

# **Metrics for monitoring the mobile telecommunications markets**

## **Request for Comment**

Date: 28 August 2014

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## Purpose

1. This document sets out the information we propose to collect under section 9A of the Telecommunications Act 2001 (the Act) for the purposes of monitoring competition in telecommunications markets, and the performance and development of telecommunications markets.
2. This information we propose to collect reflects our consideration of all comments submitted by the industry on our initial discussion paper.<sup>1</sup>
3. Telecommunications markets are dynamic and the market for mobile retail services has been particularly vibrant. Significant developments have occurred over the last three years on the supply side and on the demand side (discussed in context section) such that we consider it is now an appropriate time to review the way we monitor, to ensure that we are monitoring the right metrics, at the appropriate frequency.
4. We seek technical feedback on the changes we propose to the information gathered under section 9A by 25 September 2014. Specifically, we are interested in whether:
  - 4.1 Any of the terms used require further definition in order to remove any ambiguity and to ensure consistency of the information provided
  - 4.2 There are any implementation issues that would limit the ability of parties to supply the information required in the expected implementation timeframe
5. Please address your submissions to [telco@comcom.govt.nz](mailto:telco@comcom.govt.nz).

## Background

6. Section 9A of the Telecommunications Act 2001 requires us to monitor competition in telecommunications markets and the performance and development of telecommunications markets.
7. We are also required to make available reports, summaries, and information regarding competition in, and the performance and development of, telecommunications markets. This is done principally through our Annual telecommunications monitoring report.
8. In June of this year we announced a review of the information we gather for the purposes of monitoring competition in the mobile telecommunications markets and the performance and development of those markets.
9. Currently we monitor and analyse the mobile telecommunications markets through:
  - 9.1 information collected as part of our annual monitoring activities - Annual telecommunications industry questionnaire

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<sup>1</sup> Available at: [www.comcom.govt.nz/regulated-industries/telecommunications/monitoring-reports-and-studies/monitoring-strategy/](http://www.comcom.govt.nz/regulated-industries/telecommunications/monitoring-reports-and-studies/monitoring-strategy/)

- 9.2 information provided under the Mobile Termination Access Service Standard Terms Determination (the MTAS STD) - Monthly mobile telecommunications questionnaire
10. The Annual telecommunications questionnaire is updated every year to reflect developments in the markets. The Monthly mobile telecommunications questionnaire has not been updated since 2011.
  11. We have previously published separate reports on the information gathered: an Annual telecommunications monitoring report on the information provided under our Annual telecommunications industry questionnaire, and quarterly reports on the information received under the MTAS STD.
  12. Through the analysis of those reports we formed our preliminary thinking that, due to the recent evolution of the market for mobile retail services, the monthly data we receive no longer provides enough insight into competition in, or performance or development of wholesale and retail markets for mobile services. We also identified inconsistencies in terms of revenue allocation which demonstrates the difficulties in reporting revenue by service at a time when consumers prefer to buy services in bundles.
  13. To support our preliminary thinking, we released a discussion paper, dated 13 June 2014, which explained the context for reviewing the way we monitor the mobile markets and asked industry's and other interested parties' opinion on a proposed set of metrics that we consider necessary for the on-going assessment of the competitive dynamics of the mobile markets. Complementary to the discussion paper, we held a workshop on 4 July to further explain the purpose of the review and the reasoning behind each of the proposed metrics.
  14. The comments received in response to our discussion paper, complemented by the workshop, supported our preliminary view that it is appropriate to make some changes to the information we collect.
  15. In this paper we set out our view on the information we propose to gather for monitoring the mobile markets, which includes:
    - 15.1 The proposed set of metrics to be collected, where we highlight the changes in the information required and the reasoning behind these adjustments.
    - 15.2 The proposed frequency of collecting the information.
    - 15.3 The reports that will be produced with the information received.
    - 15.4 The expected implementation date.

## **Context for reviewing the way we monitor the mobile telecommunications markets**

16. In our initial discussion paper we set out the reasons for reviewing the way we monitor the mobile telecommunications markets. These were related to the significant developments that have occurred over the last three years on the supply side and on the demand side.

### *Supply side*

17. There are now three established mobile providers. When the MTAS STD was published, the two largest operators (Telecom and Vodafone) collectively held approximately 92% market share by subscriber. That percentage has now dropped to 75%.
18. The MTAS STD set a glide path for Mobile Termination Rates (MTR). The MTR for voice MTAS services has dropped from 7.48 NZcpm in May 2011 to 3.56 NZcpm on 1 April this year (last reduction under the current applicable glide path).
19. Prices for the most popular mobile plans have been dropping and are now below OECD averages.
20. Technology developments and new spectrum allocations allow for significantly different services: data is becoming the primary service as mobile broadband coverage expands, bundling of data, voice and text is now predominant, and innovative services are gaining importance in the mobile portfolio.

### *Demand side*

21. Customer preferences have changed along with the services provided, suggesting that other factors need to be observed in order to fully understand the dynamics of the market for mobile retail services.
  - 21.1 Customers prefer plans combining different services, such as the \$19 plan.
  - 21.2 Data usage is doubling year on year; and
  - 21.3 Consumers adopting alternative ways of communicating using over the top services (OTT) such as Facebook, Skype or Viber.

## **Our proposal for monitoring the mobile telecommunications markets**

### **More detail less frequency**

22. We are aware of the potential difficulties and costs of providing some of the metrics. We are proposing to lessen the frequency of reporting information in exchange for more detailed information.
23. With the purpose of achieving more consistency and objectivity we are consulting on all metrics related to the monitoring of the mobile markets. As mentioned in paragraph 9, we have been collecting information about the mobile markets in two ways, the Monthly mobile telecommunications questionnaire and the Annual telecommunications questionnaire. We found some inconsistencies in the information provided that we attribute to some ambiguity in the questions and definitions. We are expecting to get more accurate information after this review.
24. We are now proposing to request the full range of questions once a year and a subset of those questions on a six monthly basis.
25. We believe that a move from 3 month to 6 months analysis of the markets information will not lessen our capacity to understand competition in the mobile telecommunications markets. Any conclusions on the state of competition will always require the analysis of information over a significant time horizon. However, to support our analysis we consider some information is still best provided on a monthly basis even if we request it only twice a year.

### **Metrics to be collected, what changes and why**

26. The information we intend to collect in order to monitor the mobile telecommunications markets is set out in Attachment 1.
27. We expect that the revised set of metrics will:
  - 27.1 Provide a better picture of the status of competition in the mobile telecommunications markets, and the performance and development of those markets
  - 27.2 Promote consistency of the information provided
  - 27.3 Ease compliance costs by simplifying the information to be provided, and the frequency of reporting to the Commission.
28. In this section we highlight the main changes and provide the reasons behind those changes.

### *Segmentation by customer*

29. For the purpose of our Annual telecommunications monitoring report we have been collecting the number of subscribers and the amount of revenue by type of customer considering three main segments: prepaid, on-account non-business, and on-account

business. We consider that the analysis of those metrics by customer segment provides us with a better understanding of the overall retail market than just collecting averages; therefore we are now proposing to extend that segmentation to more metrics.

*New services and new ways of combining them in bundles*

30. In a vibrant market, there are constantly new services emerging, and also new ways of arranging those services in bundles to meet customers' preferences. We consider that analysing trends in demand for the most representative new services is essential to maintain an up-to-date view of the drivers influencing competition. That is why we propose to start collecting data on:
  - 30.1 Bundles combining voice, SMS and mobile broadband
  - 30.2 Machine-to-Machine services (M2M); and
  - 30.3 OTT services

*Dealing with revenue from bundles*

31. A significant proportion of mobile customers now buy mobile phone services in a bundle, usually consisting of voice minutes, text messages and mobile broadband data. This applies to both prepay customers, who buy prepay bundles like the popular \$19 bundle that can be renewed each month, and on-account customers whose monthly subscription typically includes a bundle of mobile services.
32. While mobile network operators are likely to allocate bundled revenues to their component parts for internal accounting purposes, it appears unlikely that they all apply identical allocation methodologies that are also consistent over time.
33. For the purpose of collecting mobile metrics that include revenue from each of the components of bundled services, the Commission could carefully prescribe how the allocation of bundled revenue is to be handled. However, past attempts suggest that this is likely to be contentious and still not guarantee that allocations will be dealt with in an identical and consistent fashion.
34. We therefore propose that bundled mobile revenues be reported only in categories related to the size of the bundle. The consumption patterns of the components can be observed from subscription and traffic data. Price trends can be observed from benchmarking price baskets that include a bundle of mobile services.

*International roaming services and other plans for tourists*

35. Nearly every mobile consumer would like to take their mobile device when travelling to another country. Services designed for travellers are essential to ensure seamless telecommunications wherever we are. We are therefore asking for supplementary information regarding the use of roaming services and the use of plans specifically designed for tourists when travelling in New Zealand.

### **Reports that will be produced with the information received**

36. With the information collected we propose to report on:

Active mobile connections:

- Trends in number of connections (total)
- Mobile penetration
- Trends in connections by customer segment (prepaid, on-account non-business and on-account business) and by service (eg, data-only SIM cards, M2M cards, bundles of services, SIM cards for tourists, etc)
- International benchmarking of mobile connections

Traffic from services on mobile networks

- Trends in traffic by service and by customer segment (eg, TB of traffic on 3G and 4G, TB of traffic identified as OTT communications, etc)
- International benchmarking of traffic trends by service

Revenue from services on mobile networks

- HHI based on revenue by customer segment
- Trends in revenue (total)
- Trends in revenue by customer segment and by service (eg, Revenue from stand-alone mobile voice services, revenue from bundles including voice, SMS and data, etc)
- International benchmarking of revenue from the mobile services

Switching

- Ported numbers as a % of active subscribers
- International benchmarking of ported numbers as a % of active subscribers
- Churn as a % of active subscribers by customer segment

Investment and staff

- % of total revenue reinvested in mobile access networks
- Total number of full time equivalent employment in the mobile telecommunications sector

### **Implementation time**

37. We expect industry to be able to provide most of the information required when responding to our Annual questionnaire, to be sent in October. We understand however that, depending on the information systems used internally, it may be difficult to report on some information, particularly on a monthly basis. Therefore we ask parties to submit on specific impediments, and to justify any different implementation details or times for particular metrics.



**Next steps**

38. We ask stakeholders to submit their views on this consultation paper by 25 September 2014.
39. We will be holding a second workshop with industry in September to which we invite the persons responsible for gathering the information we require for our monitoring activity. The purpose of this workshop is to identify whether there are any implementation issues involved in collecting the metrics and to ensure that there is a common understanding of the concepts involved.
40. We intend to release the updated Annual telecommunications industry questionnaire in the end of October 2014, after we have considered stakeholders' responses to this proposal.
41. We noted in our discussion paper that, following this review, we would consider commencing a section 30R review of the MTAS STD to amend the information disclosure obligations contained in paragraph 567 of the STD.
42. We expect to commence that review following receipt and review of the information provided in response to our Annual telecommunications industry questionnaire.
43. We consider that such a review is likely to be appropriate, given our observations on developments in the mobile sector discussed in this paper, and the more targeted nature of the information to be provided under this proposal.



## **Attachment 1 – Metrics and definitions**

## Active mobile connections

<b>Connections by customer segment - Prepaid</b>			
<b>A connection is <b>prepaid</b> if it involves the purchase of blocks of usage in advance</b>			
<b>Metric to be provided</b>	<b>Definition</b>	<b>Frequency<sup>2</sup></b>	
1	Total prepaid mobile subscribers	Total number of SIM cards using prepaid plans that actually made or received calls or accessed the internet within 90 days prior to the end of the month	Biannual Monthly basis
2	Data-only plans	Number of SIM cards using data-only plans that actually accessed the internet within 90 days prior to the end of the month	Biannual Monthly basis
3	Bundle - Voice/SMS/Data ≤500MB	Number of SIM cards using bundles including any type of voice and or SMS plan + up to 500MB data that actually made or received calls or accessed the internet within 90 days prior to the end of the month	Biannual Monthly basis
4	Bundle - Voice/SMS/Data >500MB < 3GB	Number of SIM cards using bundles including any type of voice and or SMS plan + >500MB < 3GB data that actually made or received calls or accessed the internet within 90 days prior to the end of the month	Biannual Monthly basis
5	Bundle - Voice/SMS/Data ≥ 3GB	Number of SIM cards using bundles including any type of voice and or SMS plan + ≥ 3GB data that actually made or received calls or accessed the internet within 90 days prior to the end of the month	Biannual Monthly basis
6	Bundle - Combining mobile/fixed services	Number of SIM cards combining any type of mobile services + fixed services or special discount in fixed services The same SIM cards will have been included in previous responses to bundles	Biannual Monthly basis

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Biannual means that the question will be included in the Annual questionnaire and in another mid-year survey.

Annual means that the question will only be included in the Annual questionnaire

Monthly basis means that this question requires information by month

Total means that the question does not require information by month

<b>Connections by customer segment - Prepaid</b>		
<b>A connection is <b>prepaid</b> if it involves the purchase of blocks of usage in advance</b>		
<b>Metric to be provided</b>	<b>Definition</b>	<b>Frequency<sup>2</sup></b>
7	Bundle - Combining mobile media content Number of SIM cards combining any type of mobile services + mobile media content. The same SIM cards will have been included in previous responses to bundles	Biannual Monthly basis
8	Offers including on-net/off-net price differentiation Number of SIM cards combining any type of mobile services + any sort of offer with on-net/off-net price differentiation. The same SIM cards will have been included in previous responses	Biannual Monthly basis
9	Frequently called numbers add-on - limited to the same network Number of active add-ons allowing a cap/unlimited calling minutes for a number/group of frequently called numbers limited to <u>the same network</u> such as BestMates These SIM cards will have been included in any of the previous responses	Biannual Monthly basis
10	Frequently called numbers add-on - for any NZ network Number of active add-ons allowing a cap/unlimited calling minutes for a number/group of frequently called numbers on <u>any NZ network</u> such as NZBestMates These SIM cards will have been included in any of the previous responses	Biannual Monthly basis
11	Churn Number of prepaid subscribers (SIM cards) that have ported off the network or have ceased their prepaid service and have not replaced it with a post-paid service within the past month	Biannual Monthly basis

<b>Connections by customer segment - On-account Non-business</b>			
<p><b>A connection is <span style="color: red;">on-account</span> if its services are paid for after they are consumed.</b></p> <p><b><span style="color: red;">Non-business</span> refers to SIM cards associated with accounts NOT identified as business.</b></p>			
	<b>Metric to be provided</b>	<b>Definition</b>	<b>Frequency</b>
12	Total on-account non-business mobile subscribers	Total number of SIM cards using on-account non-business plans that actually made or received calls or accessed the internet within 90 days prior to the end of the month	Biannual Monthly basis
13	Data-only	Number of SIM cards using data-only plans that actually accessed the internet within 90 days prior to the end of the month	Biannual Monthly basis
14	Bundle - Voice/SMS/Data ≤500MB	Number of SIM cards using bundles including any type of voice and or SMS plan + up to 500MB data that actually made or received calls or accessed the internet within 90 days prior to the end of the month	Biannual Monthly basis
15	Bundle - Voice/SMS/Data >500MB < 3GB	Number of SIM cards using bundles including any type of voice and or SMS plan + >500MB < 3GB data that actually made or received calls or accessed the internet within 90 days prior to the end of the month	Biannual Monthly basis
16	Bundle - Voice/SMS/Data ≥ 3GB	Number of SIM cards using bundles including any type of voice and or SMS plan + ≥ 3GB data that actually made or received calls or accessed the internet within 90 days prior to the end of the month	Biannual Monthly basis
17	Bundle - Combining mobile/fixed services	Number of SIM cards combining any type of mobile services + fixed services or special discount in fixed services The same SIM cards will have been included in previous responses to bundles	Biannual Monthly basis
18	Bundle - Combining mobile media content	Number of SIM cards combining any type of mobile services + mobile media content. The same SIM cards will have been included in previous responses to bundles	Biannual Monthly basis

<b>Connections by customer segment - On-account Non-business</b>			
<b>A connection is <span style="color: red;">on-account</span> if its services are paid for after they are consumed.</b>			
<b><span style="color: red;">Non-business</span> refers to SIM cards associated with accounts NOT identified as business.</b>			
	<b>Metric to be provided</b>	<b>Definition</b>	<b>Frequency</b>
19	Offers including on-net/off-net price differentiation	Number of SIM cards combining any type of mobile services + any sort of offer with on-net/off-net price differentiation. The same SIM cards will have been included in previous responses	Biannual Monthly basis
20	Frequently called numbers add-on - limited to the same network	Number of active add-ons allowing a cap/unlimited calling minutes for a number/group of frequently called numbers limited to <u>the same network</u> such as BestMates These SIM cards will have been included in any of the previous responses	Biannual Monthly basis
21	Frequently called numbers add-on - for any NZ network	Number of active add-ons allowing a cap/unlimited calling minutes for a number/group of frequently called numbers on <u>any NZ network</u> such as NZBestMates These SIM cards will have been included in any of the previous responses	Biannual Monthly basis
22	Churn	Number of on-account non-business subscribers (SIM cards) that have ported off the network or have ceased their post-paid service and have not replaced it with a prepaid service within the past month	Biannual Monthly basis

<b>Connections by customer segment – On-account Business</b>			
<b>A connection is <span style="color: red;">on-account</span> if its services are paid for after they are consumed.</b>			
<b>Business refers to all SIM cards associated with an account identified as business.</b>			
<b>Metric to be provided</b>	<b>Definition</b>	<b>Frequency</b>	
23	Total on-account business mobile subscribers	Total number of SIM cards using on-account business plans that actually made or received calls or accessed the internet within 90 days prior to the end of the month	Biannual Monthly basis
24	Data-only plans	Number of SIM cards using data but not voice and/or SMS services	Biannual Monthly basis
25	Bundle - Voice/SMS/Data ≤500MB	Number of SIM cards using bundles including any type of voice and or SMS plan + up to 500MB data that actually made or received calls or accessed the internet within 90 days prior to the end of the month	Biannual Monthly basis
26	Bundle - Voice/SMS/Data >500MB < 3GB	Number of SIM cards using bundles including any type of voice and or SMS plan + >500MB < 3GB data that actually made or received calls or accessed the internet within 90 days prior to the end of the month	Biannual Monthly basis
27	Bundle - Voice/SMS/Data ≥ 3GB	Number of SIM cards using bundles including any type of voice and or SMS plan + ≥ 3GB data that actually made or received calls or accessed the internet within 90 days prior to the end of the month	Biannual Monthly basis
28	Bundle - Combining mobile/fixed services	Number of SIM cards combining any unified mobile and fixed communications. The same SIM cards will have been included in previous responses to bundles	Biannual Monthly basis
29	Bundle - Combining mobile media content	Number of SIM cards combining any type of mobile services + mobile media content. The same SIM cards will have been included in previous responses to bundles	Biannual Monthly basis
30	Offers including on-net/off-net price differentiation	Number of SIM cards combining any type of mobile services + any sort of offer with on-net/off-net price differentiation. The same SIM cards will have been included in previous responses	Biannual Monthly basis

<b>Connections by customer segment – On-account Business</b>		
<b>A connection is <span style="color: red;">on-account</span> if its services are paid for after they are consumed.</b>		
<b>Business refers to all SIM cards associated with an account identified as business.</b>		
<b>Metric to be provided</b>	<b>Definition</b>	<b>Frequency</b>
31	Frequently called numbers add-on - limited to the same network  Number of active add-ons allowing a cap/unlimited calling minutes for a number/group of frequently called numbers limited to <u>the same network</u> such as BestMates These SIM cards will have been included in any of the previous responses	Biannual Monthly basis
32	Frequently called numbers add-on - for any NZ network  Number of active add-ons allowing a cap/unlimited calling minutes for a number/group of frequently called numbers on <u>any NZ network</u> such as NZBestMates These SIM cards will have been included in any of the previous responses	Biannual Monthly basis
33	Churn  Number of on-account business subscribers (SIM cards) that have ported off the network or have ceased their post-paid service and have not replaced it with a prepaid service within the past month	Biannual Monthly basis



<b>Other connections - all customer segments</b>		
<b>Metric to be provided</b>	<b>Definition</b>	<b>Frequency</b>
34 SIM cards for tourists	SIM Cards with a tourist designation that are active in the network as at the last day of the month, such as Travel NZ SIM	Biannual Monthly basis
35 Cellular mobile phone subscribers with dedicated data-only subscriptions	Questions 35 and 36 should sum to the response to question 19.00 of the Statistics New Zealand Internet Service Provider Survey for Year end 30 June 2014	Biannual Total
36 Cellular mobile phone subscribers (not already counted in the prior question) that accessed the internet via HTTP within 90 days prior to year end	Questions 35 and 36 should sum to the response to question 19.00 of the Statistics New Zealand Internet Service Provider Survey for Year end 30 June 2014	Biannual Total
37 Cellular mobile data card, tablet and other non-phone devices with dedicated data-only subscriptions	This should be the same figure provided in response to question 10.05 of the Statistics New Zealand Internet Service Provider Survey for Year end 30 June 2014	Biannual Total
38 M2M (machine-to-machine) SIM cards	SIM Cards active in the network as at the last day of the month of the reported period exclusively used for the communication between equipment or from equipment to people Includes, among other, payment terminals using mobile network, telealarm, telesecurity, telemedicine, telemetry, etc	Annual Total

## Traffic from services on mobile networks

<b>Traffic by customer segment - Prepaid</b>			
<b>A connection is <span style="color: red;">prepaid</span> if it involves the purchase of blocks of usage in advance</b>			
<b>Metric to be provided</b>	<b>Definition</b>	<b>Frequency</b>	
1	Voice minutes on-net	Billed minutes for calls both originated and terminated on the respondent's mobile network	Biannual Monthly basis
2	Voice minutes off-net outbound	Billed minutes originated on the respondent's mobile network and terminated on an external mobile network	Biannual Monthly basis
3	SMS on-net	Number of outgoing retail SMS messages both originating and terminating on the respondent's mobile cellular network	Biannual Monthly basis
4	SMS off-net	Number of outgoing retail SMS messages terminating on a New Zealand mobile cellular network other than that of the respondent	Biannual Monthly basis
5	TB of data traffic	Total data traffic generated by prepaid SIM cards	Biannual Monthly basis
6	TB of data traffic 3G	Split of reported total data traffic (5) into 3G/4G	Biannual Monthly basis
7	TB of data traffic 4G		Biannual Monthly basis

Traffic by customer segment - On-account Non-business		
<p>A connection is <b>on-account</b> if its services are paid for after they are consumed.  <b>Non-business</b> refers to SIM cards associated with accounts NOT identified as business.</p>		
Metric to be provided	Definition	Frequency
8 Voice minutes on-net	Billed minutes for calls both originated and terminated on the respondent's mobile network	Biannual Monthly basis
9 Voice minutes off-net outbound	Billed minutes originated on the respondent's mobile network and terminated on an external mobile network	Biannual Monthly basis
10 SMS on-net	Number of outgoing retail SMS messages both originating and terminating on the respondent's mobile cellular network	Biannual Monthly basis
11 SMS off-net	Number of outgoing retail SMS messages terminating on a New Zealand mobile cellular network other than that of the respondent	Biannual Monthly basis
12 TB of data traffic	Total data traffic generated by on-account non-business SIM cards	Biannual Monthly basis
13 TB of data traffic 3G	Split of reported total data traffic (12) into 3G/4G	Biannual Monthly basis
14 TB of data traffic 4G		Biannual Monthly basis

<b>Traffic by customer segment – On-account Business</b>		
<b>A connection is <span style="color: red;">on-account</span> if its services are paid for after they are consumed. <span style="color: red;">Business</span> refers to all SIM cards associated with an account identified as business.</b>		
<b>Metric to be provided</b>	<b>Definition</b>	<b>Frequency</b>
15 Voice minutes on-net	Billed minutes for calls both originated and terminated on the respondent's mobile network	Biannual Monthly basis
16 Voice minutes off-net outbound	Billed minutes originated on the respondent's mobile network and terminated on an external mobile network	Biannual Monthly basis
17 SMS on-net	Number of outgoing retail SMS messages both originating and terminating on the respondent's mobile cellular network	Biannual Monthly basis
18 SMS off-net	Number of outgoing retail SMS messages terminating on a New Zealand mobile cellular network other than that of the respondent	Biannual Monthly basis
19 TB of data traffic	Total data traffic generated by on-account business SIM cards	Biannual Monthly basis
20 TB of data traffic 3G	Split of reported total data traffic (19) into 3G/4G	Biannual Monthly basis
21 TB of data traffic 4G		Biannual Monthly basis

<b>Other traffic types - all customer segments</b>			
<b>Roaming from domestic customers when roaming overseas</b>			
<b>Metric to be provided</b>	<b>Definition</b>	<b>Frequency</b>	
22	Voice minutes	Billed minutes in the reported period	Annual Total
23	SMS	Number of SMS in the reported period	Annual Total
24	Data	TB in the reported period	Annual Total
<b>Roaming from overseas customers when roaming in NZ</b>			
25	Voice minutes	Billed minutes in the reported period	Annual Total
26	SMS	Number of SMS in the reported period	Annual Total
27	Data	TB in the reported period	Annual Total
<b>Traffic to and from International</b>			
28	Minutes mobile-to-international	Billed minutes towards international fixed or mobile networks in the reported period	Annual Total
29	Minutes international to mobile	Billed minutes from fixed or mobile international networks in the reported period	Annual Total
30	SMS mobile-to-international	Number of SMS towards international mobile networks in the reported period	Annual Total
31	SMS international to mobile	Number of SMS from international mobile networks in the reported period	Annual Total

<b>Other traffic types - all customer segments</b>		
<b>National traffic</b>		
<b>Metric to be provided</b>	<b>Definition</b>	<b>Frequency</b>
32 Minutes mobile off-net inbound	Billed minutes from calls originated on an external mobile network and terminated on the respondent's mobile network in the reported period	Annual Total
33 Minutes mobile-to-fixed	Billed minutes towards own fixed network or other (geographic numbers)	Annual Total
34 Minutes mobile-to-non-geographic-call-services	Mobile minutes originating on the respondent's mobile cellular network during the year terminated in special rated numbers or Toll-free numbers in the reported period	Annual Total
35 Minutes fixed-to-mobile (inbound)	Billed minutes from fixed network (own or other) in the reported period	Annual Total
36 National roaming minutes	Number of minutes from customers of other domestic networks roaming on the respondent's home network in the reported period	Annual Total
37 National roaming text messages	Number of chargeable SMS messages generated by customers of other domestic networks roaming on the respondent's home network in the reported period	Annual Total
38 National roaming data traffic (TB)	TB of data usage consumed by customers of other domestic networks roaming on the respondent's home network during the year in the reported period	Annual Total
39 Use of OTT (TB)	Included in total data traffic - Proxy of traffic generated by the usage of OTT applications in the reported period	Annual Total
40 Use of M2M SIM cards (TB)	Included in total data traffic – traffic from SIM Cards exclusively used for the communication between equipments or from equipments to people in the reported period	Annual Total

## Revenue from services on mobile networks

Revenue by customer segment (excluding GST) - Prepaid			
A connection is <b>prepaid</b> if it involves the purchase of blocks of usage in advance			
	Metric to be provided	Definition	Frequency
1	Voice	Revenue from mobile voice services not sold as part of a bundle, e.g. per-minute voice charges and voice bucket add-ons EXCLUDING frequently called number add-ons in the reported period	Annual Total
2	SMS	Revenue from SMS services not sold as part of a bundle in the reported period	Annual Total
3	Data-only	Revenue from stand-alone data services in the reported period	Annual Total
4	Frequently called numbers add-on - limited to the same network	Revenue from add-ons allowing a cap/unlimited calling minutes for a number/group of frequently called numbers limited to <u>the same network</u> , such as BestMates in the reported period	Annual Total
5	Frequently called numbers add-on - for any NZ network	Revenue from add-ons allowing a cap/unlimited calling minutes for a number/group of frequently called numbers on <u>any NZ network</u> , such as NZBestMate in the reported period	Annual Total
6	Bundle - Voice/SMS	Total revenue from plans that include voice and or SMS services not bundled with data in the reported period	Annual Total
7	Bundle - Voice/SMS/Data ≤500MB	Total revenue from indicated sort of bundles in the reported period	Annual Total
8	Bundle - Voice/SMS/Data >500MB < 3GB	Total revenue from indicated sort of bundles in the reported period	Annual Total
9	Bundle - Voice/SMS/Data ≥ 3GB	Total revenue from indicated sort of bundles in the reported period	Annual Total
10	Handsets	Revenue from handsets that are not sold as part of on-account plans in the reported period	Annual Total

Revenue by customer segment (excluding GST) - On-account Non-business		
A connection is <b>on-account</b> if its services are paid for after they are consumed.		
<b>Non-business</b> refers to SIM cards associated with accounts NOT identified as business.		
Metric to be provided	Definition	Frequency
11 Voice	Revenue from stand-alone mobile voice services in the reported period	Annual Total
12 SMS	Revenue from stand-alone SMS services in the reported period	Annual Total
13 Data-only	Revenue from stand-alone data services in the reported period	Annual Total
14 Frequently called numbers add-on - limited to the same network	Revenue from add-ons allowing a cap/unlimited calling minutes for a number/group of frequently called numbers limited to <u>the same network</u> , such as BestMates in the reported period	Annual Total
15 Frequently called numbers add-on - for any NZ network	Revenue from add-ons allowing a cap/unlimited calling minutes for a number/group of frequently called numbers on <u>any NZ network</u> , such as NZBestMate in the reported period	Annual Total
16 Bundle - Voice/SMS	Total revenue from plans that include voice and or SMS services not bundled with data in the reported period	Annual Total
17 Bundle - Voice/SMS/Data ≤500MB	Total revenue from indicated sort of bundles in the reported period	Annual Total
18 Bundle - Voice/SMS/Data >500MB < 3GB	Total revenue from indicated sort of bundles in the reported period	Annual Total
19 Bundle - Voice/SMS/Data ≥ 3GB	Total revenue from indicated sort of bundles in the reported period	Annual Total
20 Handsets	Revenue from handsets that are sold as part of on-account non-business plans Revenue allocated following the Telecommunications Development Levy (TDL) procedure in the reported period	Annual Total



Revenue by customer segment (excluding GST) – On-account Business		
A connection is <b>on-account</b> if its services are paid for after they are consumed. <b>Business</b> refers to all SIM cards associated with an account identified as business.		
Metric to be provided	Definition	Frequency
21 Voice/SMS	Revenue from stand-alone mobile voice services in the reported period	Annual Total
22 SMS	Revenue from stand-alone SMS services in the reported period	Annual Total
23 Data-only	Revenue from stand-alone data services in the reported period	Annual Total
24 Frequently called numbers add-on - limited to the same network	Revenue from add-ons allowing a cap/unlimited calling minutes for a number/group of frequently called numbers limited to <u>the same network</u> , such as BestMates in the reported period	Annual Total
25 Frequently called numbers add-on - for any NZ network	Revenue from add-ons allowing a cap/unlimited calling minutes for a number/group of frequently called numbers on <u>any NZ network</u> , such as NZBestMate in the reported period	Annual Total
26 Bundle - Voice/SMS	Total revenue from plans that include voice and or SMS services not bundled with data in the reported period	Annual Total
27 Bundle - Voice/SMS/Data ≤500MB	Total revenue from indicated sort of bundles in the reported period	Annual Total
28 Bundle - Voice/SMS/Data >500MB < 3GB	Total revenue from indicated sort of bundles in the reported period	Annual Total
29 Bundle - Voice/SMS/Data ≥ 3GB	Total revenue from indicated sort of bundles in the reported period	Annual Total
30 Handsets	Revenue from handsets that are sold as part of on-account business plans Revenue allocated following TDL procedure in the reported period	Annual Total

<b>Other retail revenue (excluding GST) - all customer segments</b>			
	<b>Metric to be provided</b>	<b>Definition</b>	<b>Frequency</b>
31	M2M	Revenue from the provision of machine-to-machine data communications in the reported period	Annual Total
32	From domestic customers when roaming overseas	Total revenue from roaming in Australia in the reported period	Annual Total
33	From domestic customers when roaming overseas	Total revenue from roaming in overseas countries <u>except Australia</u> in the reported period	Annual Total
34	Other retail mobile services	Any other retail mobile services revenues (which includes revenue from all voice, data and value-added services supplied by way of cellular mobile technologies and revenue from equipment sold to allow access to those services) earned during the year by the respondent from domestic retail customers and not accounted for in any of the questions above in the reported period	Annual Total
35	Total retail revenue from all mobile telecommunications services	Total retail revenue earned during the year from all mobile telecommunications services supplied by mobile technologies including revenue from equipment sold to allow access to those services This figure should be reconcilable to the respondents annual accounts and be the sum of relevant questions above in the reported period	Annual Total

<b>Other wholesale revenue (excluding GST) - all customer segments</b>		
<b>Metric to be provided</b>	<b>Definition</b>	<b>Frequency</b>
36 Wholesale roaming revenue from Australia	Revenue from the provision of roaming services to customers of Australian mobile networks in the reported period	Annual Total
37 Wholesale roaming revenue from rest of world	All other countries except Australia in the reported period	Annual Total
38 Resale of mobile services	Wholesale revenue from the resale of mobile services (excluding roaming services) to telecommunications retailers in the reported period	Annual Total
39 Interconnection revenue	Revenue from termination charges for terminating calls and messages on respondent's mobile network in the reported period	Annual Total
40 Other wholesale revenue	Any other wholesale revenue not fitting the categories above in the reported period	Annual Total
41 Total wholesale revenue	Total wholesale revenue earned during the in the reported period This figure should be reconcilable to the respondents annual accounts and be the sum of relevant questions above	Annual Total

**Staff and Investment involved in mobile operations**

<b>Staff</b>		
<b>Metric to be provided</b>	<b>Definition</b>	<b>Frequency</b>
1 Total staff employed in electronic telecommunications services (if total not already disclosed in Sheet A of Annual questionnaire)	Full time staff employed in the supply of commercial telecommunications services to New Zealand customers (with part time staff expressed as full time equivalents) as at the end of the reported period	Annual Total

<b>Investment - Capital expenditure for the year (excluding GST)</b>		
<b>Metric to be provided</b>	<b>Definition</b>	<b>Frequency</b>
2 Investment in mobile access network	Investment made in the reported period related to the part of the mobile network that connects subscribers to the closest aggregation point, this will include expenditure on cell sites	Annual Total
3 Investment in core and backhaul network (if not already included in total disclosed in Sheet A of Annual questionnaire)	Investment made in the reported period related to the respondent's domestic backhaul and core telecommunications networks used to provide mobile services	Annual Total
4 Investment in IT systems	Investment made in the reported period related to IT systems	Annual Total
5 Other investment	Investment made in the reported period on other assets (including intangible assets) used for providing mobile telecommunications services	Annual Total
6 Total investment in mobile business (not already in total disclosed in Sheet A of Annual questionnaire)	Total capital expenditure in the reported period on assets (including intangible assets) used for providing mobile telecommunications services	Annual Total