

ITU price data collection rules

March 2019

A. Rules applied in collecting mobile-cellular prices

1. The prices of the operator with the largest market share (measured by the number of subscriptions) are used. If prices vary between different regions of the country, prices refer to those applied in the largest city (in terms of population) or in the capital city.
2. Prices should be collected in the currency they are advertised, including taxes. If prices are not advertised in local currency, a note should be added specifying the currency.
3. Prices refer to the most common contract modality (prepaid/postpaid) in the country. If more than 50 per cent of mobile-cellular subscriptions are postpaid, then a postpaid plan should be chosen. Otherwise a prepaid plan should be selected.
4. Where the operator offers different packages with a certain number of calls and/or SMS messages included, the cheapest one on the basis of 70 voice minutes and 20 SMS per month (i.e. with a 30-day validity) should be selected. If instead of a pay-per-use plan a package is selected for the whole basket (e.g. a bundle including 100 minutes, 50 SMS and 100MB) or for some of its elements (e.g. a package including 100 SMS), it should be indicated in the notes.
5. If per-minute prices are only advertised in internal units rather than in national currency, the price of the top-up/refill charge is used to convert internal units into national currency. If there are different refill prices, then the 'cheapest/smallest' refill card is used. If different refill charges exist depending on the validity period, the validity period for 30 days (or closest to 30 days) is used.
6. Prices refer to a regular (non-promotional) plan and exclude special or promotional offers, limited discounts or options such as special prices to certain numbers or restricted to new customers, or plans where calls can only be made during a limited number of (or on specific) days during the month.
7. If subscribers can choose "favourite" numbers (for family, friends, etc.) with a special price, this special price will not be taken into consideration, irrespective of the quantity of numbers involved.
8. Prices refer to outgoing local calls. If different rates apply for local and national calls, then the local rate is used. If different charges apply depending on the mobile operator called, the price of calls to the operator with the second largest market share (measured by the number of subscriptions) should be used, indicating in the notes the rates of calling to other mobile operators. If charges apply to incoming calls, these are not taken into consideration.
9. If prices vary between minutes (1st minute = price A, 2nd minute = price B), the per minute cost of a two-minute call should be reported (for example: price per minute = $(A+B)/2$). Call set-up rates should not be included in the per minute price, but reported under indicator i153pc

10. If prices vary beyond two minutes, the average price per minute is calculated based on the actual cost of two minutes.
11. If there is a connection cost per call, then this is taken into consideration in the formula for the mobile-cellular basket, based on 35 calls.
12. If there are different off-peak prices, then the one that is the cheapest before midnight is used. If the only off-peak period is after midnight, then this is not used. Instead, the peak price is used.
13. If there are different peak prices, the most expensive one during the daytime is used.
14. If peak and off-peak SMS prices exist, the average of both is used for on-net and off-net SMS.
15. If calls are charged by call or by hour (and not by the minute), the mobile-cellular basket formula will be calculated on the basis of 35 calls or 70 minutes. Similarly, if calls are charged by call or by number of minutes for a specific network/time of the day, this will be taken into account for that particular network/time of the day.
16. Where monthly, recurring charges exist, they are added to the basket

B. Rules applied in collecting fixed-broadband Internet prices

1. The prices of the operator with the largest market share (measured by the number of fixed-broadband subscriptions) should be used.
2. Prices should be collected in the currency they are advertised, including taxes. If prices are not advertised in local currency, a note should be added specifying the currency.
3. Only residential, single user prices should be collected. If prices vary between different regions of the country, prices applying to the largest city (in terms of the population) should be provided. If that information is not available, prices applying to the capital city should be reported. The selected city should be mentioned in a note in the monthly subscription indicator.
4. From all fixed-broadband plans meeting the above-mentioned criteria, the cheapest one on the basis of a 5GB monthly usage and an advertised download speed of at least 256 kbit/s should be selected. If there is a price distinction between residential and business tariffs, the residential tariff should be used.
5. If the plan selected has no limit for the monthly data usage, the cap should be set at 0 and a note added to that indicator specifying "Unlimited".
6. Plans with limited hours of use will not be considered.
7. In case operators propose different commitment periods, the 12-month plan (or the one closest to this commitment period) should be used. If the plan selected requires a longer commitment (i.e. above 12 months), it should be indicated in the note of the monthly subscription.

Furthermore, if there are different prices (for example, a discounted price for the first year, and a higher price as of the 13th month), then the price after the discount period should be selected (e.g. the price as of the 13th month). The discounted price charged during the initial period should be indicated in a note under the monthly subscription charge. The reason is that the initial price paid is considered a limited/discounted price, while the other one is the regular price.

8. Prices should be collected for the fixed-broadband (access) technology with the greatest number of subscriptions in the country (FTTH, DSL, cable, etc.).
9. The same price plan should be used for collecting all the data specified. For example, given Plan A is selected for the fixed-broadband service, according to the criteria mentioned above, the elements in Plan A apply to the monthly subscription, to the price of the excess charge, the volume of data that can be downloaded, etc.
10. Prices should be collected for regular (non-promotional) plans and should not include promotional offers or limited or restricted discounts (for example, only to students, or to already existing customers, etc.).
11. With convergence, operators are increasingly providing multiple (bundled) services such as voice telephony, Internet access and television reception over their networks. They often bundle these offers into a single subscription. This can present a challenge for price data collection, since it may not be possible to isolate the prices for one service.

C. Rules applied in collecting data-only mobile-broadband prices

1. Prices should be collected based on 3G technologies or above, such as UMTS, HSDPA+/HSDPA, CDMA2000, IEEE 802.16e, LTE, LTE-Advanced and WiMAX/WirelessMAN. Prices applying to WiFi or hotspots should be excluded.
2. Prices should be collected in the currency they are advertised, including taxes. If prices are not advertised in local currency, a note should be added specifying the currency.
3. Only residential, single user prices should be collected. If prices vary between different regions of the country, prices applying to the largest city (in terms of population) or to the capital city should be provided.
4. Prices refer to the most common contract modality (prepaid/postpaid) in the country. If more than 50 per cent of mobile-broadband subscriptions are postpaid, then a postpaid plan should be chosen. Otherwise a prepaid plan should be selected.
5. Mobile-broadband prices should be collected from the operator with the largest market share measured by the number of mobile-broadband subscriptions. If this information is not available, mobile-broadband prices should be collected from the mobile-cellular operator with the largest market share (measured by the number of mobile-cellular subscriptions) in the country.

6. The validity period considered for the basket is 30 days or four weeks. If a plan with a validity of 15 days is selected, it will be taken twice to cover the whole period. Likewise, if a plan with a validity of a day or a week is selected, it will be taken as many times as necessary to cover a period of four weeks. The cheapest plan on the basis of a validity period of 30 days or four weeks should be selected.
7. Price data should be collected for the cheapest plan with a data volume allowance of a minimum of 1.5 GB per month (irrespective of the device used).

The selected plan should not necessarily be the one with the cap closest to 1.5 GB, but include a minimum of 1.5 GB. For example, if an operator offers a 500 MB and a 2 GB plan, the 2 GB plan or three times the 500 MB plan (if the package can be purchased thrice for a monthly capacity of 1.5 GB) could be selected for the data-only mobile-broadband basket. The cheapest option should be chosen.

Data volumes should refer to both upload and download data volumes. If prices are linked to 'hours of use' and not to data volumes, this information should be added in a separate note. **Note:** ITU will most likely not be able to include these cases in a comparison.

8. Pay-as-you-go offers should be used when they are the cheapest option for a given basket or the only option available. If operators charge different pay-as-you-go rates depending on the time of the day (peak/off-peak), then the average of both should be recorded. Nighttime data allowances will not be considered.
9. Even if the plan is advertised as 'unlimited', the fine print should be carefully reported since most often there are limits in the data volumes (e.g. fair usage policies), either applied by throttling (limiting the speed) or by cutting the service.
10. Non-recurrent fees, such as installation/set-up fees are not collected.
11. Preference should be given to the cheapest available package even if this is bundled with other services (with voice services, for example). If the plan chosen includes other services besides mobile-broadband access, these should be specified in a note. Zero-rated services (i.e. services that can be consumed besides the monthly data allowance) should be specified in a note.
12. Prices refer to a regular (non-promotional) plan and exclude promotional offers and limited discounts or special user groups (for example, existing clients). Special prices that apply to a certain type of phone (iPhone, iPad) should be excluded. Allowances during the night are not included.

D. Rules applied in collecting prices for bundled mobile-broadband services

1. Prices should be collected based on 3G technologies or above, such as UMTS, HSDPA+/HSDPA, CDMA2000, IEEE 802.16e, LTE, LTE-Advanced and WiMAX/WirelessMAN. Prices applying to WiFi or hotspots should be excluded.
2. Prices should be collected in the currency they are advertised, including taxes. If prices are not advertised in local currency, a note should be added specifying the currency.
3. Only residential, single user prices should be collected. If prices vary between different regions of the country, prices applying to the largest city (in terms of population) or to the capital city should be provided.
4. Prices refer to the most common contract modality (prepaid/postpaid) in the country. If more than 50 per cent of mobile-cellular subscriptions are postpaid, then a postpaid plan should be chosen. Otherwise a prepaid plan should be selected.
5. Mobile-broadband prices should be collected from the operator with the largest market share measured by the number of mobile-cellular subscriptions.
6. The validity period considered for the basket is 30 days or four weeks. If a plan with a validity of 15 days is selected, it will be taken twice to cover the whole period. Likewise, if a plan with a validity of a day or a week is selected, it will be taken as many times as necessary to cover a period of four weeks. The cheapest plan on the basis of a validity period of 30 days or four weeks should be selected. .
7. Price data should be collected for two mobile-broadband bundles separately. The cheapest plan meeting the requirements of each bundle should be selected:
 - a. Low-consumption bundles: 70 minutes, 20 SMS and 500 MB.
 - b. High-consumption bundles: 140 minutes, 70 SMS and 1.5 GB.

The selected plan should not necessarily be the one with the data, voice and SMS allowances closest to the consumption set for each bundle, but rather the cheapest including the minimum allowances set for each consumption profile. For example, if an operator offers a plan including 35 minutes, 10 SMS and 250 MB, and a plan including 1 GB and unlimited domestic voice and SMS, either twice the first plan (if the package can be purchased twice per month) or the second plan could be selected for the low-consumption bundle. The cheapest option should be chosen.

Data volumes should refer to both upload and download data volumes. If prices are linked to 'hours of use' and not to data volumes, this information should be added in a separate note. **Note:** ITU will most likely not be able to include these cases in a comparison.

8. The excess price per voice minute should be reported as the on-net prices. If different peak and off-peak prices exist, an average shall be reported. If prices vary between minutes (1st minute = price A, 2nd minute = price B, call set-up rate= C), the per minute cost of a two-minute call should be reported (i.e. $(A+B+C)/2$). Call set-up rates should be included in the per-minute price of excess

usage and indicated in the corresponding note. If the excess price reported corresponds to a package of minutes, the total price for the package should be reported and the number of minutes included should be specified in a note.

9. The excess price per SMS should be reported as the on-net SMS price. If different peak and off-peak prices exist, the average shall be reported. If the excess price reported corresponds to a package of SMS, the total price for the package should be reported and the number of SMS included should be specified in a note.
10. The validity period considered for the basket is 30 days or four weeks. If a plan with a validity of 15 days is selected, it will be taken twice to cover the whole period. Likewise, if a plan with a validity of a day or a week is selected, it will be taken as many times as necessary to cover a period of four weeks. The cheapest plan on the basis of a validity period of 30 days or four weeks should be selected.
11. Pay-as-you-go offers should be used when they are the cheapest option for a given bundle or the only option available. If operators charge different pay-as-you-go rates depending on the time of the day (peak/off-peak), then the average of both should be recorded. Nighttime data allowances will not be considered.
12. Even if the plan is advertised as 'unlimited', the fine print should be carefully reported since most often there are limits in the data volumes (e.g. fair usage policies), either applied by throttling (limiting the speed) or by cutting the service.
13. Non-recurrent fees, such as installation/set-up fees are not collected.
14. Preference should be given to the cheapest available package even if this is bundled with other services (e.g. online TV content). If the plan chosen includes other services besides data, voice and SMS, these should be specified in a note. Zero-rated services (i.e. services that can be consumed besides the monthly allowances) should be specified in a note.
15. Prices refer to a regular (non-promotional) plan and exclude promotional offers and limited discounts or special user groups (for example, existing clients). Special prices that apply to a certain type of phone (iPhone, iPad) should be excluded. Allowances during the night are not included.

E. Entering mobile-broadband prices in the online questionnaire

How to enter mobile-broadband price basket data:

1. All data entered (capacity, price, validity, etc.) should refer to the base plan. In case the base plan includes less capacity than the minimum data allowance required (500 MB or 1.5 GB) the final price will be calculated based on the data entered. This could be by multiplying the price of the base plan (if the package can be purchased multiple times) or by adding an excess usage fee (to be entered for indicator “price of excess usage”). In case an add-on package needs to be added to the base plan to meet the requirements of the basket, this needs to be specified in a note (see Box 1). It should be explained in the notes how the requirement of the basket is reached should the base plan include less than the minimum data allowance.
2. The same applies for plans with a validity period of less than 30 days. The base plan will be entered and the final price will be calculated based on the data entered. This could be by multiplying the price of the base plan (if the package can be purchased multiple times) or by adding an excess usage fee (to be entered for indicator “price of excess usage”). In case an add-on package needs to be added to the base plan to meet the requirements of the basket, this needs to be specified in a note. It should be explained in the notes how the requirement of the basket is reached should the base plan include less than the minimum validity period.
3. To enter an unlimited data allowance, enter the required cap for basket (500 MB or 1GB) and add “unlimited” in notes for the cap.
4. To enter a pay-as-you-go offer, enter the price for 1 MB for the price of the plan and 1 MB as the cap.

Box 1: How to enter mobile-broadband prices in the ITU ICT Price Basket Questionnaire

Case A: the base plan fits the minimum requirements of the basket in terms of data allowance and validity. Enter the data for the base plan.

Example1: 10\$ for 1.5 GB and 30 days validity, and no cheaper plan for 1.5 GB-> data entered in the database for the data-only mobile-broadband basket: price 10\$, capacity 1.5 GB and validity 30 days.

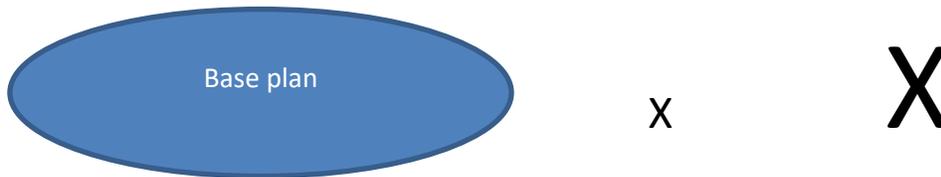
Example2: 12\$ for 2 GB and 30 days validity, and no cheaper plan for 1.5 GB -> data entered in the database for the data-only mobile-broadband basket: price 12\$, capacity 2 GB and validity 30 days.



Case B: the base plan does not fit the requirements of the basket in terms of data allowance, validity period, or both and thus needs to be multiplied several times. Enter the data for the base plan and add in a note how to calculate the basket.

Example1: 4\$ for 750 MB and 30 days validity, and the cheapest option for a 1.5 GB monthly consumption is to take this plan twice -> data entered in the database for the data-only mobile-broadband basket: price 4\$, capacity 0.75 GB, validity 30 days.

Example2: 2.5\$ for 600 MB and 30 days validity, and the cheapest option for a 1.5 GB monthly consumption is to take this plan thrice -> data entered in the database: price 2.5\$, capacity 0.6 GB, validity 30 days.



Case C: the base plan does not fit the requirement of the basket either in terms of data allowance, validity period or both and thus one or several add-on packages must be added. Enter the data for the base plan and add in a note how to calculate the basket.

Example1: the cheapest option for 1.5 GB of monthly data allowance is to combine a plan for 8\$, 1 GB and 30 days validity, and an add-on for 2\$, 500 MB and 30 days validity -> data entered in the database for the data-only mobile-broadband basket: price 8\$, capacity 1 GB and validity 30 days -> in the note it is specified "To be combined with an add-on package: 2\$, 500 MB and 30 days validity".

