11th World Telecommunication/ICT Indicators Symposium (WTIS-13)

Mexico City, México, 4-6 December 2013

SOURCE:	Superintendencia de Telecomunicaciones, Costa Rica
TITLE:	Side event: ICT Measurement in Costa Rica

Points of interest

- How do we start?

- The importance to build each indicator considering the practical capabilities of the operators: How to solve it?.

- The importance to build an integrated tool to collect all the information regulators need to have from operators: How it will work?

- The importance to have strong indicators in order to regulate the market: Main results and some guides for better future regulatory actions.

Start point 5 years ago	Where do we are now
1 telecommunications service operator / provider	167 authorized companies and 91 with an active commercial offer
1 mobile service operator	3 MNO y 2 VMO
1 fixed services provider / operator	63 authorized companies , 9 with an active commercial offer
Small and limited services offer	More services available
1 internet access service provider	75 authorized companies , y 51 with an active commercial offer
Long waiting list (reduced service availability)	Immediate availability
TDMA y 2G	2G and 3G TDMA

Some important challenges at that point

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- Political process:
  - Referendum
  - Political pressure
- New Institution:
  - New operational procedures, new technical procedures, human resources mainly from private sector
- Economic context
  - Important FDI flows mainly related to high technology products and services.
- An important demand for telecommunication services

To verify if the taken step was the right

How and when do we start

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- Two years ago:
    - Information available: ITU (incumbent); some data from Vice – Minister; some general data from the Statistics Office

    - Statistics from the incumbent: some important problems with the series; not a specialized area related to gather the information.

    - Sutel: 25 people at he beginning; only one person directly involved with this project at the Market Division area.

    - Central Bank and some other institutions asking for data.

What do we were looking for

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- Improve the **regulatory decisions** (you manage what you can control; you control what you can measure)

- **Market structure and evolution** after the opening of the market

- Information to develop our role as a Regulator and as a Competition Authority

- Clarify the market conditions to **improve investment**

- Provide clear information to **operators** in order to **facilitate their decision making process**.

- Provide accurate information to **political authorities**

- **Compare** Costa Rican experience with some other countries and establish a path to develop the sector.

- Establish **data quality rules** in order to have a reliable and accurate indicators

First steps

- **Who:** Internet services providers; mobile and TV by subscription.
- **When:** September 2011
- **How:**
  - Excel formats
  - A guide of concepts and definitions was provided
  - Guidance and support by phone and e-mail (mainly)
- **Results:**
  - Less than 30% submit information
  - High rate of unanswered indicators
  - Difficulties related to understand definitions
  - Data quality problems
  - Not a real contact to follow each case (organizational problems).
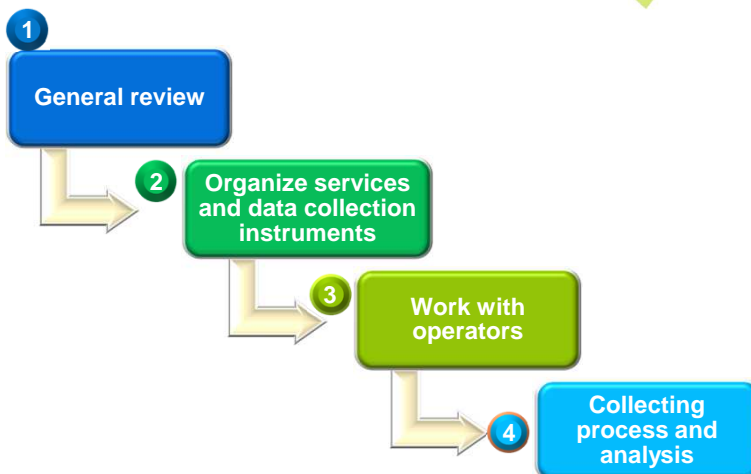
Review the experience and establish a new strategy

1 General review

2 Organize services and data collection instruments

3 Work with operators

4 Collecting process and analysis

Review the experience and establish a new strategy

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1

General review

- 18 Relevant Markets defined and not a standardized services names or definitions (51 different ones)

- 418 indicators defined for them and more to be included (Central Bank and some other institutions)

Review the experience and establish a new strategy

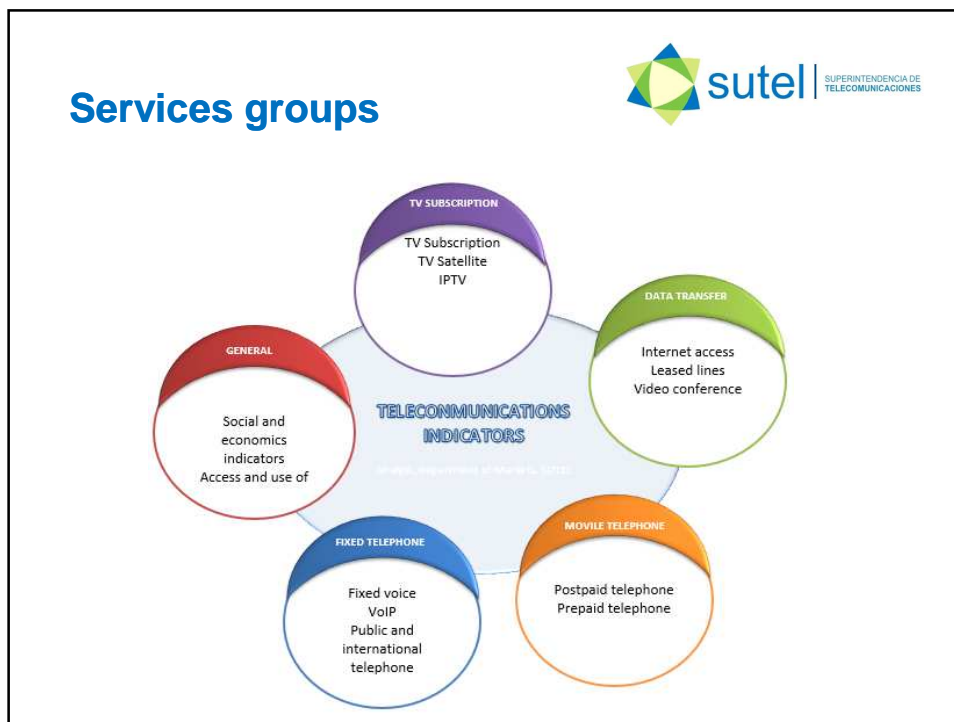sutel | SUPERINTENDENCIA DE TELECOMUNICACIONES

2

Organize services and data collection instruments

- Clarification (standardized terminology of services names and indicators)

- Simplification of instrument (collecting process)

Services groups

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TELECOMMUNICATIONS INDICATORS

TV SUBSCRIPTION
TV Subscription
TV Satellite
IPTV

DATA TRANSFER
Internet access
Leased lines
Video conference

GENERAL
Social and economics indicators
Access and use of

MOVILE TELEPHONE
Postpaid telephone
Prepaid telephone

FIXED TELEPHONE
Fixed voice
VoIP
Public and international telephone

Review the experience and establish a new strategy

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3

Work with operators

- Workshops (1 month)
- Clarify concepts
- Establish dates to comply with requests & specific contact
- Clarify sanctions
- One by one work

Review the experience and establish a new strategy

4

Collecting process and analysis

- Near 90% of operators and service providers report data quarterly.

- Data quality has been improved

- Collecting process is almost to reach a stable status.

Instruments to collect information and following mechanisms

- Excel formats available through SUTEL´s web page

- Includes a methodological guide.

- Quarterly calendar published each January

- Established periods to review the information sent by each operator an service provider.

- Workshops and work meetings: maintain a contact with the person who is responsible for.

- Direct communications.

One by one work

- Workshops (once a year)

- Guidance and support by phone and e-mail (mainly)

- Meetings to review business models and clarify obligations related to each indicator

- Official communications after the internal review of the information sent by each operator or service provider in order to verify, modify or explain issues addressed.

One by one work

- Quarterly reminders

- Face with each one the argument related to "loose control over the information"

- Clear confidentiality issues: RCS-341-2012 "*Declaratoria de confidencialidad de indicadores de mercado*" (November, 2012)

- Generate evidence: once we publish our first report with a list of companies that gave us the information, they start to answer faster and accurately.

Why? Big effort and many resources

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Develop a real statistical culture among all operators and service providers

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Challenges

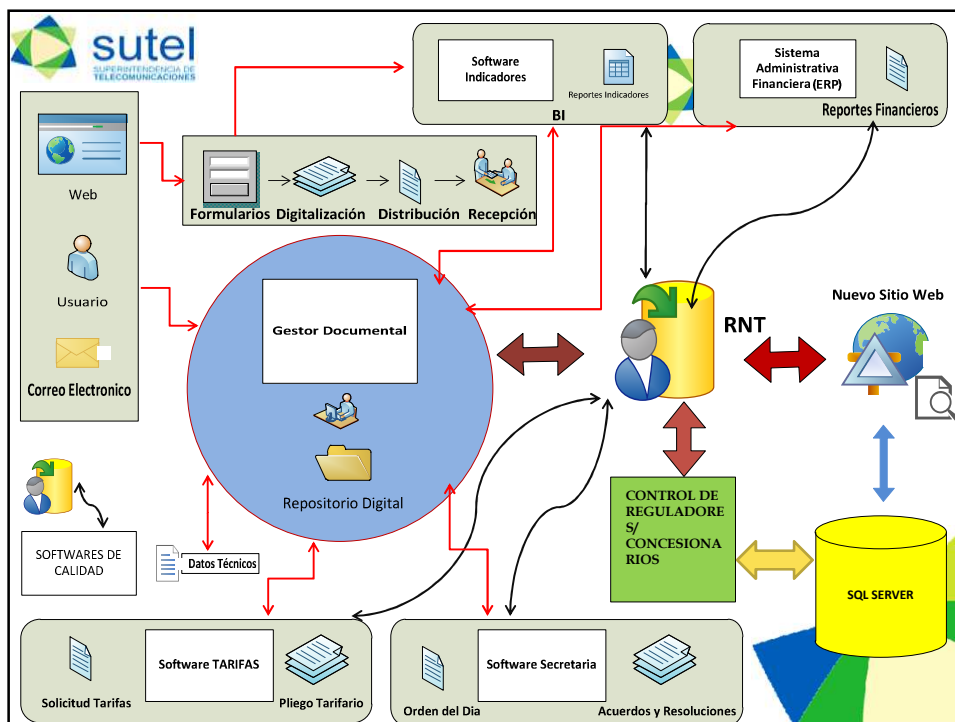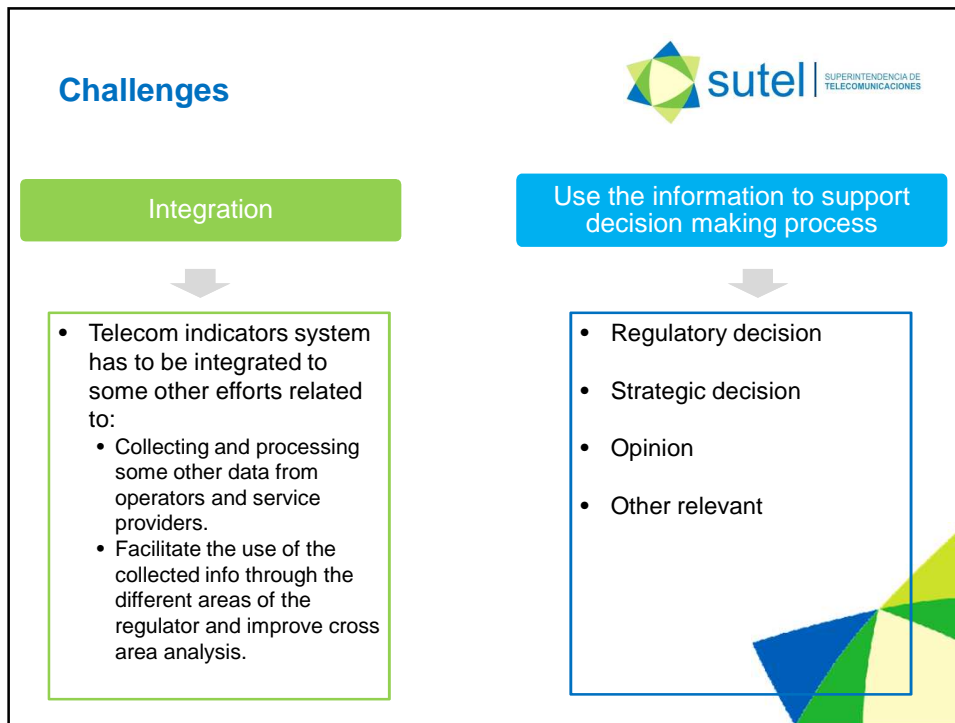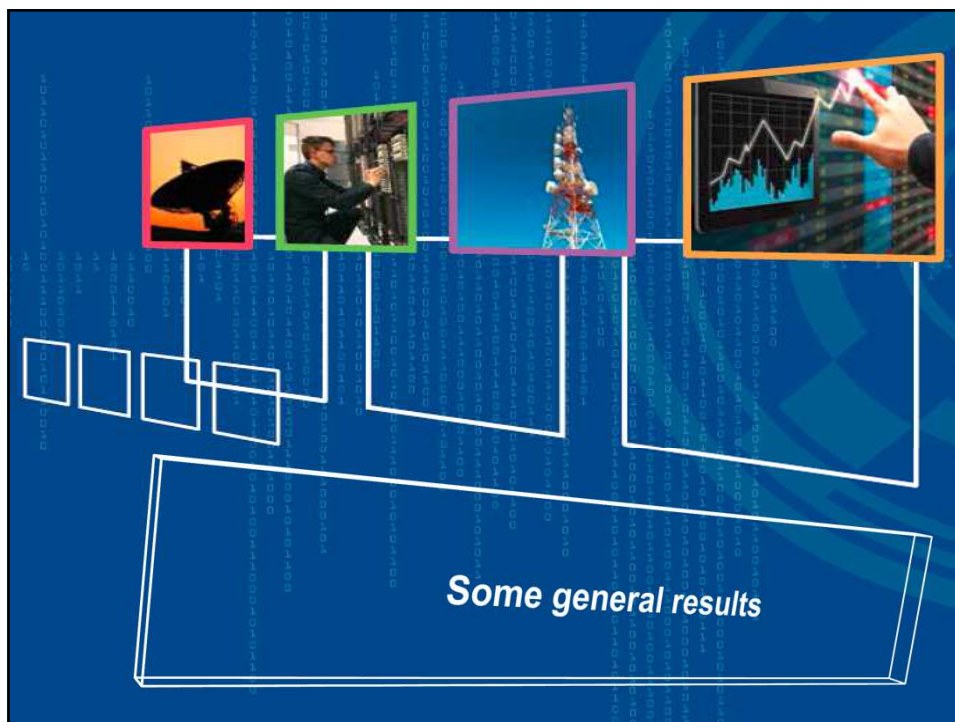sutel | SUPERINTENDENCIA DE TELECOMUNICACIONES

Improve efficiency: collecting and processing data	Quality Assurance

- Develop a software solution
  - Web based
  - Logical rules to facilitate general consistency
  - Facilitate control
  - Facilitate reporting process

- General logical rules from the collecting process.
- Keep developing contacts for statistical topics: quality of the respondent.
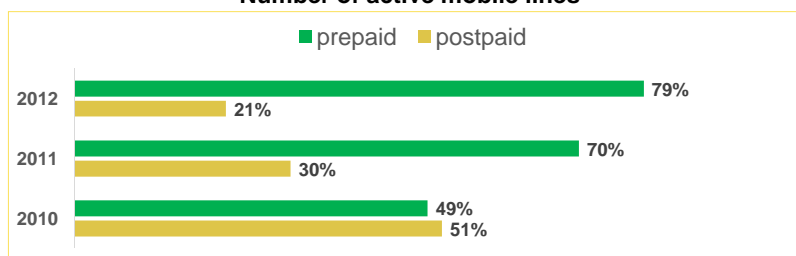- Start the process to achieve an ISO certification

Challenges

Integration	Use the information to support decision making process

- Telecom indicators system has to be integrated to some other efforts related to:
  - Collecting and processing some other data from operators and service providers.
  - Facilitate the use of the collected info through the different areas of the regulator and improve cross area analysis.

- Regulatory decision
- Strategic decision
- Opinion
- Other relevant

Some general results

General results

- 140% telecommunication services revues growth rate.
- Revenues as a % of GDP (2010 -2012) from 1,1% to 2,4%.
- Investment as a % of GDP (2010-2012) from 0,8% to 4%.
- Fixed penetration as a % of population: from 23% to 21%.
- VoIP register an important growt (suscribers and traffic).
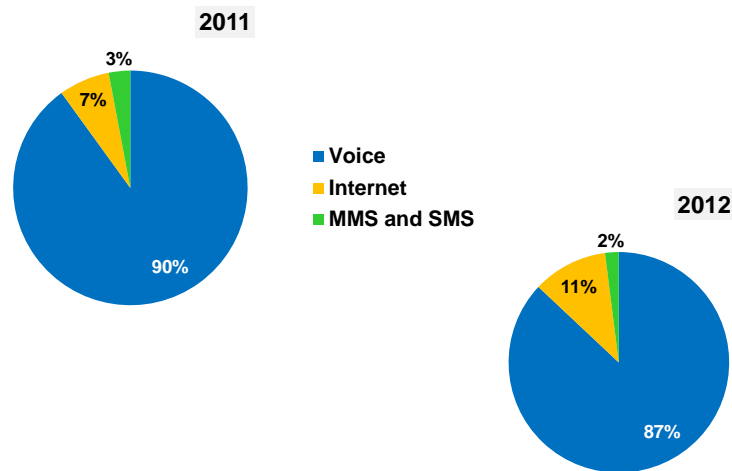- Mobile penetration as a % of population: from 69% to 116%.
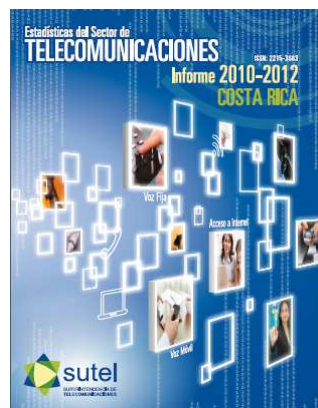
Number of active mobile lines

■ prepaid ■ postpaid

Year	prepaid	postpaid
2012	79%	21%
2011	70%	30%
2010	49%	51%

Market Division. SUTEL