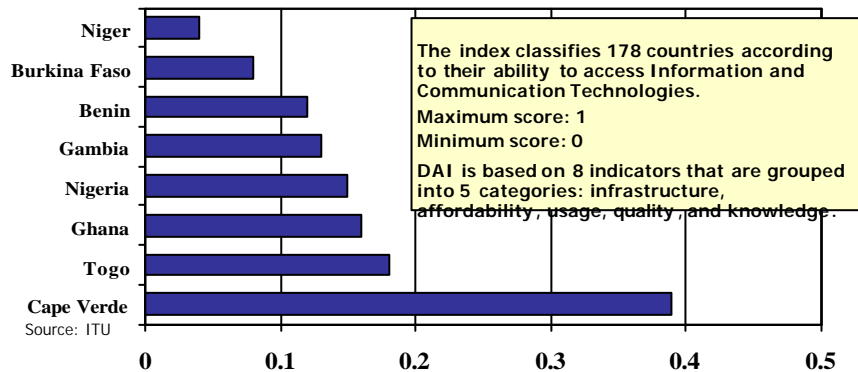


11

International benchmarking: ITU's Digital Access Index (DAI)



DAI rankings for selected ECOWAS members



12

ITU-ECOWAS data collection project

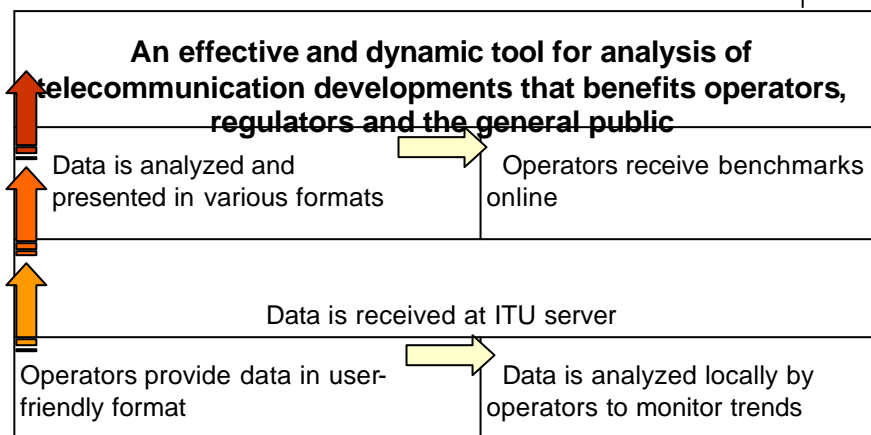


- To collect telecom market data of ECOWAS countries from telecom operators
- To present and analyze the data in the form adapted to different user groups
 - A tool used for business decisions and growth analysis for operators
 - A tool to monitor market developments for regulators
 - An information tool to telecom users and investors



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Collect, disseminate, analyze



14

Who gets what ?

→ Operators have access to national and regional telecommunication trends:

- Track market position and potential
- National and international benchmarking exercises
- Value added: by harmonizing the statistics, the project makes it possible to compare the data provided by the operators



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Who gets what (II)?

- Regulators receive (national and regional) overview
 - Identify trends and benchmark results
 - Make informed policy decisions
 - Make regional/international comparisons
- Public is informed on trends and services
- Investors identify new market opportunities



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Implementation

To be discussed:

- Identification of data and benchmarks
- Type of analysis and comparison
 - Availability of statistics
 - Confidentiality
- Form, periodicity

- ➔ ● Software development (ITU)
System becomes operational!



Types of data

Fixed network	WLL	Mobile		Internet	Public access
		Post-paid	Pre-paid		
VALUE ● Revenue by service, source, customer study, interconnection, SMS, roaming VOLUME TARIFFS SUBSCRIBERS/CUSTOMERS					Type of facility Number of facilities Value/revenue



Which indicators/ benchmarks?



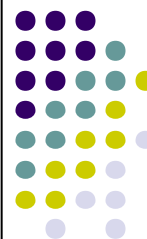
Indicator	Parameter	Trend to be established by the parameter	Remark	Periodicity (Months)	Benchmarks		
					Country	ECOWAS	Global
12.	Total minutes – international calls	The parameter should be available from the international settlements.	The operator-wise comparison of this parameter should be possible Total of all BSO can be compared with ECOWAS and global data.	1	Yes	Yes	Yes
14.	Average Revenue per user	The ARPU will provide the Operator an indication about the profitability of the business, and its different sectors (mobile, fixed etc)	1. System will calculate this parameter, by dividing Total Revenue by the Total number of subscribers. 2. The Operator-wise comparison of this parameter should be possible. 3. Total of all BSO can be compared with ECOWAS data.	1	Yes	Yes	
20.	Percentage of subscribers contributing to 90 percent of revenue.	In a nascent market very few users contribute to the major chunk of revenue. This is due to the capacity to pay and also speaks of tariff plan. This parameter will indicate the demographic pattern of usage of telecom services.	The Operator should be able to provide this assessment by simple calculation on revenue receipts. 2. Total of all BSO can be compared with ECOWAS data.	2	Yes	Yes	



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Open discussion...

Thank you
THIS PRESENTATION IS
BASED ON AN ITU
PRESENTATION MADE IN
SENEGAL



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