

**10<sup>th</sup> World Telecommunication/ICT  
Indicators Meeting (WTIM-12)  
Bangkok, Thailand, 25-27 September 2012**



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*Contribution to WTIM-12 session*

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# **World Telecommunication/ICT Indicators Meeting Bangkok, 25-27 September 2012**

## **Mobile broadband prices Summary EGTI Chair Iñigo Herguera, CMT, Spain**

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### **Summary:**

WTIM in 2011 agreed to include mobile broadband prices in the ICT Price Basket questionnaire 2012 of the ITU.

A set of methodological principles were as well agreed in 2011 on how to collect and conduct tariff/ price comparisons for mobile BB. The basic principles to be followed were (WTIM, 2011):

During second half of 2011 ITU has conducted an extensive tariff collection, more than 127 countries covered. With this experience, several issues have been raised.

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## Methodological principles agreed (WTIM, 2011)

### Collect:

- broadband technologies: UMTS, HSDPA+/HSDPA, CDMA2000, IEEE 802.16e, LTE
- residential, single user prices
- from mobile-cellular operator with largest market share
- minimum broadband speed
- speeds specified and information on limits of data volumes for 'unlimited' plans included

### Exclude:

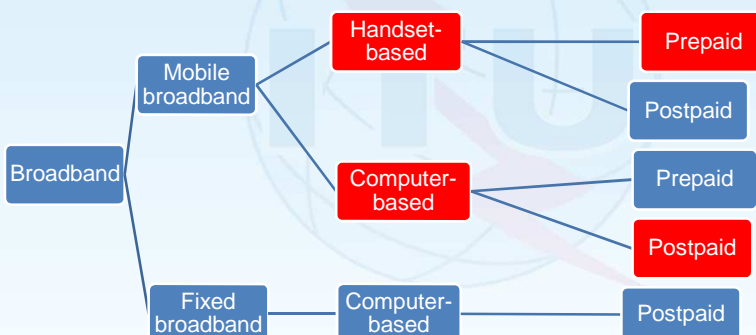
- WiFi and hotspots
- promotional offers/limited discounts
- non-recurring charges/ charges for end devices

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## What has been collected

### Fixed- and mobile-broadband options/packages



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## Mobile-broadband basket

**Price of a monthly subscription for (a minimum of ) one Gigabyte (GB).**

**For plans that were limited in terms of data allowance (below one GB), the price per additional byte was added, and for plans that were limited in terms of time (below one month), the price per additional day was added.**

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## Countries included in the data collection exercise

Region	Prepaid handset-based	Postpaid computer-based
Africa	18	23*
The Americas	21	22
Arab States	11	14
Asia and the Pacific	23	22
Europe	35	35
CIS	9	10**
Total	117	126

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Additionally, some participants in the on-line forum and at the EGTI meeting have suggested refinements of some aspects of the methodological principles.

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### Refinements agreed on mobile BB prices in the EGTI meeting:

1- It was agreed to set a different **volume allowance** (cap) for handset users, since the previous one (1 GB/ month) represented a too high a consumption pattern for the average smartphone/ handset user

	<u>Allowance/ month (new)</u>
Handset	<b>250 MB</b> and <b>500 MB</b>
USB/ PC oriented	1 GB

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In this way a more representative consumption intensity is introduced for obtaining the (minimum) expenditure.

Two different levels of consumption reflect two distinct levels of intensities (low/ high intensity)

**2- on the collection stage:** collect prepayment as well as postpayment (contract) subscriptions

In some countries, prepayment subscriptions are very rare, not much demanded

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3. Even though time-metered offers were preferably not to be taken into consideration, in some cases these represent attractive and demanded subscriptions.

Tariffs that allow for a temporary use of mobile BB should last 30 days (and allow for the cap assumed), or, if no time metered tariff for this period is found, **it should allow for usage for at least 15 days.**

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It was confirmed to include mobile BB tariffs in the October **2012 ICT Price Data collection**.

The aim is to include mobile BB tariffs in the ICT Price Basket Calculation for 2013, together with fixed BB tariffs and the rest of the services already included.

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