Organisation de Coopération et de Développement Économiques
Organisation for Economic Co-operation and Development

09-Jan-2009
_____
English - Or. English

DIRECTORATE FOR SCIENCE, TECHNOLOGY AND INDUSTRY
COMMITTEE FOR INFORMATION, COMPUTER AND COMMUNICATIONS POLICY

Working Party on Communication Infrastructures and Services Policy

OECD-ANACOM EXPERT WORKSHOP ON MEASURING MOBILE/WIRELESS SERVICE DATA

To be held in Lisbon, Portugal
19-20 February 2009

This document includes details for participants in the OECD-ANACOM Expert Workshop on registration, the location of the Workshop and suggested Hotel accommodation. The document also provides a draft agenda for the meetinig.

Delegates are requested to self-register and reserve their own accommodation.

Taylor Reynolds, tel: +33 1 45 24 93 84; Email: taylor.reynolds@oecd.org
Dimitri Ypsilanti, tel: +33 1 45 24 94 42; Email: dimitri.ypsilanti@oecd.org

JT03258056

OECD-ANACOM EXPERT WORKSHOP ON MEASURING MOBILE/WIRELESS SERVICE DATA LISBON (PORTUGAL)

19-20 FEBRUARY 2009

VENUE: Culturgest: Edifício Sede da Caixa Geral de Depósitos, Rua Arco do Cego,1000-300 Lisbon

The Workshop will take place in the Small Auditorium of Culturgest, at Caixa Geral de Depósitos headquarters, in Lisbon.

OBJECTIVE OF WORKSHOP

The aim of this Workshop is to produce a methodology for collecting wireless broadband subscription data, categorising their differences in terms of bandwidth and data/bit caps and comparing their prices. The outcome of the meeting should formulate the basis for wireless data collection and reporting by the OECD. **It is aimed at experts in the area of data collection and those dealing with high speed mobile broadband issues.**

WORKSHOP AGENDA

DAY 1: Thursday 19 February 2009

>   **Registration 8.00-9.10**

9:15-9:45 OPENING SESSION

Chair: **Vince AFFLECK** (OFCOM, UK), Chair of the OECD Working Party on Communication Infrastructures and Services Policy

Guest speaker: **Mário LINO** Soares Correia, Portuguese Minister for Public Works, Transports and Communications

José AMADO DA SILVA, Chairman of the Board of ANACOM

9:45-10:40 SESSION 1:   MOBILE BROADBAND ADOPTION: USE AND EFFECTS

>   I.   **Mark JAMISON** (Public Utility Research Center at the University of Florida)
>   Mobile broadband adoption, its use and effects.

>   II.   **George S. FORD** (Phoenix Center for Advanced Legal and Economic Public Policy Studies.)
>   Effects that mobile broadband has upon economic and social conditions.

The objective of the introductory Session is to examine:

1) What factors drive mobile broadband adoption? How do these factors compare with those that drive fixed broadband adoption? How do the price elasticities compare and to what ways are mobile and fixed broadband services substitutes for each other, or complements?

2) How do usage patterns for mobile broadband compare with those of fixed broadband? Are consumers of mobile broadband different from consumers of fixed broadband and how do uses of mobile and fixed broadband vary? Do the above factors vary across countries or within a given country?

3) Are the impacts of mobile broadband on the social and economic development the same as those of fixed broadband and, if so, how does this affect innovation and other social goals?

10:40-11:10 – Coffee-break

11:10- 12:10 SESSION 2:   BRIDGING THE DIGITAL DIVIDE THROUGH MOBILE BROADBAND

I.   **Pedro FERREIRA**, Member of the Board of Directors of the Portuguese Knowledge Society Agency (UMIC): Presentation of the case of Portugal
II. **Nelson TAKAYANAGI**, General Director of ANATEL: Presentation of the case of Brasil (ANATEL)

How countries are using mobile broadband to bridge the digital divide.

12:10-12:30 SESSION 3:   SUMMARY OF MORNING SESSIONS AND IMPORTANCE OF MEASURING MOBILE BROADBAND

Carlos Zorrinho, National Coordinator of the Lisbon Strategy and the Technological Plan

This session will summarise the findings of earlier presentations and set the scene for the more technical session which follow by discussing the relevance of effectively and adequately measuring mobile broadband penetration, and defining comparable, standardized indicators.

12:30-14:00 - Lunch

14:00 - 15.30 SESSION 4:   PROPOSAL FOR A WIRELESS BROADBAND INDICATOR

I. Jon CURLEY (Epitiro CTO): Advertised vs. real speeds

II. **Taylor REYNOLDS** (OECD): Presentation of OECD proposed methodology

This session will begin by introducing the technology, its limitations and future possibilities. The session will also examine key issues with classifying wireless broadband by speed. Finally, the session will provide an overview of the OECD proposals for a wireless broadband methodology.

15:30-16:00 – Coffee-break

16. 00 – 18.00 SESSION 5:   CLASSIFICATION BY DATA LIMIT

Introduction

Discussion

Conclusions

Wireless broadband operators often differentiate subscriptions by the amount of data users are allowed to receive and transmit each month. This session will examine whether wireless broadband methodology should include a minimum threshold of traffic each month or whether connections could be categorised based on broad ranges of allowable traffic (e.g. 2 – 5 GB of traffic each month).

18.00   RECEPTION

DAY 2: Friday 20 February 2009

9.30 – 10.30: SESSION 6: CLASSIFICATION BY USAGE

Introduction

Discussion

Conclusions

The number of subscribers with *access* to high-speed Internet connections over a mobile network will be higher than the number of subscribers who *use* their connections. 3G mobile subscribers, in particular, may use their phones for voice but not for data access. Delegations expressed a preference for only including "active" data subscriptions in the new methodology. There was discussion about requiring at least one data connection in the previous three months. This definition may be better suited to mobile than other wireless subscriptions. This session will discuss a harmonised definition of "active use" for mobile and other wireless networks.

10:30- 11:00 – Coffee-break

11.00 – 12.30 SESSION 7:   BUILDING THE METHODOLOGY: NEW WIRELESS BROADBAND INDICATOR

Introduction

Handset vs. Modem

Fixed vs. Mobile

Collection schedule

Conclusions

This session will pull together the conclusions from the previous sessions to formulate the new wireless broadband indicator. The key items to be decided are the separation of handset- and modem-based subscriptions, the treatment of fixed-wireless and mobile, and finally the data collection schedule and procedure for the OECD.

12.30 -14.00 LUNCH:

14.00 – 16.30 SESSION 8: WIRELESS BROADBAND PRICES

Introduction

Discussion

Conclusion and data collection schedule

The OECD uses a basket methodology to compare the relative prices of mobile and fixed line voice services across countries due to the complexity of the offers. Wireless broadband offers are similarly complex because of variations in speeds, data caps or time limitations. A basket methodology thus may be the most effective way to compare prices across countries. This session will look at the possibility of developing a mobile broadband price basket. Participants are invited to come with usage data from mobile/wireless operators which could be used to formulate individual baskets based on usage, connection duration and speeds.

16.30 – 17.00 CLOSING