12ᵗʰ World Telecommunication/ICT Indicators Symposium (WTIS-14)

Tbilisi, Georgia, 24-26 November 2014

<table>
<tr><td>*Presentation*</td><td>**Document C/15-E**
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English</td></tr>
</table>

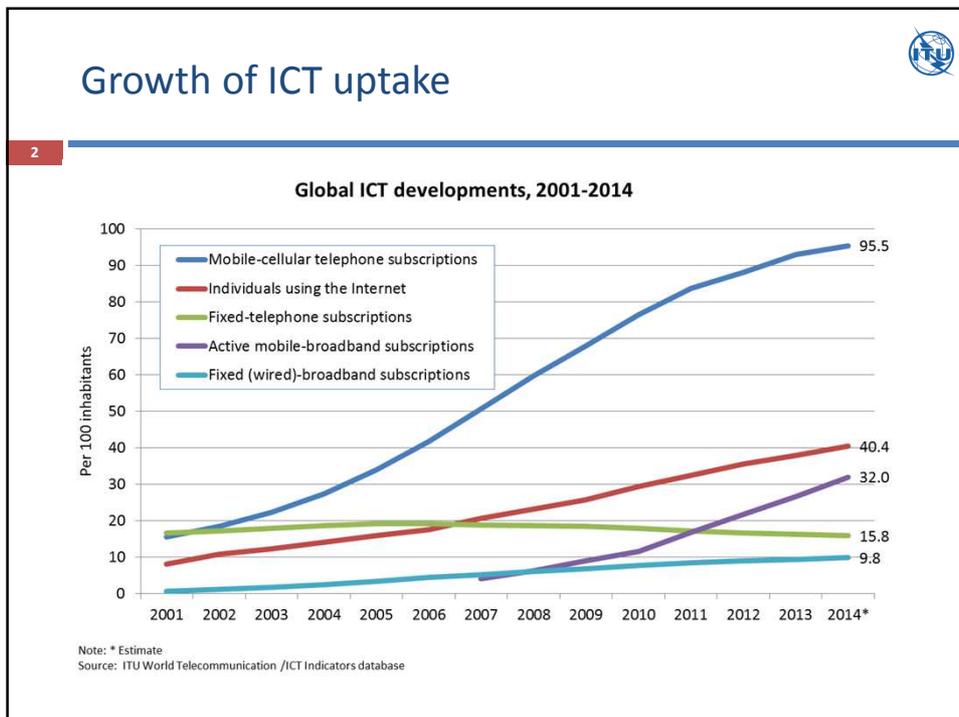**SOURCE:**   ITU and GSMA Intelligence

TITLE: Towards improving mobile phone metrics

12th WORLD
TELECOMMUNICATION

ICT
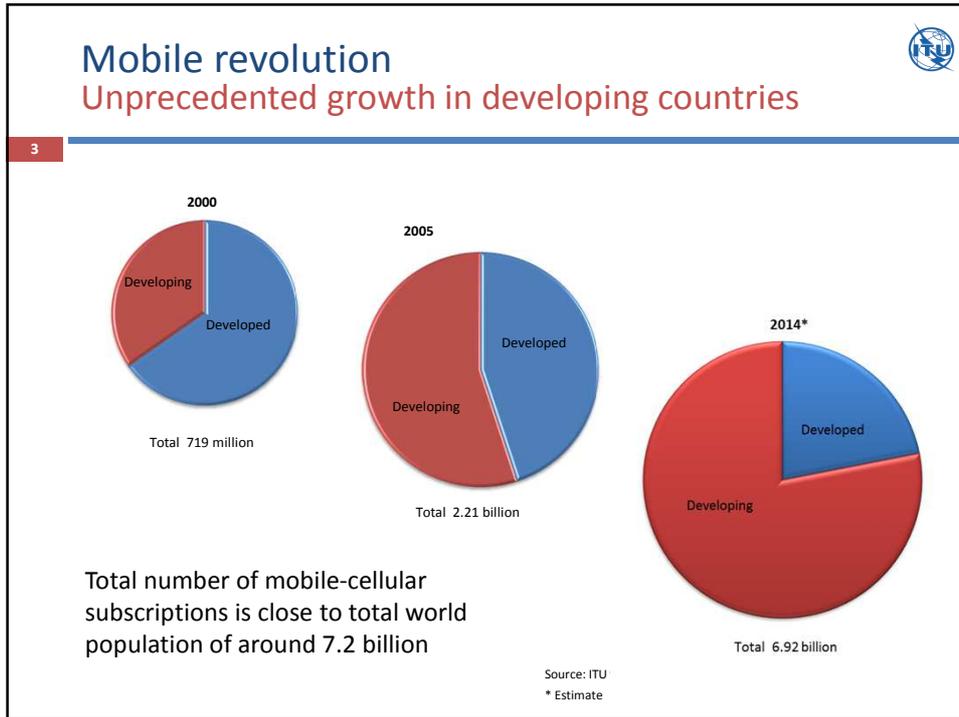
INDICATORS SYMPOSIUM
TBILISI, GEORGIA
24-26 November

2014

Towards improving mobile phone metrics

Esperanza Magpantay (ITU) and Joss Gillet (GSMA)

ITU

GSMA Intelligence

25 November 2014

Growth of ICT uptake

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Global ICT developments, 2001-2014

- Mobile-cellular telephone subscriptions
- Individuals using the Internet
- Fixed-telephone subscriptions
- Active mobile-broadband subscriptions
- Fixed (wired)-broadband subscriptions

Per 100 inhabitants

95.5
40.4
32.0
15.8
9.8

2001 2002 2003 2004 2005 2006 2007 2008 2009 2010 2011 2012 2013 2014*

Note: * Estimate
Source: ITU World Telecommunication /ICT Indicators database

Mobile revolution
Unprecedented growth in developing countries

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2000

Developing

Developed

Total 719 million

2005

Developed

Developing

Total 2.21 billion

2014*

Developed

Developing

Total 6.92 billion

Total number of mobile-cellular
subscriptions is close to total world
population of around 7.2 billion

Source: ITU
* Estimate

Mobile cellular subscriptions: current indicator

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Mobile cellular subscriptions
1 person = several
subscriptions/SIM cards

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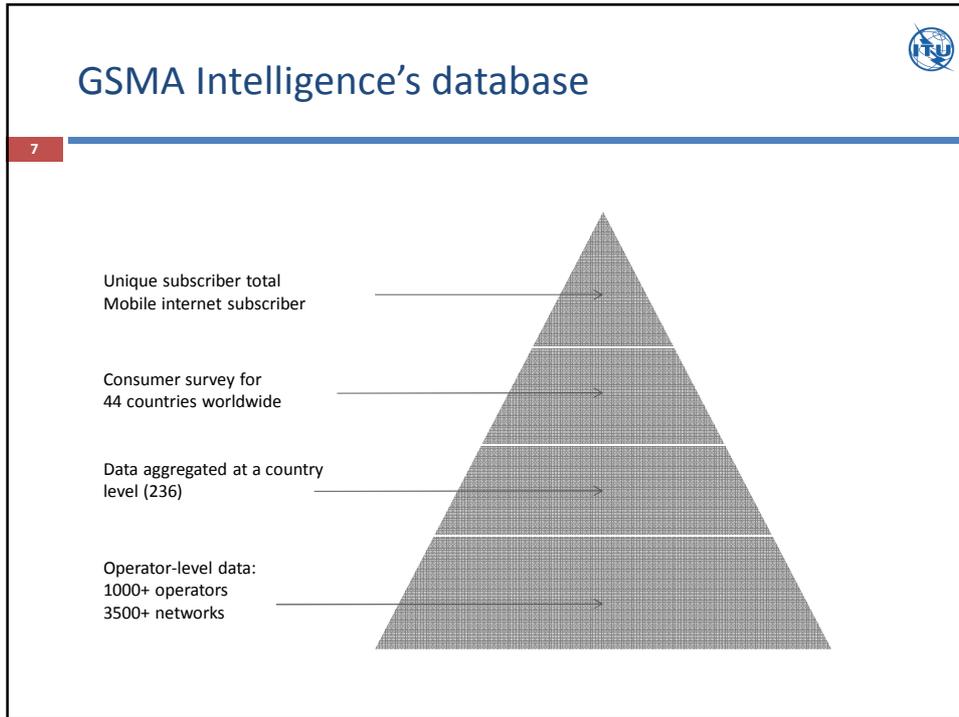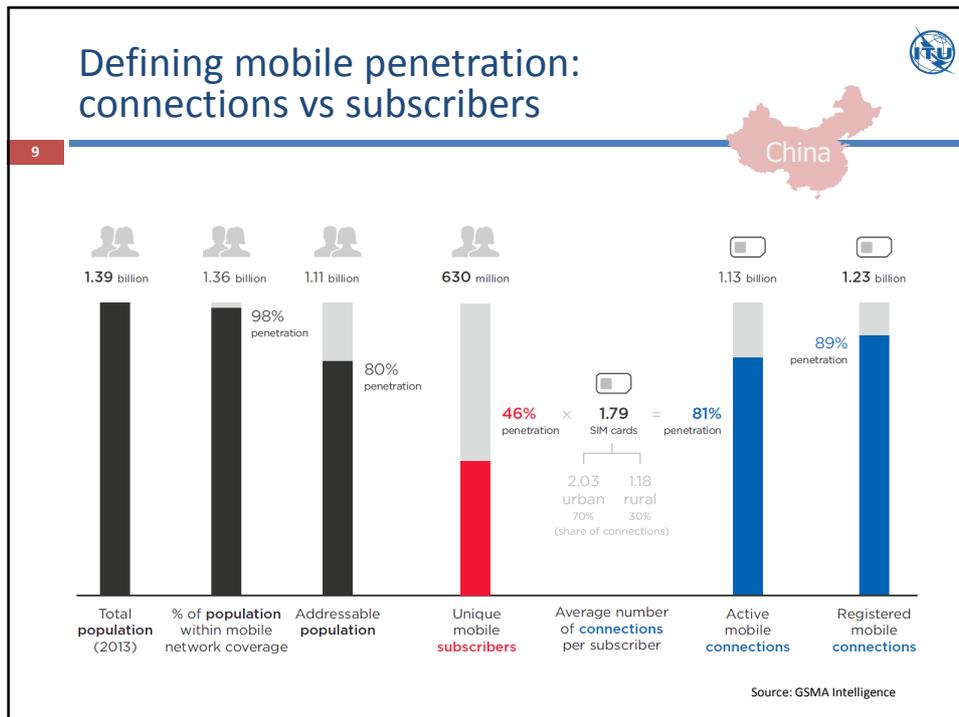## But: mobile subscriptions do NOT measure how many people have a mobile phone

Unique subscribers
1 person
=
1 or multiple SIM subscriptions

Phone owners
1 person
=
1 or multiple phones

Users
None or 1 subscription/handset
=
multiple users

ITU and GSMA Intelligence

ITU

1. Collects data from regulators on many indicators, including mobile cellular subscriptions and mobile broadband subscriptions
2. Collects data from NSOs on access to, and use of ICTs by households and individuals
3. Looks at new data sources: big data from mobile operators

GSMA Intelligence

1. Collects data from mobile operators on mobile cellular connections and mobile broadband connections
2. Collects consumer data through surveys conducted by private companies
3. Looks at new data sources: big data from mobile operators

GSMA Intelligence's database

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Unique subscriber total
Mobile internet subscriber

Consumer survey for
44 countries worldwide

Data aggregated at a country
level (236)

Operator-level data:
1000+ operators
3500+ networks

Measuring penetration: people vs. SIM cards

8

Unique subscribers penetration, global

Source: GSMA Intelligence

Defining mobile penetration: connections vs subscribers — China. Source: GSMA Intelligence

Proposed areas of cooperation

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□ 1. <u>Harmonize definition/methodology</u>
  ◻ Activity period for mobile cellular subscription
  ◻ Definition and activity criteria for mobile broadband subscriptions

□ 2. <u>Produce indicators that will better measure mobile phone uptake</u>
  ◻ Producing new indicators on mobile phone uptake
  ◻ Improving the data to improve estimates based on data available at the ITU and GSMA Intelligence.
  ◻ Improving sources of data, by working with national statistics offices in the conduct of future GSMA Intelligence surveys, in selected countries where ICT data are scarce
  ◻ Implementing surveys using internationally agreed indicators and standards, agreed in the EGH.

Proposed areas of cooperation

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- ☐ 3. Explore synergies on Big Data

  Explore synergies and opportunities on big data from **mobile phone operators.**

- ☐ 4. Prepare joint publication

  Joint publications and/or a chapter in the upcoming Measuring the Information Society (MIS) Reports to disseminate results

- ☐ 5. Sharing of survey data

  GSMA Intelligence will share with ITU the survey data collected

Thank you

For more information and data:
www.itu.int/en/ITU-D/statistics