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OECD Workshop on Broadband metrics

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Purpose of the data collection



- Before starting a data collection, the purpose should be clearly defined as the way questions are asked influence the outcome
- For whom is the data collected:
 - **Policy makers:** to inform a decision or to evaluate a policy already adopted?
 - **Regulators:** to inform regulatory decisions (evidence-based regulation) or benchmarking?
 - **Operators:** to inform commercial/marketing strategies and evaluate outcome/success of activities?
- The answer to these questions determine the total amount and the level of granularity of the data collection
- We should not try to go for data collections that fulfill all purposes for all users, this will be the overkill and questionnaires get to complex to be understood and reduces quality of data!
- Limit ourselves instead of overdoing it, data can inform decisions, but ultimately the decisions need to be taken by the responsible bodies based on policy goals.

Type of data usage of collected data



- Ask targeted questions and have a differentiated data collection rather than an all encompassing data base
- Linking different surveys or data bases, i.e. make intelligent usage of existing data rather than collecting ever more
- Analyze data according to questions asked following an economic model of hypotheses and causality relations (not the other way round – jumping to conclusions from statistical correlations)
- Basically we can distinguish between
 - **Supply side** data (deployment, availability etc.), required by policy makers for national broadband plans (speeds relevant according to targets); by regulators for wholesale market regulation incentivizing investment
 - **Demand side** data (adoption, take up of broadband), required by policy makers to decide on universal service issues etc., geographical coverage important: broadband mapping)
 - **Effects** of (fast) broadband on economic growth, productivity (transmission mechanisms, interaction between supply and demand side factors); required by researchers to inform policy makers
 - **Detailed usage patterns**, type of content/applications, by type of users (business vs. residential), by technology, detailed pricing schemes etc., required by market players for commercial purposes / private research etc.: should not be collected by organizations such as the OECD



- Unify broadband definitions to minimize burden of answering questionnaires and ensure comparability across countries and across different data collections
- Define only a few indicators (penetration etc.) that can be calculated for all countries included in the survey
- Make sure apples are not compared to oranges
- Start with an analytical framework before benchmarking in order to properly define the environment and have meaningful comparisons (otherwise GIGA!)
- If the purpose is to identify success factors for policy makers: make sure they are not dependent solely on national circumstances, but can meaningful be transferred to other frameworks/environments as otherwise recommendations are useless or even harmful as the conditions for application are not met
- Time series: often not meaningful as markets change rapidly



- Start with policy goals etc. and an analytical framework before collecting the data
- Limit data collected to a minimum: less is more
- Go for data for specific purposes, not „everything-anywhere-anytime“
- Remember that competitive markets are the best processors of information which can never be replaced by policy makers or bodies
- Therefore let the market players do their work rather than answering never-ending questionnaires
- Be aware of „self-fulfilling prophecies“ or „retrospective rationalizing“
- Policy choices can be informed by data, but data collection cannot replace policy decisions following clearly defined policy goals and judgements
- Data collection is not an end in itself, but a means to an end!



Thank You for Your Attention!

Global IP Traffic Forecast

