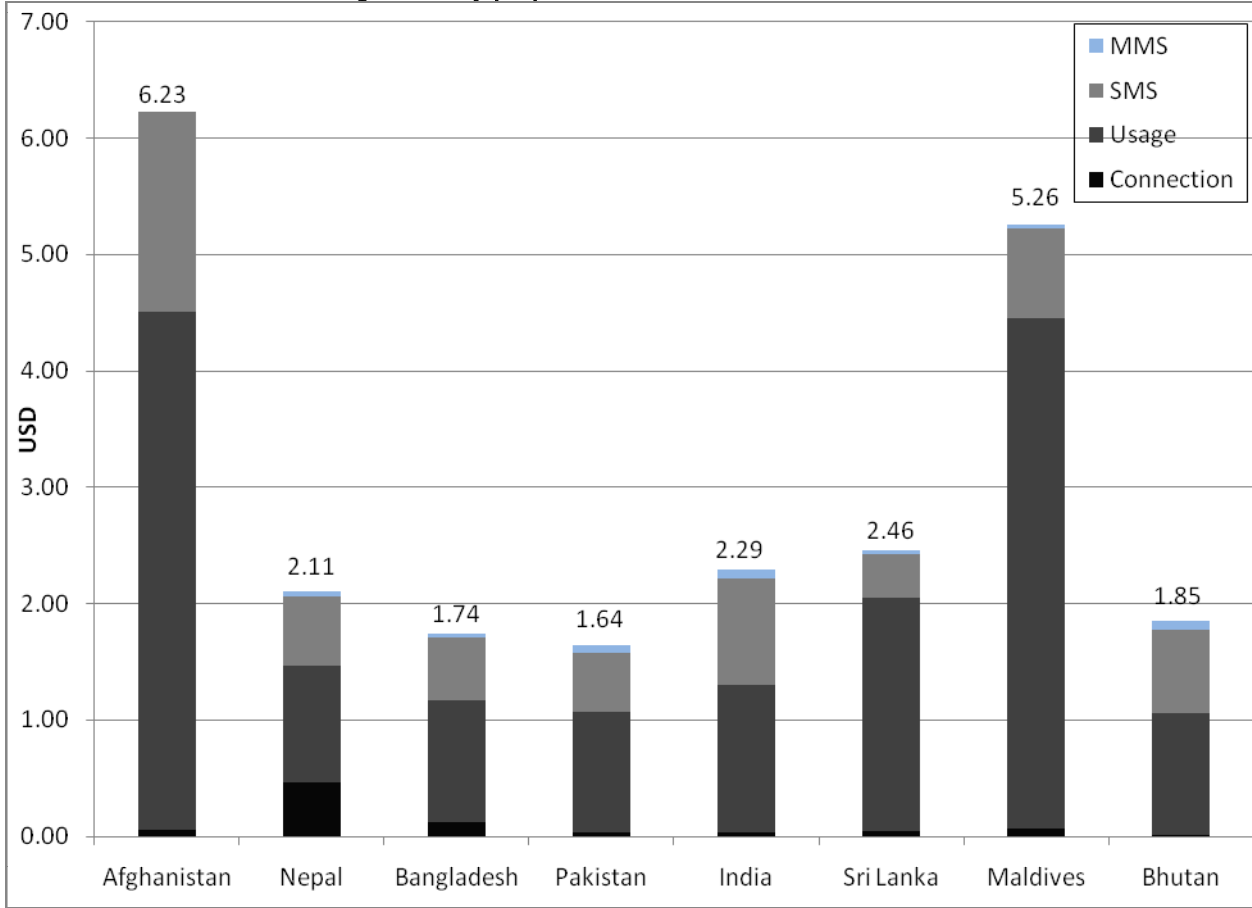


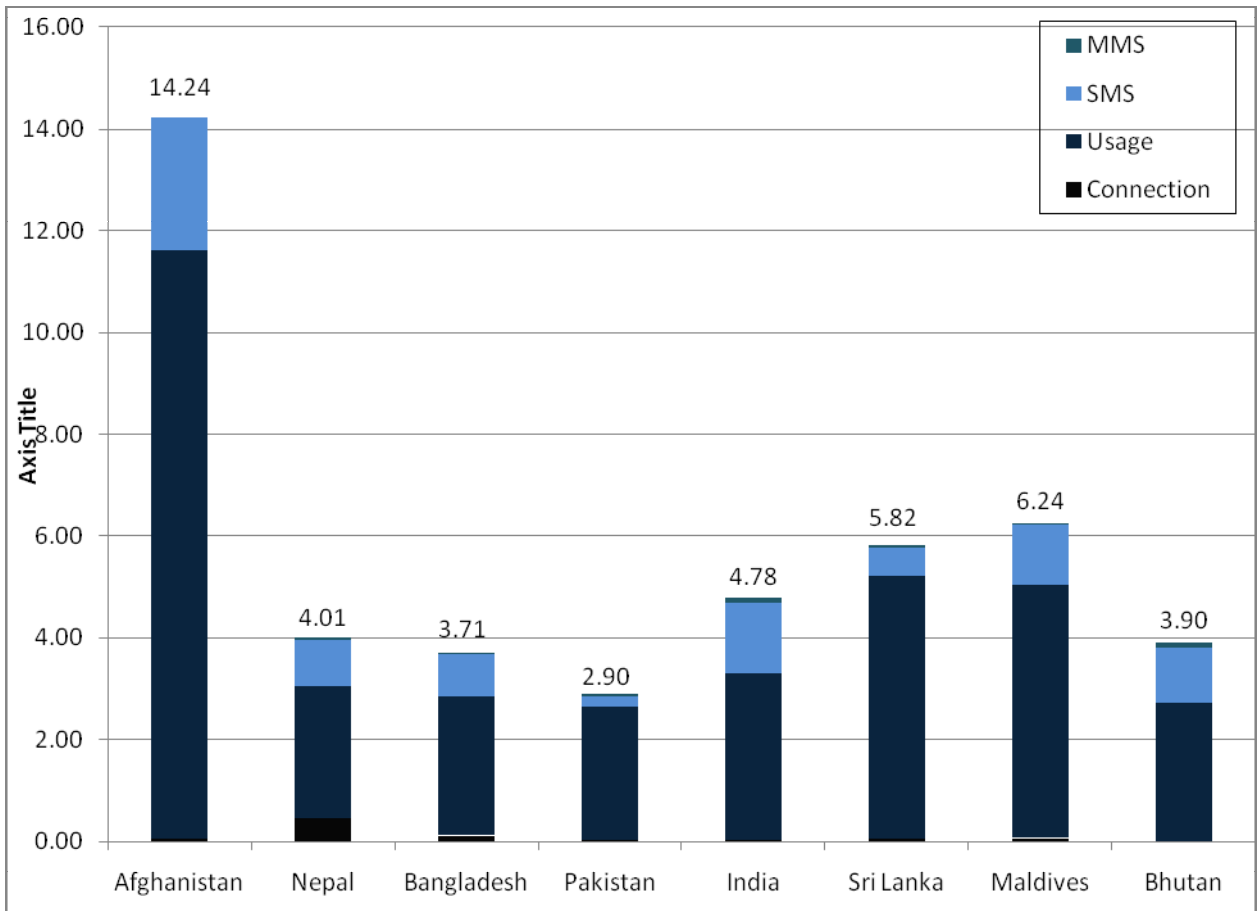
February 2010

## Mobile price baskets (USD)

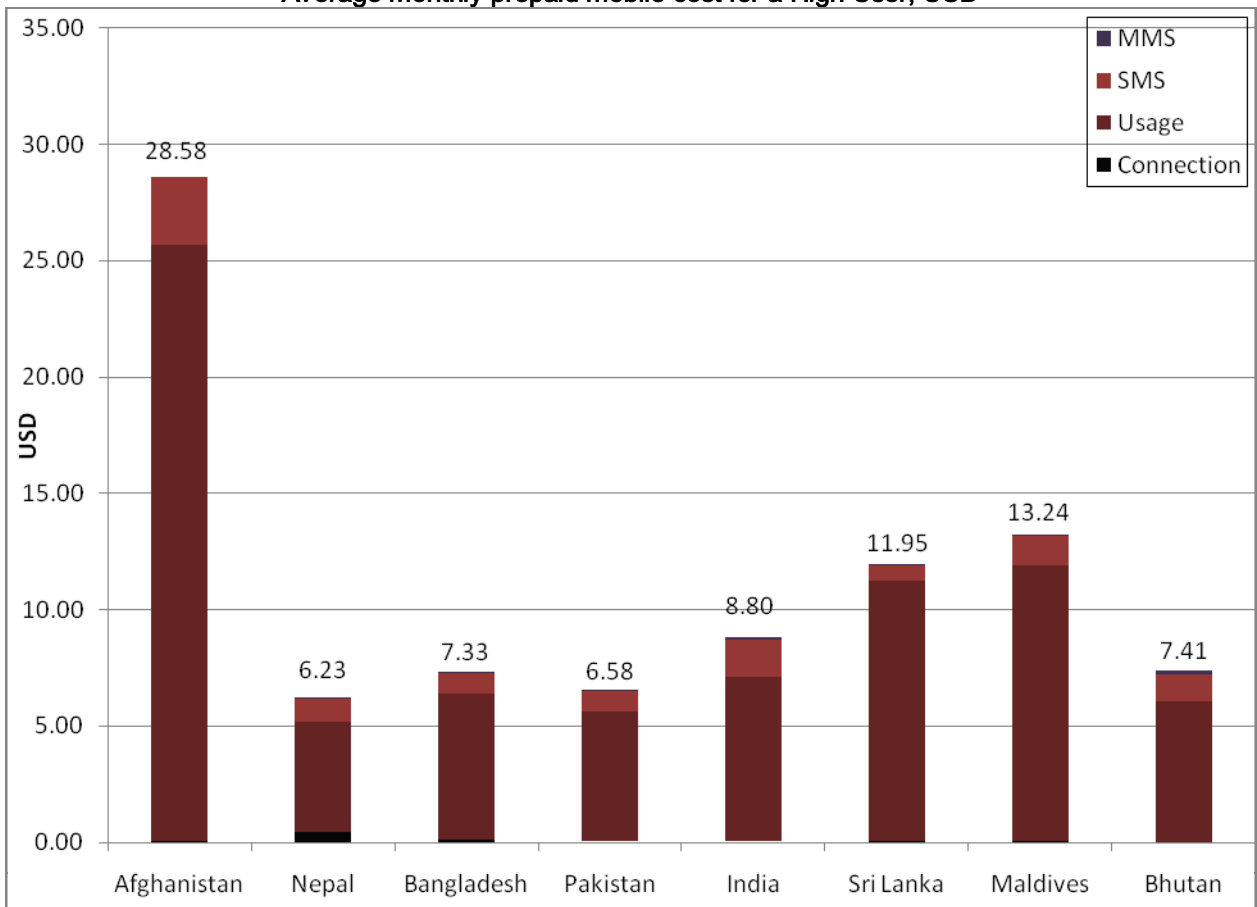
Average monthly prepaid mobile cost for a Low User, USD



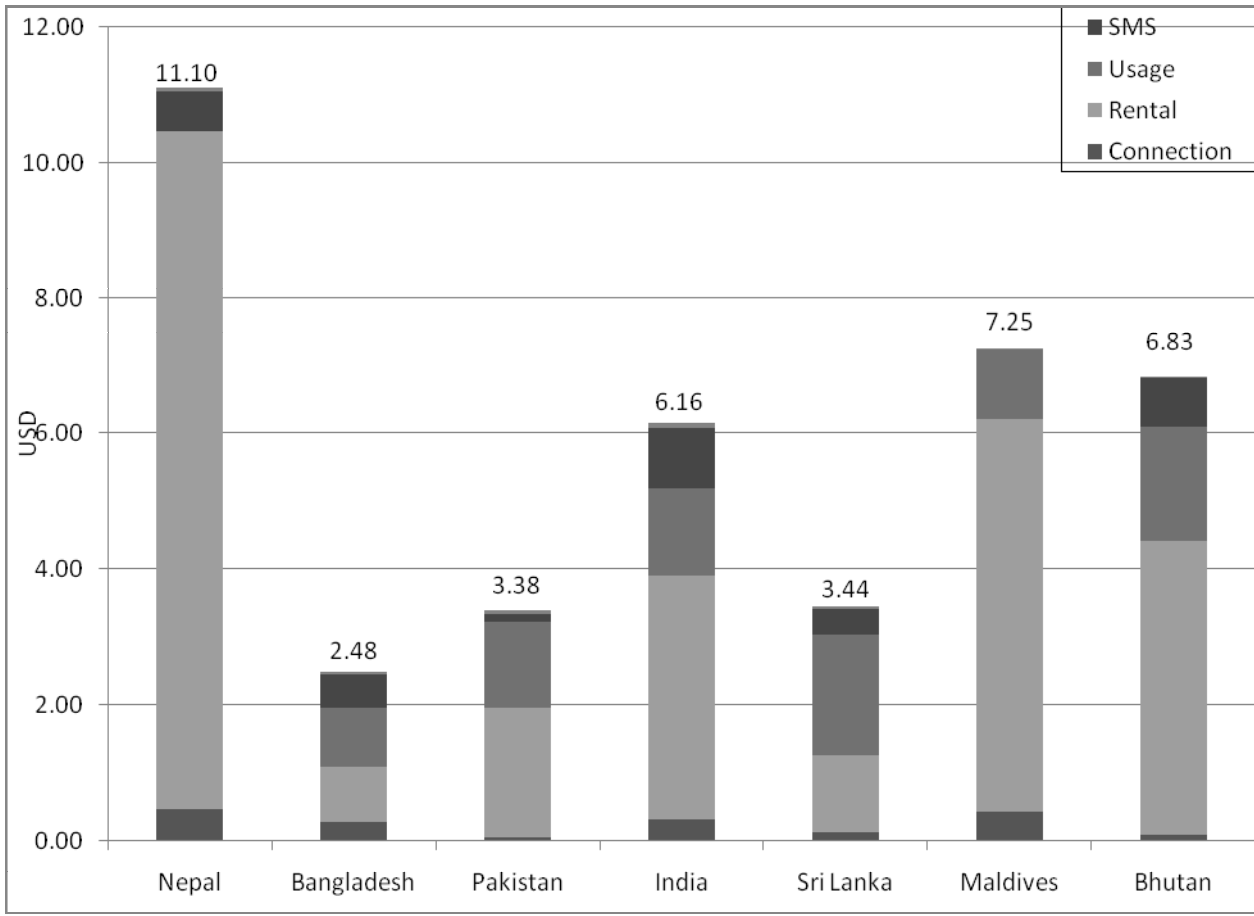
Average monthly prepaid mobile cost for a Medium User, USD



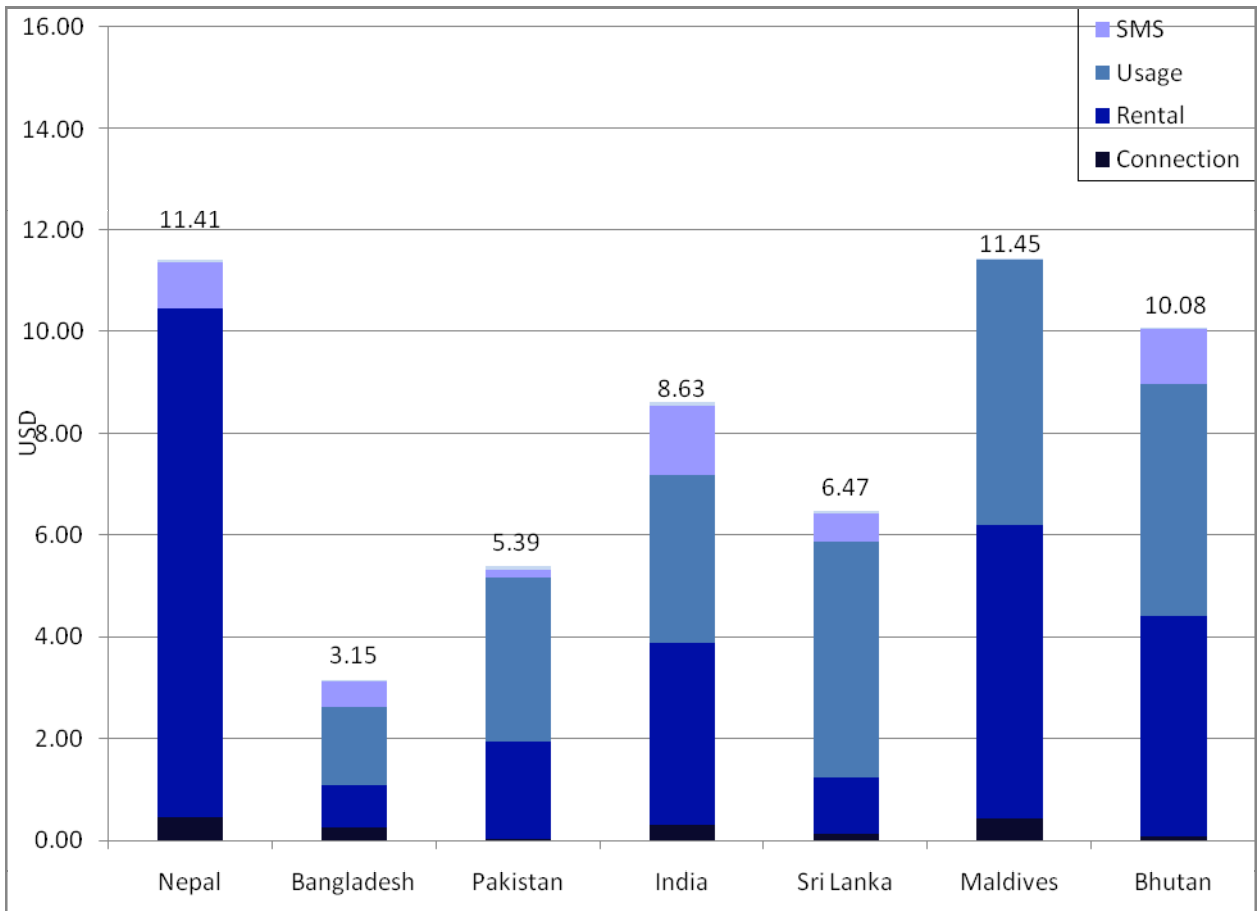
Average monthly prepaid mobile cost for a High User, USD



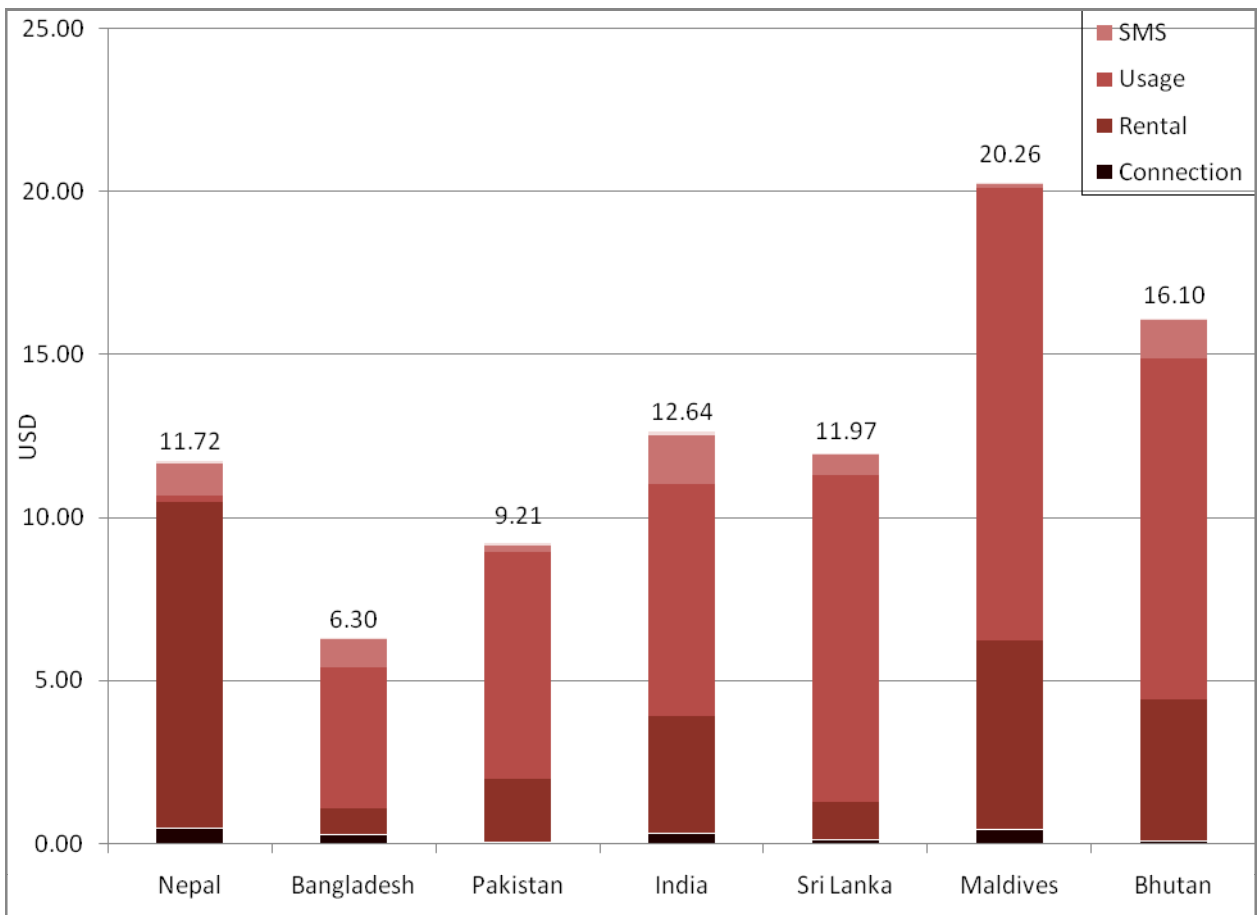
Average monthly postpaid mobile cost for a Low User, USD



Average monthly postpaid mobile cost for a Medium User, USD

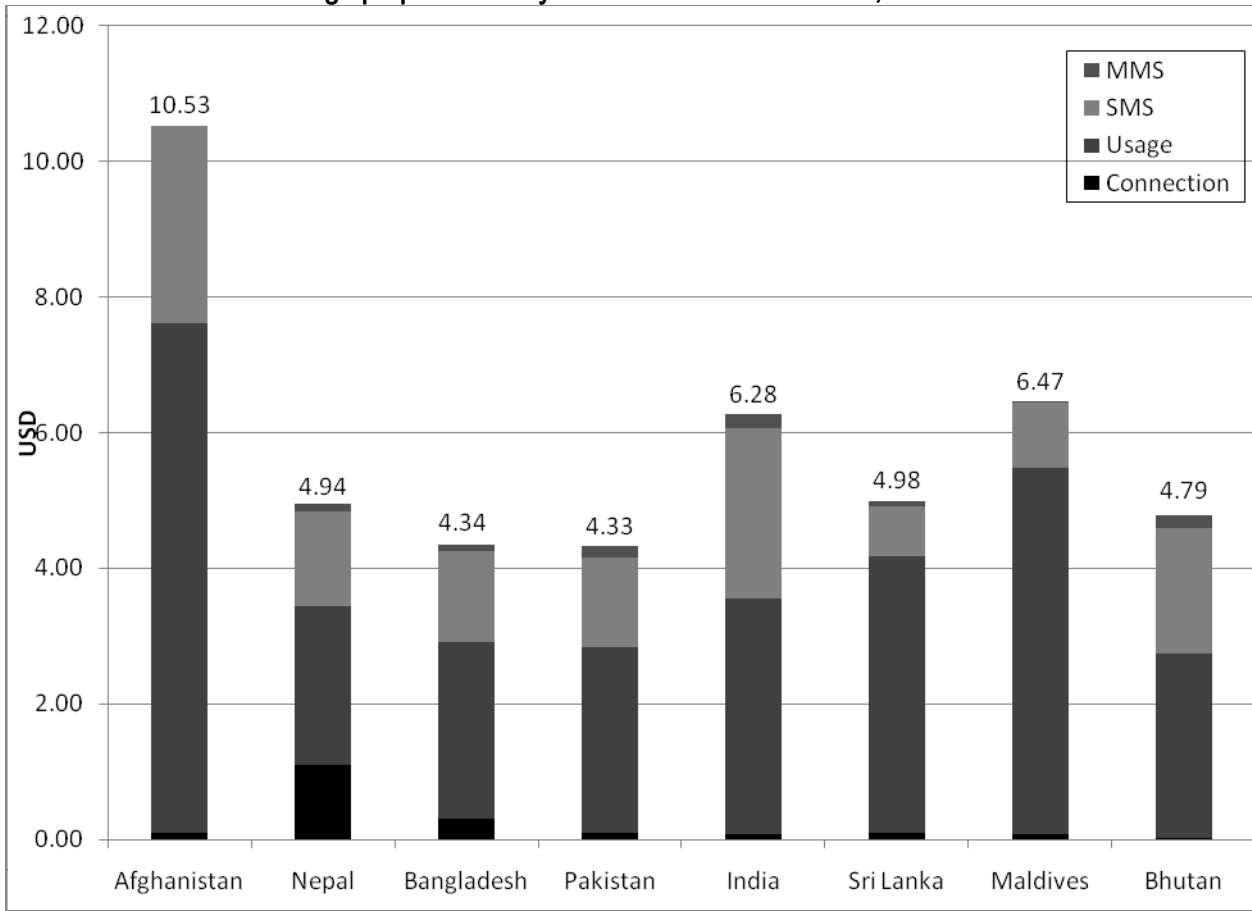


Average monthly postpaid mobile cost for a High User, USD

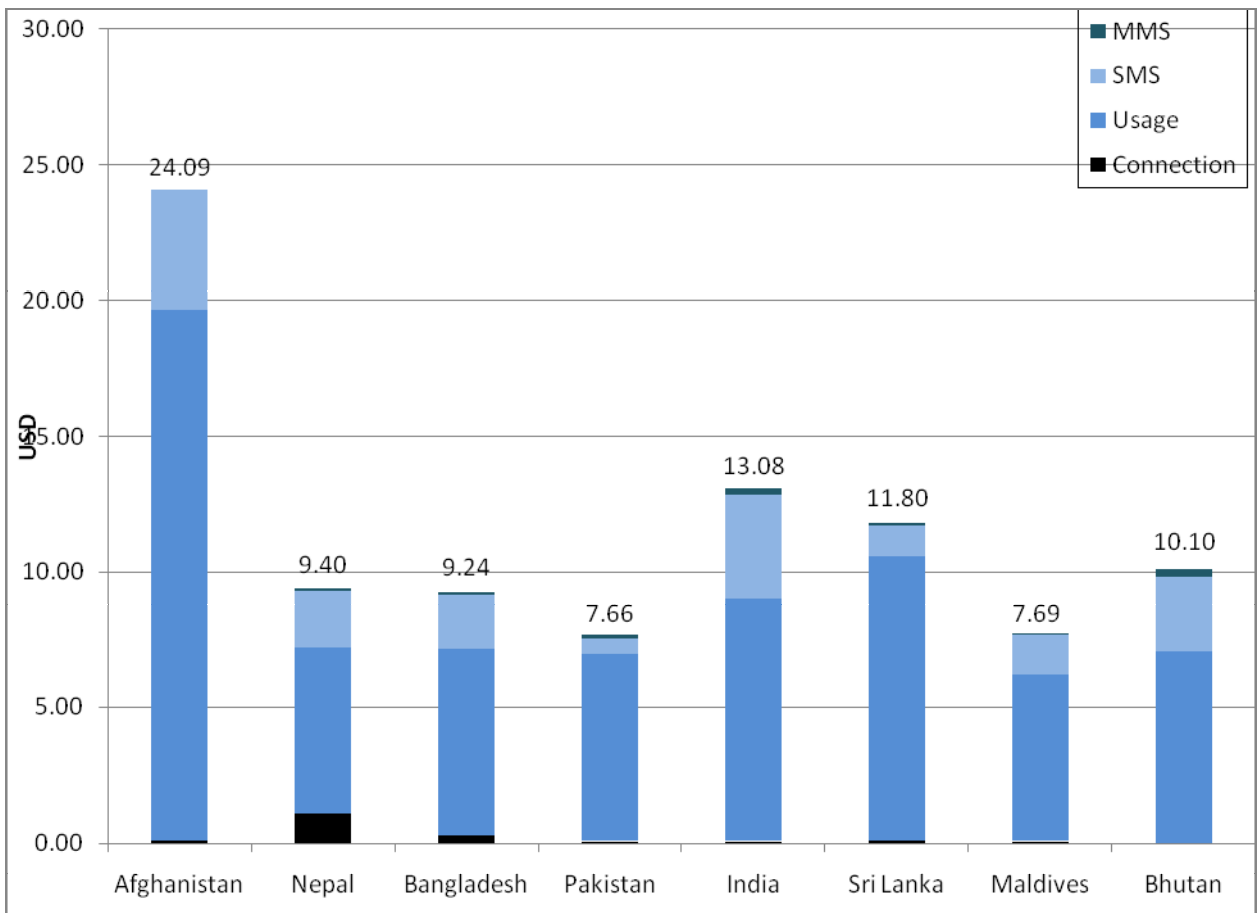


### Mobile price baskets (USD PPP)

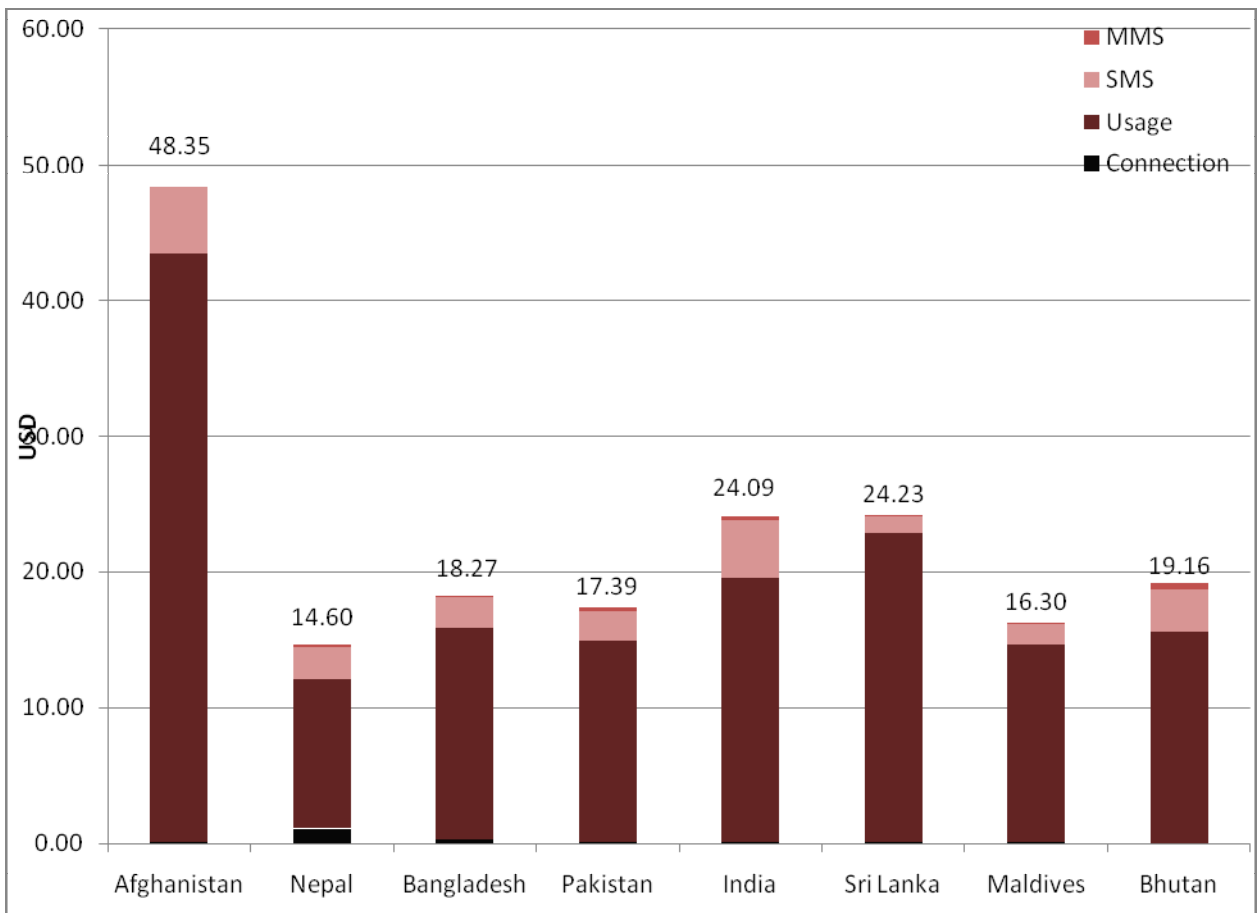
Average prepaid monthly mobile cost for a Low User, USD PPP



Average prepaid monthly mobile cost for a Medium User, USD PPP

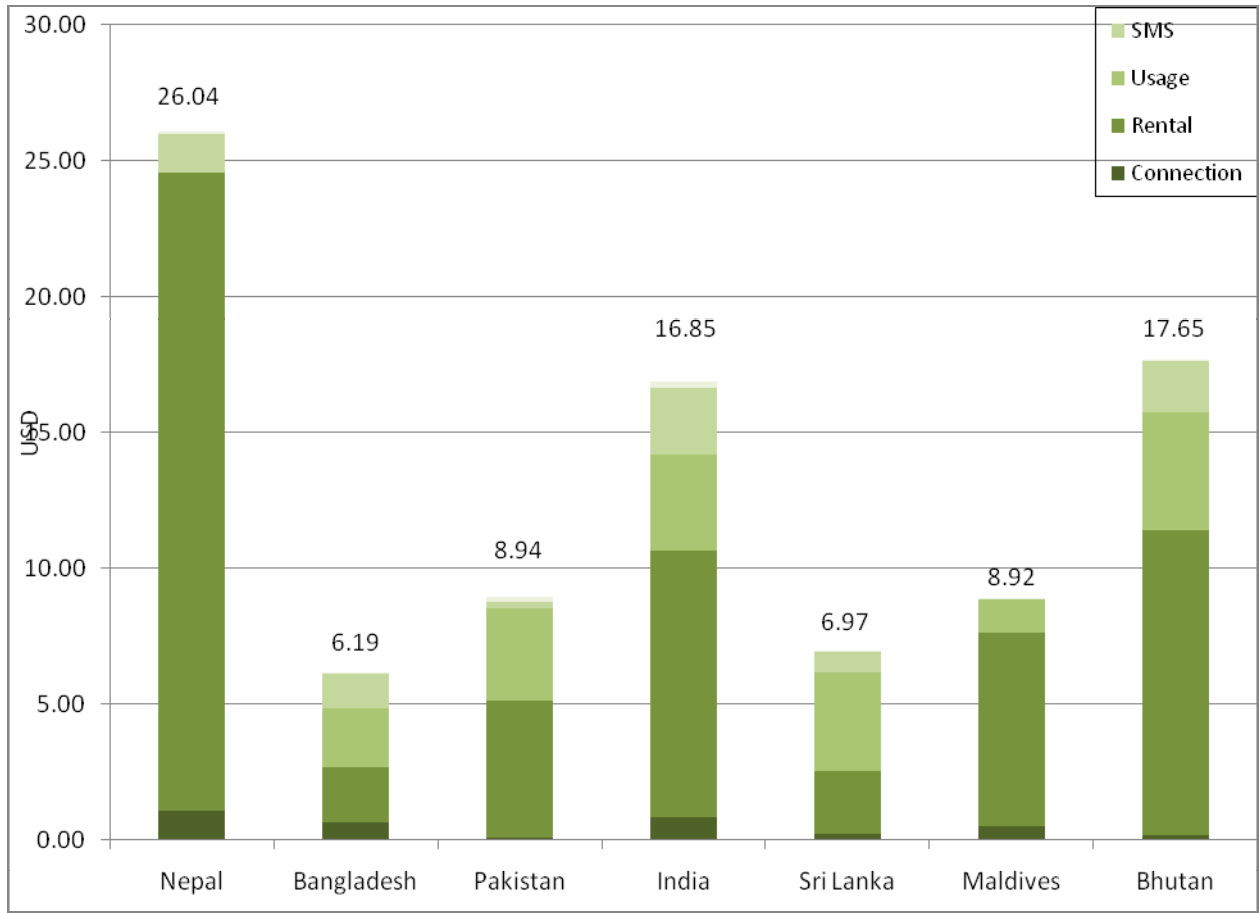


Average prepaid monthly mobile cost for a High User, USD PPP





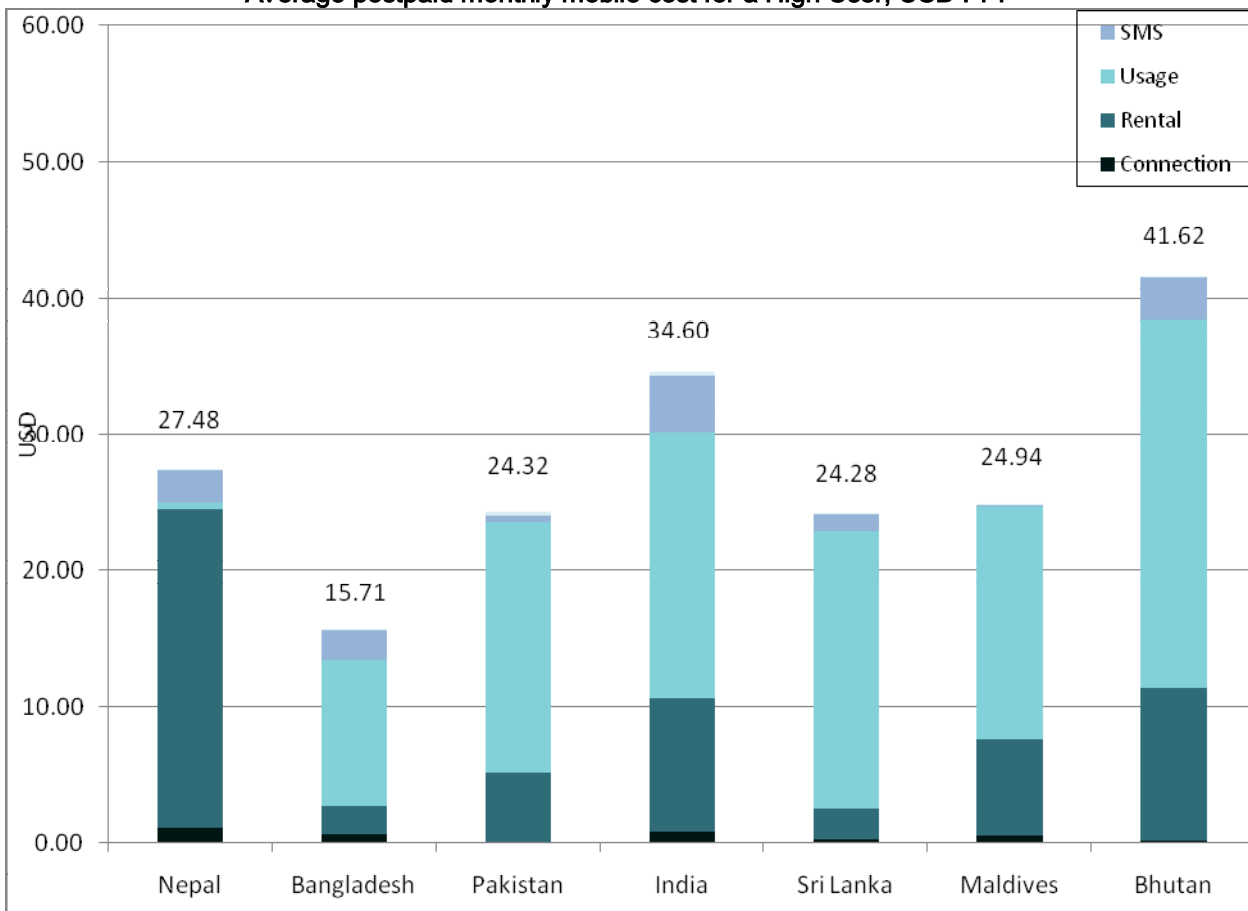
Average postpaid monthly mobile cost for a Low User, USD PPP



Average postpaid monthly mobile cost for a Medium User, USD PPP



Average postpaid monthly mobile cost for a High User, USD PPP



**Notes**

1. Tariff data taken from operator websites and/or verbal/written communication with call center agents.
2. The calculation of a price basket is based on OECD methodology. Details of methodology available at: [http://www.teligen.com/t\\_basket.asp](http://www.teligen.com/t_basket.asp). Voicemail charges and use were excluded from calculation of the basket.
3. Prepaid and postpaid baskets were based on Minutes of Use (MOU) from OECD methodology. Details of methodology available at: [http://www.teligen.com/t\\_basket.asp](http://www.teligen.com/t_basket.asp).
4. OECD call distributions by duration, destination, and time of day were used since relevant data for all eight countries was not available publicly. Where this data was available, the distributions were not presented in the form required for calculating the baskets.
5. The cheapest tariff plan (based on initial connection charges for prepaid plans and monthly rental charges for postpaid plans) of the largest operator (based on subscriber numbers) were covered for each country.
6. Postpaid packages for Afghanistan were only available to corporate customers and thus were excluded from the basket.
7. MMS data for Afghanistan was unavailable and hence excluded from the country's basket.
8. Where MMS tariffs were dependent on the size of the message, the average size of an MMS was assumed to equal 30 KB.
9. Where data was not mentioned or available, voicemail retrieval tariffs were assumed to be equal to voice onnet tariffs.
10. Where data was not mentioned or available, voicemail sending tariffs were assumed to be equal to standard outgoing tariffs.
11. Exchanges rates taken on 28 February 2010 from [www.oanda.com](http://www.oanda.com)
12. USD PPP estimates for 2010 were taken from the IMF World Economic Outlook (WEO) Database (October 2009), available at: <http://www.imf.org/external/pubs/ft/weo/2009/02/weodata/index.aspx>

# MOBILE PRICE BASKETS (FEBRUARY 2010)

## Background

Three kinds of price indicators:

- *T-Baskets, OECD* ([http://www.teligen.com/t\\_basket.asp](http://www.teligen.com/t_basket.asp))  
OECD-based and OECD-authorized; takes pricing information from the Teligen Master Tariff Database. A technique to create comparable user baskets based on actual user profiles. Takes into consideration most popular plans of the largest operator (based on subscribers) in each country; connection charges and monthly subscription; call, SMS and MMS use; taxes; and free minutes/SMS, etc.
- *The Core ICT Indicators document, Partnership on Measuring ICT for Development* (<http://www.itu.int/ITU-D/ict/partnership/>)  
Compares the cost of 100 minutes of use per month (50 minutes of local peak time calling and 50 minutes of local off-peak calling), and is intended to represent an average use basket which is applicable to individual consumers.
- *ITU basket of call charges*  
Considers separate indicators for connection charges, rental, SMS and the price of a 3-minute local call.

Why OECD T-Baskets?

- Provides a comprehensive tariff indicator as opposed to other methodologies.
- Has been in use since 1995 with periodic recalibrations and improvements.

## Adapted methodology (based on OECD methodology)

### 1. *Basket composition:*

- The price of the handset and handset subsidies are **not** taken into account in the basket.
- 1/3 of the registration or installation charges (i.e. depreciated over 3 years) where applicable.
- Monthly rental charges and any optional charges that may apply to the package.
- The usage profile will also include a number of SMS messages per month.
- The three user baskets that are taken into consideration are:
  - *Low user basket*
  - *Medium user basket*
  - *High user basket*
- Different baskets were calculated for prepaid and postpaid plans.
- The baskets compositions used are as follows<sup>1</sup>:

	OECD <sup>2</sup>
Voice, minutes of use per month	
Low User	46
Medium User	119
High User	256
SMS per month	
Low User	33
Medium User	50
High User	55
MMS per month	
Low User	1
Medium User	1
High User	1

<sup>1</sup> Rounded off to the nearest whole number

<sup>2</sup> OECD methodology provides call volumes per year. Since data from the countries considered here are available in the form of minutes of use per month or year and not in call volumes, we convert OECD call volumes into minutes of use per year or month, by making use of the average duration of call data (as discussed in point 5).

2. *Call destination (in minutes):*

- a. Local area fixed line: this is used to accommodate the tariffs that have separate charges for the local area. When such charges are not available, this proportion of minutes is included in the 'National fixed line' category.
- b. National fixed line: this covers all fixed line minutes outside the local area, except in cases as noted above.
- c. Same network mobile (On-net): this includes all minutes to mobiles in the same mobile network as the caller. In the case of differences between on-net local and national tariffs, the total on-net minutes are weighted by 65% to 35% respectively and total charges are calculated based on this split.
- d. Other network mobile (Off-net): this includes minutes to all other mobile networks in the caller's country. When the charges are different depending on destination network, the market shares based on subscriber numbers are used for weighting the charges. Up to three other networks will be considered in each country.
- e. Distribution of minutes across different destinations are given as a percentage of the total number of minutes used/month. This distribution was used across all baskets:

Call made to	Low User	Medium User	High User
Local, Fixed line	0.15	0.14	0.13
National, Fixed line	0.07	0.07	0.07
On-net, Mobile	0.48	0.48	0.47
Off-net, Mobile	0.22	0.24	0.26
Voicemail	0.08	0.07	0.07

3. *SMS destination:*

- a. On-net: this includes all SMSs to mobiles in the same mobile network as the sender. In the case of differences between on-net local and national tariffs, the total on-net SMSs are weighted by 65% to 35% respectively and total charges are calculated based on this split.
- b. Off-net: this includes SMSs to all other mobile networks in the sender's country. When the charges are different depending on destination network, the market shares based on subscriber numbers are used for weighting the charges. Up to three other networks will be considered in each country.

SMS	Low user	Medium user	High user
On-net	0.65	0.65	0.65
Off-net	0.35	0.35	0.35

4. *Peak/off-peak differentials:* Instead of splitting time and day into distinct times and days the following approach will be used:

- a. Peak at weekdays – most expensive time in a 24-hour day
- b. Off-peak at weekdays – cheapest time in a 24-hour day
- c. Weekend – at daytime Saturdays and/or Sundays
- d. Distribution of minutes over time of day is given as a percentage of the number of minutes:

	Low User	Medium User	High User
Peak	0.48	0.50	0.60
Off peak	0.25	0.24	0.19
Weekend	0.27	0.26	0.21

5. *Call duration:* There will be four separate call durations:

- a. Local and national fixed line calls
- b. Same network mobile calls (On-net)
- c. Other network mobile calls (Off-net)
- d. Voicemail calls
- e. Call durations for each basket:

By duration	Low User	Medium User	High User
Local and national, Fixed line	1.5	1.8	1.7
On-net, Mobile	1.6	1.9	1.9
Off-net, Mobile	1.4	1.7	1.8
Voicemail	0.8	0.8	0.8

6. *Treatment of taxes:* Tariffs include value added tax (VAT), goods and services tax (GST) and/or any other communication levies.

7. *Inclusive minutes and SMS messages:*
  - a. Any inclusive minutes will be deducted from the basket before starting the calculation of usage cost. The inclusive minutes are assumed to be used up with the same calling pattern is described in the basket i.e. the same/peak off-peak ratio and the same distribution across destinations. Where the inclusive minutes are clearly limited to specific destinations or times of day this will be taken into account. No transfer of unused minutes is taken into account.
  - b. Any inclusive SMS message will be deducted from the basket before starting the calculation of SMS cost, up to the number of messages in the basket.
8. *Selection of package and operator:*
  - a. The largest operator (by subscriber numbers) in each country is considered.
  - b. The cheapest tariff plan of the largest operator is considered:
    - for prepaid – plans with the lowest connection charges; and
    - for postpaid – plans with the lowest rental are considered.
 These plans are applied across all three baskets (low, medium and high).<sup>3</sup>
9. *Timeframe:* Basket results are calculated for a period of one month.
10. *Currency calculations:* Tariffs are made available in US\$ and US\$ PPP.
11. *Other assumptions:*
  - a. For most countries considered here, data on call and SMS distributions by destination, time of day and duration were not publicly available. Where available, these distributions were not presented in the form required for calculating the baskets, and available only for average users (i.e. applicable to medium user baskets). As such the latest OECD weights have been utilized (detailed above in points 2, 3, 4, and 5) to calculate the price baskets for all eight countries. While the OECD weights may not reflect Asian usage patterns accurately, they were loosely verified using LIRNEasia's Teleuse@BOP findings and were deemed applicable for use.

#### **Tariff packages**

1. Afghanistan – Roshan<sup>4</sup>
  - a. Prepaid – SIM Yaraan
2. Nepal – Nepal Telecom
  - a. Prepaid – Prepaid
  - b. Postpaid – Postpaid
3. Bangladesh – Grameen Phone
  - a. Prepaid – Smile
  - b. Postpaid – Xplore1
4. Pakistan – Mobilink
  - a. Prepaid – Jazz Budget
  - b. Postpaid – Indigo Freedom Plan 1
5. India – Bharti Airtel
  - a. Prepaid – Regular
  - b. Postpaid – Advance Rental Plan
6. Sri Lanka – Dialog GSM
  - a. Prepaid – KIT per-second blaster
  - b. Postpaid – Lite 103
7. Bhutan – B-Mobile
  - a. Prepaid – Prepaid
  - b. Postpaid – Super 200 Plan

<sup>3</sup> Although it would seem more suitable to apply a plan targeted at low users (assuming plans with low rental + high usage charges are targeted at this group of users) for low user baskets, and a plan targeted at medium and higher users (assuming high rental + low usage charges are targeted at these groups of users) for medium and high user baskets, the difficulties in deciding which plans to consider based on the assumptions mentioned, and the lack of information on who uses which plans (i.e. are we certain that low, medium and high users of mobile opt for the plans targeted at them?) render this almost impossible. Also, the use of varying tariff plans across different user baskets makes the comparison of results from one country to another somewhat arbitrary.

<sup>4</sup> Postpaid packages are only available to corporate customers and thus were excluded from the basket.

8. Maldives – Dhiraagu
  - a. Prepaid – Prepaid
  - b. Postpaid – In touch

**Mobile tariff comparison**

PRE-PAID		AFGHANISTAN	NEPAL	BANGLADESH	PAKISTAN	INDIA	BHUTAN	SRI LANKA	MALDIVES	
		SIM Yaraan	Pre-paid package	Smile	Jazz Budget	Regular	Prepaid	KIT Standard	Prepaid	
Connection Charges		2,088	15,216	4,282	1,167	1,063	0,311	1,717	2,311	
Subscription (rental) Fee		N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	
Free minutes (in currency)		2	N/A	0	N/A	N/A	0	N/A	N/A	
			Local			Local				
			National			National				
Usage charges	Fixed (local)	Incoming	N/A	N/A	N/A	N/A	N/A	N/A	N/A	
		Peak	0.115	0.027	0.029	0.016	0.022	0.026	0.043	
		Off-peak	0.115	0.012	0.014	N/A	N/A	0.017	N/A	
		Weekend	N/A	N/A	N/A	N/A	N/A	N/A	N/A	
	On-net	Outgoing	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A
		Peak	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A
		Off-peak	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A
		Weekend	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A
	Off-net	Incoming	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A
		Peak	0.115	0.027	0.021	0.016	0.022	0.026	0.026	0.077
		Off-peak	0.115	0.010	0.007	N/A	N/A	0.017	N/A	0.042
		Weekend	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A
Voicemail	Registration fee	Peak	N/A	N/A	N/A	N/A	N/A	N/A	N/A	
		Off-peak	N/A	N/A	N/A	N/A	N/A	N/A	N/A	
		Weekend	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A
		Other	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A
	Deposit	Peak	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A
		Off-peak	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A
		Weekend	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A
		Other	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A
	Retrieval	Peak	0.052	0.047	0.029	0.016	0.022	0.026	0.043	0.116
		Off-peak	0.052	0.047	0.014	N/A	N/A	0.017	N/A	0.042
		Weekend	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A
		Other	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A
Rate	Peak	(no per min)	per min	per min	per min	per min	per min	per min	per min	
	Off-peak	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	
	Weekend	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	
	Other	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	
Free SMS	Standard	0.052	N/A	N/A	N/A	N/A	N/A	N/A	N/A	
	On-net	N/A	N/A	0.014	N/A	0.022	0.022	N/A	N/A	
	Off-net	N/A	0.013	N/A	N/A	0.033	N/A	N/A	N/A	
	Incoming	N/A	0.017	N/A	0.012	N/A	N/A	0.009	0.015	
SMS charges	Outgoing	not available	0.054	N/A	N/A	N/A	N/A	0.009	0.039	
	Onnet	not available	0.054	0.043	N/A	N/A	N/A	0.005	N/A	
	Offnet	not available	0.054	0.043	N/A	N/A	0.108	0.022	0.039	
	Other	not available	0.054	0.043	N/A	N/A	0.152	0.065	0.039	
MMS charges	Standard	47.9	74.5938	70.0666	86	46	46.083	116.5	12.9807	
	On-net	AFN	NFR	BDT	PKR	INR	BTN	LKR	MVR	
	Off-net	AFN	NFR	BDT	PKR	INR	BTN	LKR	MVR	
	Other	AFN	NFR	BDT	PKR	INR	BTN	LKR	MVR	
Exchange rate: = USD 1 =										
Source		<a href="http://www.ceanda.com/">http://www.ceanda.com/</a>								





POSTPAID		NEPAL	BANGLADESH	PAKISTAN	INDIA	BHUTAN	SRI LANKA	MALDIVES	
		Postpaid	Xplore1	Indigo Freedom Plan 1	Advanced Rental Plan*	Super 200 Plan	Lite 103	In touch	
Connection Charges		15,149	9,277	1,167	10,850	2,604	4,292	15,330	
Subscription (rental) fee		8,044	0,714	1,459	3,255	4,340	0,858	5,778	
Free minutes (in local currency)		5,362	N/A	N/A	N/A	3,255	N/A	2,311	
		Local	National		Local	National	CDMA		
Usage charges	Fixed	Incoming	N/A	N/A	N/A	N/A	N/A	N/A	
		Peak	0.022	0.019	0.026	0.022	0.043	0.052	0.076
		Off-peak	0.012	0.019	N/A	N/A	0.026	0.017	0.042
	On-net	Weekend	0.014	N/A	N/A	N/A	N/A	N/A	N/A
		Peak	N/A	N/A	N/A	N/A	N/A	N/A	N/A
		Off-peak	N/A	N/A	N/A	N/A	N/A	N/A	N/A
	Off-net	Weekend	N/A	N/A	N/A	N/A	N/A	N/A	N/A
		Peak	0.021	0.019	0.015	0.022	0.043	0.026	0.076
		Off-peak	0.010	0.007	N/A	N/A	0.026	0.017	0.042
	Registration fee	Weekend	0.013	N/A	N/A	N/A	N/A	N/A	N/A
Peak		N/A	N/A	N/A	N/A	N/A	N/A	N/A	
Off-peak		N/A	N/A	N/A	N/A	N/A	N/A	N/A	
Voicemail	Weekend	0.028	0.019	0.026	0.022	0.061	0.052	0.076	
	Peak	0.028	0.019	N/A	N/A	0.026	0.017	0.076	
	Off-peak	0.028	N/A	N/A	N/A	N/A	N/A	N/A	
Deposit	Weekend	N/A	N/A	N/A	N/A	20	N/A	N/A	
	Peak	N/A	N/A	N/A	N/A	N/A	N/A	N/A	
	Off-peak	N/A	N/A	N/A	N/A	N/A	N/A	N/A	
Retrieval	Std outgoing tariffs	N/A	N/A	N/A	N/A	1	Normal outgoing charges	Std outgoing tariffs	
	Peak/offpeak	N/A	100	4	1	1	3	0	
	Offpeak	N/A	1,000	N/A	1.5	1	N/A	50	
Free SMS	Basic charge	N/A	N/A	N/A	N/A	N/A	N/A	N/A	
	On-net	0.028	N/A	N/A	N/A	N/A	N/A	N/A	
	Off-net	0.028	N/A	N/A	N/A	N/A	N/A	N/A	
SMS charges	Incoming	N/A	N/A	N/A	N/A	N/A	N/A	N/A	
	Onnet	0.054	0.043	0.070	0.108	0.108	0.022	0.039	
	Offnet	0.054	0.043	0.070	0.108	0.152	0.065	0.039	
MMS	NFR	74,594	70,067	85,669	46,083	46,083	116,500	12,981	
	PKR								
	BDT								
Exchange rate: USD 1 =									
Source		<a href="http://www.oanda.com/">http://www.oanda.com/</a>							