

**12th World Telecommunication/ICT Indicators Symposium
(WTIS-14)**

Tbilisi, Georgia, 24-26 November 2014



Presentation

**Document C/11-E
25 November 2014**

English

SOURCE: National Authority for Management and Regulation in Communications, Romania

TITLE: Data Collection in Romania

ANCOM
National Authority for Management and
Regulation in Communications of Romania

Bundles?
Tied?
Multiple?
ALL!


Data Collection in Romania

12th World Telecommunication /
ICT Indicators Symposium (WTIS),
24-26 November 2014, Georgia

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The concept



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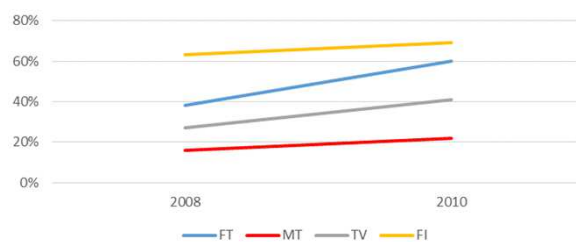
Necessity for evidence

- Market studies
 - ✓ Reports from consumer surveys periodically run by ANCOM revealed a **growing importance** of telecom services bought as bundles/tied
 - ✓ Both in case of residential & business customers
 - ✓ We also ask the main reasons for choosing bundles
- Operators offers
 - ✓ More & more were tying or bundling their services
- Strong need for official statistics from ANCOM
 - ✓ Reporting
 - ✓ National & international institutions
 - ✓ Operators & Journalists
 - ✓ **Market analyses**

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Evidence from end-user surveys

Percentage of subscriptions bought as bundles / tied / multiple services
-residential-



- Main reasons for purchasing bundled services
 - ✓ Lower total costs
 - ✓ Easier to use & pay

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Official statistics - Action

- In ANCOM's Decision for data reporting a separate Annex for integrated services was introduced
- Definition issues led to 3 different categories
 - ✓ Bundles (**lower** total tariff)
 - ✓ Tied services (**conditional** purchase)
 - ✓ Multiple services
- Multiple services category includes
 - ✓ Bundles
 - ✓ Tied services
 - ✓ Users with 2-5 services **bought separately** from the same operator
- Allows **flexibility** - ready to respond to different needs & tasks
 - ✓ Market analysis
 - ✓ data collection
 - ✓ reporting to different institutions

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Official statistics - Breakdowns

- 2/3/4/5 play (26 categories)
 - ✓ Fixed telephony
 - ✓ Mobile telephony
 - ✓ Fixed broadband
 - ✓ Mobile internet
 - ✓ Subscription TV
- Breakdowns
 - ✓ Residential / Business
 - ✓ Urban / Rural
- Emphasizing & doubling
 - ✓ All values in this Annex are also included in those reported for each individual service in their dedicated annexes
- Subscribers – bi-annually
- Revenues – annually

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Official statistics – data collection

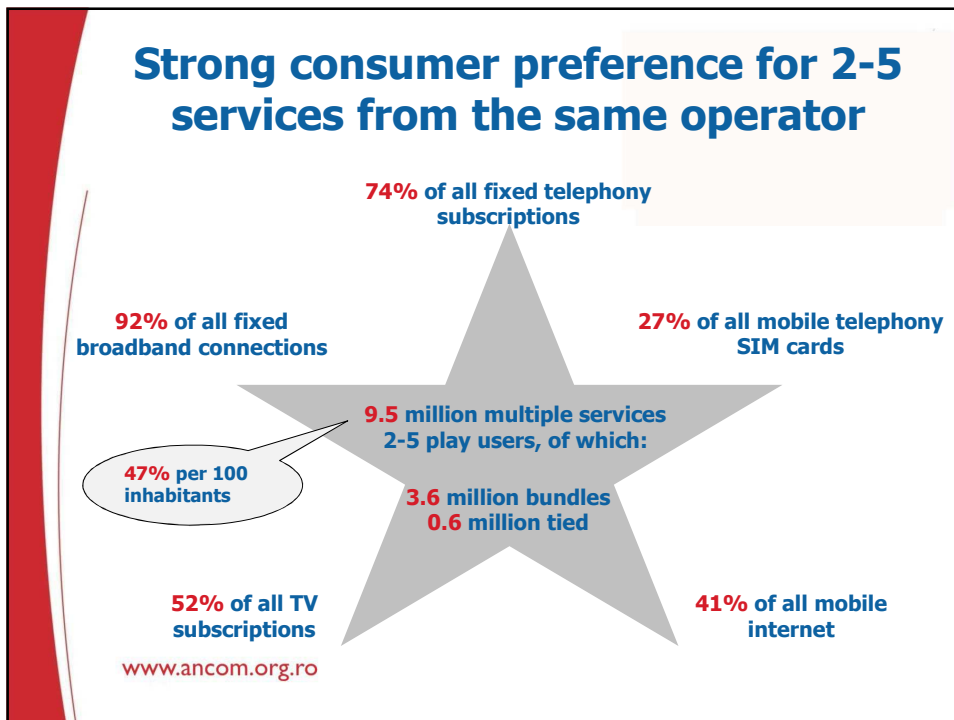
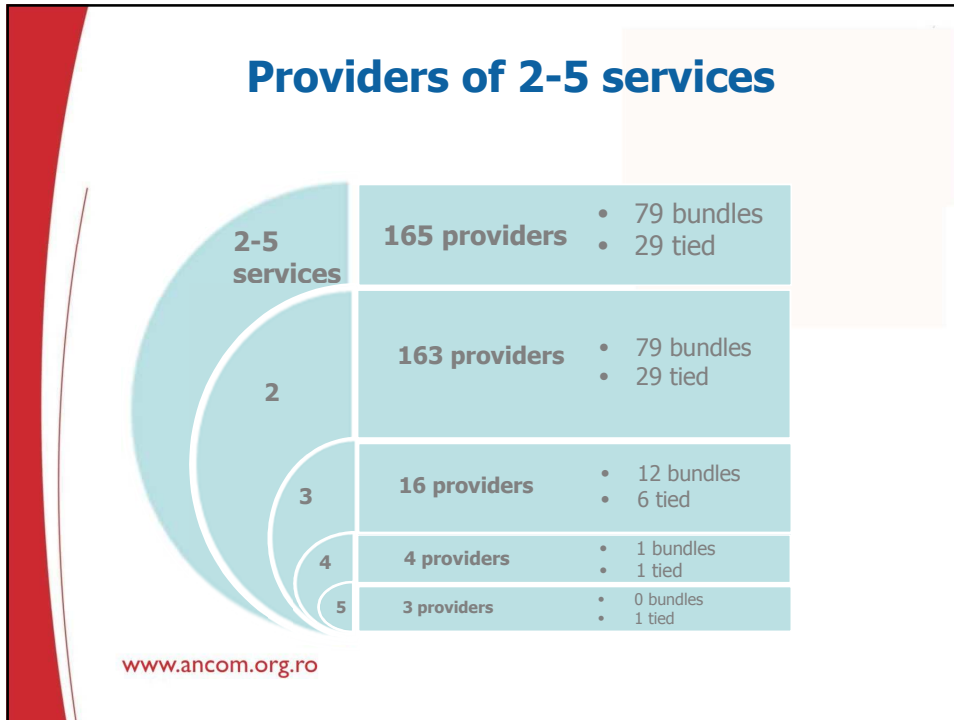
- **Online** data collection system hosted on our webpage
- Information is filled by operators & **electronically signed** using a qualified valid certificate
- Allows primary data validation, using **logical correlations** between indicators
 - ✓ Warning messages – data to be reviewed
 - ✓ Error messages – data to be modified
- Data may be modified anytime & must be re-signed

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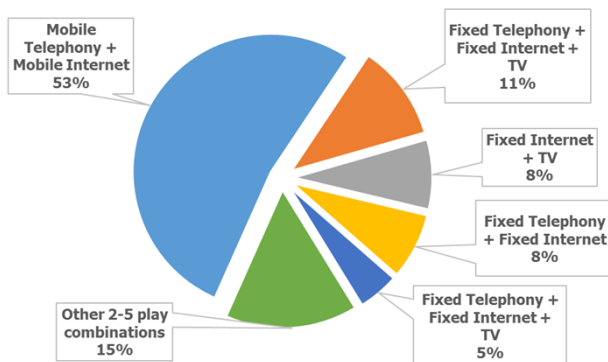
End-user surveys

- Periodically conducted by ANCOM
 - ✓ Monitor tendencies
 - ✓ Market analyses purposes
- Residential / business users
- Usually contain some questions on bundling/tying
 - ✓ Services included
 - ✓ Main reasons for choosing bundles
 - ✓ Intention to switch to purchasing bundles for non-users

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Services most commonly purchased together



➤ Mobile Telephony + Mobile Internet is the most "natural" package

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Thank you!

Do not hesitate!

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