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## OECD Technical Workshop

**“Broadband and Its Impact on Consumers and Economies:  
Developing a New Framework for Future Metrics”**

### Session 3

**The Need and Use of Data for Broadband Policymaking**

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# Research at the present...

- **Main actors**

- International: European Commission, OECD, ITU, WEF, etc.
- National Statistics Institutes (Data, Households, Enterprises, ICT sector, etc.)
- Public Administration and Regulators/NRAs(Collection of data from Operators, etc.)
- Observatories / Household panels / Specialised studies, data, etc.)
- Private initiatives. ( Foundations, Consultants, etc.)

Pros:

- Quantification and statistical accuracy.
- Mature historical series.
- International comparability. Not always.

Cons:

- Lack of information about users/trends.
- Divergence between real and declared uses .
- Technological scene/services in continuous innovation, which makes it difficult to obtain accurate answers.

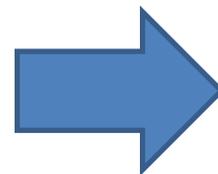


# Do we need new research modalities?

- Yes, modalities that take into account real uses (probes and sensors, on-line resources, Bill Harvesting techniques, etc.).
- Yes, modalities that make it possible to characterise, study and segment all users (both digital and non-digital) to develop differentiated public policies.
- Yes, harmonised modalities to enable international benchmarking.
- Yes, modalities to meet the requirements of services demanding super-fast broadband.

**...working with the same accuracy and precision of traditional statistics**

**A closer collaboration among Administrations/NRA, Statistics Institutes, operators, private enterprises and international organizations is required**



**Harmonized best practices for data collection**



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THANK YOU FOR YOUR  
ATTENTION

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