Broadband indicators in the EU

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How the EU scores on the Digital Agenda targets

Orange = 2010, dark blue = 2011. Labels refer to targets; outerline is 100% achievement; targets refer to 2015 unless otherwise stated. 20% reduction in energy use not included.
Sources for data collection in the EU

Data collection based on Benchmarking Framework 2011-2015

- NRAs (CoCom)
- Eurostat (user surveys)
- External studies

Challenges

- User surveys: sometimes difficult to answer
- Penetration by HH, business, population: difficult to communicate
- External studies: validation sought
Coverage and take-up

- **Coverage** (source: external study)
  - by technology,
  - by rural-national
- **Take-up** (source: own data collection) twice a year
  - by technology
  - By incumbent-new entrant shares
  - By speed categories
- **Challenges**
  - NGA take-up: definitions (FTTB, wholesale, etc)
  - NGA coverage (overlapping => infrastructure mapping)
  - Mobile/fixed substitution or complementarity?
Financial indicators

- **Revenue** (source: own data collection)
  - By fixed/mobile

- **Network investment** (source: own data collection)
  - by fixed/mobile

- **Challenges**
  (i) Split voice/data: issues of
    - Allocation of bundled services
    - ARPU, APPM, average revenue per GB (traffic), average revenue per Mbit (bandwidth)
  (ii) More reliable figures on NETWORK investment + confidentiality issues
The user perspective

- Actual speed vs. advertised speed (source: study - ongoing)
- Customer satisfaction (source: study)
- Pricing (source: study)

- Challenge
  - further explore the dimensions of customer satisfaction
  - customer choice
  - how to compare prices (incl. bundled services)