

The ITU ICT price basket data collection methodology

A VISUAL GUIDE

2023 May



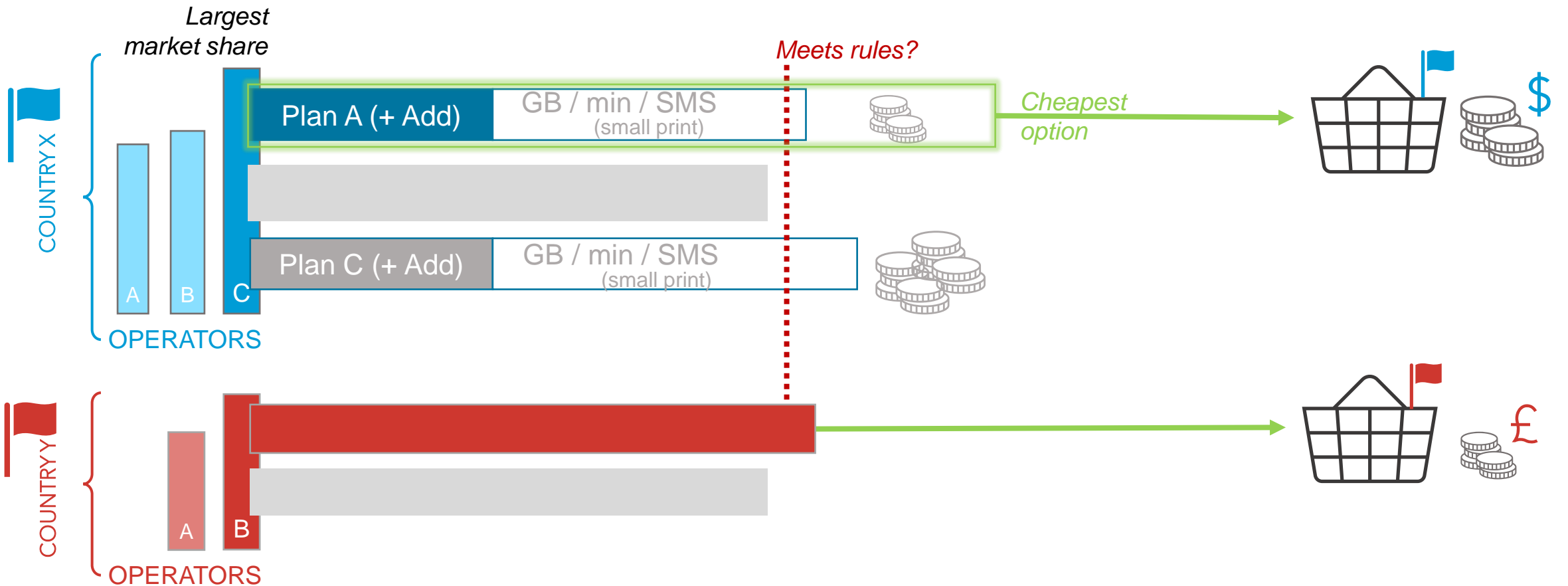
The rules at a glance

Basket	Fixed Broadband	Mobile-cellular low usage	Data-only Mobile broadband	Mobile data and voice low cons.	Mobile data and voice high cons.
Minimum allowance	5GB	70+20	2GB	70+20+500MB	140+70+2GB
Market leader	By fbb subscriptions	In terms of mobile-cellular subscriptions [any technology]			
Currency	Prices to be collected in the currency advertised (local currency or \$ world currency /where inflation is high/)				
Taxes	Include all taxes (VAT, digital, other levies, etc.) (Note: “accounting units” /e.g., flex, etc./ often exclude tax!)				
Validity period	Plan(s) should be in force at time of data collection; not a limited-time offers*				
	1 month	30 days or 4 weeks			
Territorial validity	Entire country; if prices vary, largest city (by population); [if unavailable: capital city]				
Prepaid/Postpaid?	Not specified (typically, postpaid)	The cheapest modality; if postpaid, consider commitment period (so: typically, prepaid)			
Commitment period	12 months preferred	1 month preferred [if longer, add early termination fees]*			
Non-promotional	Non-promotional, residential, individual (not businesses), no user restriction (e.g., not for students, youth, retired, etc. only)				

The rules at a glance (continued)

Basket	Fixed Broadband	Mobile-cellular low usage	Data-only Mobile broadband	Mobile data and voice low cons.	Mobile data and voice high cons.
Minimum allowance	5GB	70+20	2GB	70+20+500MB	140+70+2GB
Technology, speed	Dominant tech.; at least 256 kb/s	(any mobile cellular)	At least 3G, 256 kbit/s dl		
Time of day	Should not be limited	Collect peak/off-peak prices (if different)	Hours should not be limited		
On-/off-net	(not applicable)	Collect on-/off-net prices if different	(not applicable)	On-net prices	
Zero-rated services, social media	excluded	(not applicable)	excluded from minimum data allowance		
Cheapest option	Cheapest solution that meets the requirements (but fine if overshoots it)				
All details from the same plan(s)	Use the same plan [and compatible add-on(s), as required] for collecting all metadata*				

ICT price basket data collection



1

Select **operator**
(largest market share)

2

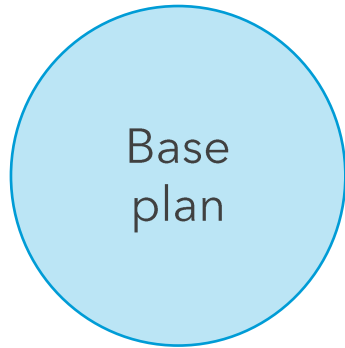
Select **plan(s)**
select cheapest option that meets the rules

3

Obtain **basket price** in
advertised currency

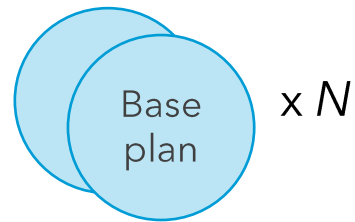
Finding the cheapest options for mobile baskets

Base-plan only



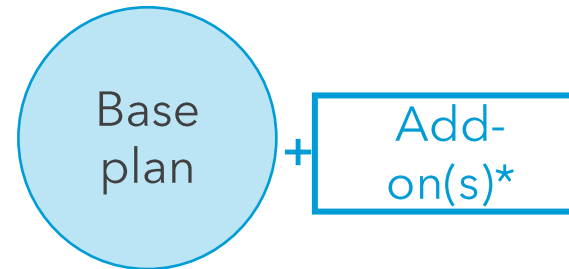
- The cheapest option is a single plan with the sufficient allowance & validity period to reach threshold
- Excess usage added if needed

Multiple base plans



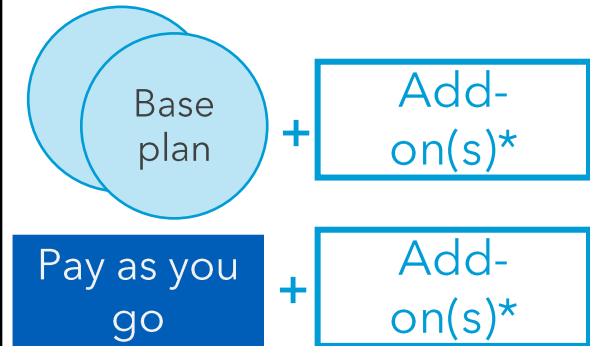
- A single plan to be taken multiple times to reach the necessary allowance & validity thresholds
- E.g., use 4 x weekly plan

Base plan + Addon(s)



- The cheapest option is a base plan combined with an add-on to reach the necessary allowance & validity period
- Add-on(s) should be compatible with base plan;
- Add-on = Data/Voice/SMS (as needed)
- Add-on may also be a different plan, if compatible with the previous (e.g., 1 x 2-weekly + 2 x 1 weekly plan)

"Patchwork"



- Any combination that meets the thresholds is acceptable, if compatible with one another;
- (e.g., multiple base-plans combined with add-ons)
- May include Pay-as-you go
- May include excess usage

⚠ 2 thresholds to meet

- ✓ **Allowance:** minimum [e.g. 2 GB]
- ✓ **Validity:** continuously for 30 days or 4 weeks