

Updated metrics for monitoring the mobile telecommunications markets

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Overview

1. The Commerce Commission (Commission) has sought industry views on its approach to monitoring the mobile telecommunication markets. This paper sets out a revision of metrics for monitoring competition in, and the performance and development of mobile telecommunications markets, under section 9A of the Telecommunications Act 2001 (the Act).
2. This paper also provides a summary of comments received from Mobile Network Operators (MNO's) in response to our Request for Comments paper, which was published on 28 August 2014¹, together with our responses to those comments.
3. We acknowledge the valuable contributions that all submitters have made to our consideration of this issue, we have considered all comments and suggestions provided to the Commission.

Background

4. Telecommunications markets are dynamic and the market for mobile retail services has been particularly vibrant, so we considered that it was appropriate to review the way we monitor the mobile markets.
5. In light of the need to monitor new trends in the market for mobile services, we published an initial discussion paper, "Metrics for mobile monitoring",² on 13 June 2014, subsequently we published a request for comments paper "Metrics for monitoring the mobile telecommunications markets",³ on 28 August 2014. We received submissions on these papers from Internet NZ, KLR investments and from the three mobile players. The responses can be accessed via our website.⁴
6. To complement our proposals, we held two workshops, the first one on 4 July and the second on 15 September, where we had the opportunity to clarify the reasons for this review and to discuss with industry, in detail, the concepts involved, our proposed additional and modified metrics, and related implementation issues.
7. As a result of this process, the forthcoming annual questionnaire will include the revised set of metrics on the MNO's section. Respondents of this revised section are 2degrees, Vodafone and Spark (including Skinny data). Mobile Virtual Network Operators (MVNO's) will continue to report the same data as in previous years.

¹ Metrics for monitoring the mobile telecommunications markets Request for Comment, 28 August 2014, Available at <http://www.comcom.govt.nz/regulated-industries/telecommunications/monitoring-reports-and-studies/monitoring-strategy/>

² Metrics for mobile monitoring, 13 June 2014. Available at: <http://www.comcom.govt.nz/regulated-industries/telecommunications/monitoring-reports-and-studies/monitoring-strategy/>

³ Metrics for monitoring the mobile telecommunications markets, 28 August 2014. op.cit.

⁴ Available at: <http://www.comcom.govt.nz/regulated-industries/telecommunications/monitoring-reports-and-studies/monitoring-strategy/>

Objectives

8. The review of the way we monitor the markets for mobile services seeks to achieve two main objectives:
 - 8.1 Collect the information necessary at the appropriate frequency, to ensure we have an accurate understanding of competition in the mobile markets and also the performance and development of mobile markets; and
 - 8.2 Produce timely reports with the information collected.
9. We rely on useful and up-to-date information to inform all stakeholders of key trends and potential threats to the competitiveness of the sector.
10. We will publish the aggregate data as part of our monitoring reports, the first of which will be the Annual telecommunications monitoring report, due for release in the end of April 2015.

Summary of comments received and Commission's response

11. This section provides a summary of comments received from MNO's in response to our request for comments paper, published on 28 August 2014, together with our responses to these comments.

Importance of reviewing the way we monitor the mobile market

MNOs' comments	Commission's response
<p>Providers broadly support the Commission's intention to review the way it monitors the market for mobile services in order to have the right insights into competition in, or performance or development of, mobile telecommunication markets. Stakeholders also supported the process followed by the Commission.</p> <p>2degrees in particular supports the breakdown of analysis into prepay, on-account and business segments and the monitoring of bundles.</p> <p>Vodafone also endorsed the Commission's intention to promote consistency of the information provided.</p>	<p>We appreciate the constructive contribution provided by the industry throughout this process, which helped us identify the metrics that will enable the Commission to monitor and report on the market for mobile services.</p>

MNOs' comments	Commission's response
Spark also highlighted that better information leads to better decisions which will ultimately benefit MNO's and customers.	

Cost and difficulty of providing all the required information

MNO's comments	Commission response
<p>2degrees does not anticipate significant difficulties in providing the information required.</p> <p>Vodafone and Spark highlighted that the monitoring requirements impose real costs on industry and that therefore the Commission should continue to review the metrics to be collected to ensure that the cost is justified.</p> <p>All three providers highlighted the difficulty of providing accurate information on a few specific metrics, in particular the Over-the-Top (OTT) usage and the number of SIM cards in use by tourists.</p>	<p>We are sensitive to the cost of providing the information. We want to ensure we get consistent information from all mobile providers without imposing an undue reporting burden.</p> <p>We have eliminated the need to allocate revenue from bundles into each separate service and we have also revised some categories in order to match those already in use by providers for management purposes, such as the category of active on-account business customers.</p> <p>We are aware of the manual work required to provide some information, such as bundle typology. However, as most services are now sold in bundles, we consider it appropriate to include a minimum category of bundles in order to understand the new trends and potential consequences of those trends to competition. It is our intention to regularly review these categories to ensure that the effort of providing the information is justified.</p> <p>We are also aware of the challenges involved in providing some information, such as OTT traffic and may seek alternative options if needed.</p>

Implementation issues

MNO's comments	Commission response
<p>Providers highlighted the need for a transitional period for the information requested as there may be difficulties in providing the first set of data.</p>	<p>We understand that it may not be possible to provide some historical data by month, up to the beginning of next year but will appreciate efforts in providing as much as possible. From January 2015 we expect to collect information as required.</p> <p>We also understand that, as the new information starts to be collected, we may need to revisit categories in order to achieve the highest level of accuracy and consistency of the information provided to us.</p>

More timely release of reports by the Commission

MNO's comments	Commission response
<p>Vodafone and 2degrees emphasised the importance of timeliness of the availability of data.</p>	<p>We understand industry's requirement of more timely released reports. That is also our intention. But we will still need to analyse and validate data before publishing the reports. We anticipate that the first data set will require additional analysis.</p>

Analysis of additional metrics

MNO's comments	Commission response
<p>2degrees has recommended other metrics to assess competition:</p>	<p>In our request for comments we also requested interested parties suggest other relevant metrics. We welcome such suggestions and we are keen to understand industry's views as we consider that monitoring is a continuous and on-going process.</p>
<ul style="list-style-type: none"> • Access to spectrum holdings by telecommunications service operators 	<p>At this stage we are monitoring the demand for data and may ask for further information in the future for the purpose of competition assessment.</p>
<ul style="list-style-type: none"> • Percentage of SIM locked devices 	<p>Number portability and churn are areas that the Commission follows with particular interest, as the ability to switch provider is expected to promote competition. The information we now require will provide us with a better insight into switching trends and potential switching obstacles. We expect to ask for further information in the future, namely information on SIM locked devices, if we consider it necessary.</p>
<ul style="list-style-type: none"> • Financial analysis 	<p>We do not ignore the financial situation of the providers in the market. The data we are requesting will provide us with relevant information to assess trends from main sources of revenue in the sector as a whole and by individual players. We will also be able to calculate Average Revenue per User (ARPU) and market shares accurately. However, financial comparisons between providers are difficult to make, both at a national and international level, as each provider has different internal structures and different business models. We will request more detailed information in the future, if we find it necessary to do so.</p>

The revised questions

This section provides an extensive list of the revised set of questions and the corresponding frequency of collection.

Active mobile subscriptions

While mobile subscriptions are defined as the total SIM cards in use in the reported period, providers can use the Mobile Station Integrated Services Digital Network (MSISDN) as a way to uniquely identify a subscription. With regard to corporate customers, each SIM card should be counted as a subscription.

Subscriptions by customer segment - Prepaid		
A subscription is prepaid if it involves the purchase of blocks of usage in advance		
Metric to be provided	Definition	Frequency ⁵
1 Total prepaid mobile subscribers	Total number of SIM cards using prepaid plans that made or received calls or SMS or accessed the internet within 90 days prior to the end of the month. This number includes all types of prepaid plans identified in the next questions.	Semi-annual Monthly basis
2 Data-only plans	Number of SIM cards using data-only plans, so plans with no voice and/or SMS services (excludes data add-ons) that accessed the internet within 90 days prior to the end of the month.	Semi-annual Monthly basis
3 Bundle - Voice/SMS/Data ≤500MB	Number of SIM cards using bundles including any type of voice and or SMS plan plus up to 500MB of data that made or received calls or SMS or accessed the internet within 90 days prior to the end of the month.	Semi-annual Monthly basis

⁵ Semi-annual 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.

Subscriptions by customer segment - Prepaid

A subscription is prepaid if it involves the purchase of blocks of usage in advance

	Metric to be provided	Definition	Frequency ⁵
4	Bundle - Voice/SMS/Data >500MB < 3GB	Number of SIM cards using bundles including any type of voice and or SMS plan plus >500MB < 3GB of data that made or received calls or SMS or accessed the internet within 90 days prior to the end of the month.	Semi-annual Monthly basis
5	Bundle - Voice/SMS/Data ≥ 3GB	Number of SIM cards using bundles including any type of voice and or SMS plan plus ≥ 3GB of data that made or received calls or SMS or accessed the internet within 90 days prior to the end of the month.	Semi-annual Monthly basis
7	Bundle - Combining mobile media content	Number of SIM cards combining any type of mobile services with premium media content (e.g. Spotify). The bundle is sold at a discount to the cost of purchasing the mobile and media services separately. The same SIM cards will have been included in previous responses to bundle questions.	Semi-annual Monthly basis
8	Offers including on-net/off-net price differentiation	Number of SIM cards combining any type of mobile services plus any sort of offer with on-net/off-net price differentiation. The same SIM cards will have been included in previous responses.	Semi-annual Monthly basis
9	Frequently called numbers add-on - limited to the same network	Number of active add-ons allowing capped/unlimited calling minutes to a telephone number/group of frequently called telephone numbers limited to <u>the same network</u> such as BestMates. These SIM cards will have been included in previous responses.	Semi-annual Monthly basis
10	Frequently called numbers add-on - for any NZ network	Number of active add-ons allowing capped/unlimited calling minutes to a telephone number/group of frequently called telephone numbers on <u>any NZ network</u> such as NZBestMates. These SIM cards will have been included in previous responses.	Semi-annual Monthly basis
11	Churn	Number of prepaid subscribers (SIM cards) that have had their service terminated during the month.	Semi-annual Monthly basis

Subscriptions by customer segment - On-account Non-business

A subscription is on-account if its services are paid for after they are consumed.

Non-business refers to SIM cards NOT associated with business plans, as defined by the mobile provider.

	Metric to be provided	Definition	Frequency
12	Total on-account non-business mobile subscribers	Total number of active SIM cards using on-account non-business plans as at the end of the month. This number includes all types of on-account non-business plans identified in the next questions.	Semi-annual Monthly basis
13	Data-only	Number of SIM cards using data-only on-account plans, so plans with no voice or SMS services (excludes data add-ons to other plans) as at the end of the month.	Semi-annual Monthly basis
14	Bundle - Voice/SMS/Data ≤500MB	Number of SIM cards using bundles including any type of voice and or SMS plan plus up to 500MB of data as at the end of the month.	Semi-annual Monthly basis
15	Bundle - Voice/SMS/Data >500MB < 3GB	Number of SIM cards using bundles including any type of voice and or SMS plan plus >500MB < 3GB of data as at the end of the month.	Semi-annual Monthly basis
16	Bundle - Voice/SMS/Data ≥ 3GB	Number of SIM cards using bundles including any type of voice and or SMS plan plus ≥ 3GB of data as at the end of the month.	Semi-annual Monthly basis
17	Bundle - Combining mobile/fixed services where mobile discounted	Number of SIM cards combining any type of mobile services plus fixed services where there is a discount on the price of the mobile services. If the discount is applied to the price of the fixed services then the bundle will be counted in the fixed line questions in sheet A. The same SIM cards will have been included in previous responses to bundles.	Semi-annual Monthly basis
18	Bundle - Combining mobile media content	Number of SIM cards combining any type of mobile services with premium media content (e.g. Spotify). The bundle is sold at a discount to the cost of purchasing the mobile and media services separately. The same SIM cards will have been included in previous responses to bundle questions.	Semi-annual Monthly basis

Subscriptions by customer segment - On-account Non-business

A subscription is **on-account if its services are paid for after they are consumed.**

Non-business refers to SIM cards NOT associated with business plans, as defined by the mobile provider.

	Metric to be provided	Definition	Frequency
19	Offers including on-net/off-net price differentiation	Number of SIM cards combining any type of mobile services plus any sort of offer with on-net/off-net price differentiation. The same SIM cards will have been included in previous responses.	Semi-annual Monthly basis
20	Frequently called numbers add-on - limited to the same network	Number of active add-ons allowing capped/unlimited calling minutes to a telephone number/group of frequently called telephone numbers limited to <u>the same network</u> such as BestMates. These SIM cards will have been included in previous responses.	Semi-annual Monthly basis
21	Frequently called numbers add-on - for any NZ network	Number of active add-ons allowing capped/unlimited calling minutes to a telephone number/group of frequently called telephone numbers on <u>any NZ network</u> such as NZBestMates. These SIM cards will have been included in previous responses.	Semi-annual Monthly basis
22	Churn	Number of on-account non-business subscribers (SIM cards) that have ceased their service within the month.	Semi-annual Monthly basis

Subscriptions by customer segment – On-account Business

A subscription is on-account if its services are paid for after they are consumed.

Business refers to all SIM cards associated with business plans, as defined by the mobile provider

	Metric to be provided	Definition	Frequency
23	Total on-account business mobile subscribers	Total number of active SIM cards using on-account business plans as at the end of the month. This number includes all types of on-account business plans identified in the next questions.	Semi-annual Monthly basis
24	Data-only plans	Number of SIM cards using data-only on-account plans, so plans with no voice or SMS services (excludes data add-ons to other plans) as at the end of the month.	Semi-annual Monthly basis
25	Bundle - Voice/SMS/Data ≤500MB	Number of SIM cards using bundles including any type of voice and or SMS plan plus up to 500MB of data as at the end of the month.	Semi-annual Monthly basis
26	Bundle - Voice/SMS/Data >500MB < 3GB	Number of SIM cards using bundles including any type of voice and or SMS plan plus >500MB < 3GB of data as at the end of the month.	Semi-annual Monthly basis
27	Bundle - Voice/SMS/Data ≥ 3GB	Number of SIM cards using bundles including any type of voice and or SMS plan plus ≥ 3GB of data as at the end of the month.	Semi-annual Monthly basis
28	Bundle – Unified service combining mobile/fixed services	Number of SIM cards combining mobile and fixed communications. These are services that integrate fixed and mobile networks seamlessly, ranging from the landline-on-mobile to completely unified communications that integrate mobile, fixed and computer devices and functionalities. The same SIM cards will have been included in previous responses to bundles.	Semi-annual Monthly basis
29	Bundle - Combining mobile media content	Number of SIM cards combining any type of mobile services with premium media content (e.g. Spotify). The bundle is sold at a discount to the cost of purchasing the mobile and media services separately. The same SIM cards will have been included in previous responses to bundle questions.	Semi-annual Monthly basis
30	Offers including on-net/off-net price differentiation	Number of SIM cards combining any type of mobile services plus any sort of offer with on-net/off-net price differentiation. The same SIM cards will have been included in previous responses.	Semi-annual Monthly basis

Subscriptions by customer segment – On-account Business

A subscription is **on-account if its services are paid for after they are consumed.**

Business refers to all SIM cards associated with business plans, as defined by the mobile provider

	Metric to be provided	Definition	Frequency
31	Frequently called numbers add-on - limited to the same network	Number of active add-ons allowing capped/unlimited calling minutes to a telephone number/group of frequently called telephone numbers limited to <u>the same network</u> such as BestMates. These SIM cards will have been included in previous responses.	Semi-annual Monthly basis
32	Frequently called numbers add-on - for any NZ network	Number of active add-ons allowing capped/unlimited calling minutes to a telephone number/group of frequently called telephone numbers on <u>any NZ network</u> such as NZBestMates. These SIM cards will have been included in previous responses.	Semi-annual Monthly basis
33	Churn	Number of on-account business subscribers (SIM cards) that have ceased their service within the month.	Semi-annual Monthly basis

Other subscriptions - all customer segments		
Metric to be provided	Definition	Frequency
34 SIM cards for tourists	SIM Cards, with a tourist designation, that are active in the network as at the end of the month, such as Travel NZ SIM (the Commission acknowledges that this will not capture all tourist subscribers).	Semi-annual Monthly basis
35 Cellular mobile phone subscribers with dedicated data-only subscriptions (for OECD)	Active mobile phone subscriptions with a data component. All on-account subscriptions with recurring subscription fees that include data are considered "active data subscriptions" regardless of actual use. Prepaid mobile phone plans with a data component in the plan are also considered active, regardless of use.	Semi-annual Total
36 Cellular mobile phone subscribers (not already counted in the prior question) that accessed the internet via within 90 days prior to year end (for OECD)	Active mobile phone subscriptions without a data component (so not already counted in prior question) that have used casual data arrangements to make an internet data connection via Internet Protocol (IP) in the previous 90 days. Standard SMS and MMS messaging do not count as an active internet data connection even if they are delivered via IP.	Semi-annual Total
37 Total active internet connections from a mobile phone	This is the sum of above two responses and should be equal to the response to question 19.00 of the Statistics New Zealand internet Service Provider Survey for Year end 30 June 2014. This asked, as at 30 June 2014, how many active internet connections from a mobile phone did this business provide? It is more important that this total be accurate than the two components above.	
38 Cellular mobile data card, tablet and other non-phone devices with dedicated data-only subscriptions	Subscriptions to dedicated data services over a mobile network purchased completely separately from voice services so not likely to be used on a mobile phone (e.g. modem/dongle) This should be the same figure provided in response to question 10.06 of the Statistics New Zealand internet Service Provider Survey for Year end 30 June 2014.	Semi-annual Total
39 M2M (machine-to-machine) SIM cards	SIM Cards active in the network as at the end of the month used exclusively for the communication between equipment, or from equipment to people. Includes payment terminals using mobile network, telealarm, telesecurity, telemedicine, telemetry, etc.	Annual Total

Traffic from services on mobile networks

Traffic by customer segment - Prepaid		
A subscription is prepaid if it involves the purchase of blocks of usage in advance		
Metric to be provided	Definition	Frequency
1 Voice minutes	Minutes of calls made by mobile subscribers, originated on the respondent's mobile network. (From all minutes included in a plan, only report those that were used by mobile subscribers where the customer consumes less; include the total number of minutes in the plan plus extra where the customer consumes more).	Semi-annual Monthly basis
2 SMS	Number of SMS messages originated on the respondent's mobile cellular network. (From all text messages included in a plan, only report those that were used by mobile subscribers where the customer consumes less; include the total number of text messages in the plan plus extra where the customer consumes more).	Semi-annual Monthly basis
3 TB of data traffic	Data traffic generated by prepaid SIM cards, excluding machine-to-machine. (From all MB of data included in a plan, only report those that were used by mobile subscribers where the customer consumes less; include the total number of MBs plus extra where the customer consumes more).	Semi-annual Monthly basis

Traffic by customer segment - On-account Non-business

A subscription is **on-account if its services are paid for after they are consumed.**

Non-business refers to SIM cards NOT associated with business plans, as defined by the mobile provider

	Metric to be provided	Definition	Frequency
4	Voice minutes	Minutes of calls made by mobile subscribers, originated on the respondent's mobile network. (From all minutes included in a monthly plan, only report those that were used by mobile subscribers where the customer consumes less; include the total number of minutes in the plan plus extra where the customer consumes more).	Semi-annual Monthly basis
5	SMS	Number of SMS messages originated on the respondent's mobile cellular network. (From all text messages included in a monthly plan, only report those that were used by mobile subscribers where the customer consumes less; include the total number of text messages plus extra where the customer consumes more).	Semi-annual Monthly basis
6	TB of data traffic	Data traffic generated by prepaid SIM cards, excluding machine-to-machine. (From all MBs of data included in a plan, only report those that were used by mobile subscribers where the customer consumes less; include the total number of MBs plus extra where the customer consumes more).	Semi-annual Monthly basis

Traffic by customer segment – On-account Business

A subscription is **on-account if its services are paid for after they are consumed.**

Business refers to all SIM cards associated with business accounts, as defined by the mobile provider

Metric to be provided	Definition	Frequency
7 Voice minutes	Minutes of calls made by mobile subscribers, originated on the respondent's mobile network. (From all minutes included in a monthly plan, only report those that were used by mobile subscribers where the customer consumes less; you will include the total number of minutes in the plan plus extra where the customer consumes more).	Semi-annual Monthly basis
8 Number of SMS	Number of SMS messages originated on the respondent's mobile cellular network. (From all text messages included in a monthly plan, only report those that were used by mobile subscribers where the customer consumes less; include the total number of text messages plus extra where the customer consumes more).	Semi-annual Monthly basis
9 TB of data traffic	Data traffic generated by prepaid SIM cards, excluding machine-to-machine. (From all MBs of data included in a plan, only report those that were used by mobile subscribers where the customer consumes less; include the total number of MBs plus extra where the customer consumes more).	Semi-annual Monthly basis

Traffic - all customer segments			
Traffic from domestic customers when roaming in Australia			
Metric to be provided	Definition	Frequency	
10	Voice minutes	Number of call minutes made and received by mobile subscribers when roaming in Australia.	Annual Total
11	SMS	Number of SMS sent by mobile subscribers when roaming in Australia.	Annual Total
12	TB of data	TBs of data used by mobile subscribers when roaming in Australia.	Annual Total
Traffic from customers of Australian providers when roaming in NZ			
13	Voice minutes	Number of call minutes made and received by Australian mobile subscribers when roaming in NZ.	Annual Total
14	SMS	Number of SMS sent by Australian mobile subscribers when roaming in NZ.	Annual Total
15	TB of Data	TBs of data used by Australian mobile subscribers when roaming in NZ.	Annual Total
Traffic from domestic customers when roaming overseas (except Australia)			
Metric to be provided	Definition	Frequency	
16	Voice minutes	Number of call minutes made and received by mobile subscribers when roaming overseas (except Australia).	Annual Total
17	SMS	Number of SMS sent by mobile subscribers when roaming overseas (except Australia).	Annual Total
18	TB of data	TBs of data used by mobile subscribers when roaming overseas (except Australia).	Annual Total

Traffic from overseas customers (except from Australian providers) when roaming in NZ			
Metric to be provided	Definition	Frequency	
19	Voice minutes	Number of call minutes made and received by overseas mobile subscribers when roaming in NZ.	Annual Total
20	SMS	Number of SMS sent by Overseas mobile subscribers when roaming in NZ.	Annual Total
21	TB of Data	TBs of data used by overseas mobile subscribers when roaming in NZ.	Annual Total
Traffic to and from International			
22	Minutes mobile-to-international	Number of call minutes made by mobile subscribers and terminated on international networks (fixed or mobile).	Annual Total
23	Minutes international-to-mobile	Number of inbound international call minutes (fixed or mobile) terminated on the respondent's network.	Annual Total
24	SMS mobile-to-international	Number of SMS sent by mobile subscribers and terminated on international networks.	Annual Total
25	SMS international-to-mobile	Number of inbound international SMS terminated on the respondent's network.	Annual Total

Traffic - all customer segments

National traffic

	Metric to be provided	Definition	Frequency
26	Voice minutes on-net	Number of minutes of calls made by mobile subscribers both originated and terminated on the respondent's mobile network.	Semi-annual Monthly basis
27	Voice minutes off-net outbound	Number of minutes of calls made by mobile subscribers originated on the respondent's mobile network and terminated on an external mobile network.	Semi-annual Monthly basis
28	Total voice minutes off-net inbound	Voice minutes originated on an external mobile network and terminated on the respondent's mobile network.	Annual Total
29	Minutes mobile-to-fixed	Number of minutes of calls made by mobile subscribers originated on the respondent's mobile network and terminated on own fixed network or other (geographic numbers).	Annual Total
30	Minutes fixed-to-mobile inbound	Voice minutes originated on a fixed network (own or other) and terminated on the respondent's mobile network.	Annual Total
31	Minutes mobile-to-non-geographic-call-services	Number of minutes of calls made by mobile subscribers and terminated in special rated numbers or toll-free numbers.	Annual Total
32	National roaming minutes	Number of minutes from customers of other domestic networks roaming on the respondent's home network.	Annual Total
33	National roaming text messages	Number of SMS messages from customers of other domestic networks roaming on the respondent's home network.	Annual Total
34	National roaming data traffic (TB)	TBs of data consumed by customers of other domestic networks roaming on the respondent's home network.	Annual Total

Traffic - all customer segments			
National traffic			
35	Use of OTT (TB)	Available information on traffic generated by the usage of OTT applications (included in total data traffic). The Commission understands the difficulty in obtaining this information on a consistent basis, therefore agrees that this data will be provided on a "best effort" basis.	Annual Total
36	Use of M2M SIM cards (TB)	Traffic from SIM Cards exclusively used for the communication between equipment or from equipment to people.	Annual Total
37	TB of data traffic 3G	Split of total data traffic reported in previous questions into 3G/4G.	Semi-annual Monthly basis
38	TB of data traffic 4G		Semi-annual Monthly basis

Revenue from services on mobile networks

Revenue by customer segment (excluding GST) - Prepaid		
A subscription is prepaid if it involves the purchase of blocks of usage in advance		
Metric to be provided	Definition	Frequency
1 Bundle - Voice/SMS	Revenue from plans that bundle voice and SMS services but not data in the reported period.	Annual Total
2 Bundle - Voice/SMS/Data ≤500MB	Revenue from bundles including any type of voice and SMS plan plus up to 500MB of data in the reported period.	Annual Total
3 Bundle - Voice/SMS/Data >500MB < 3GB	Revenue from bundles including any type of voice and SMS plan plus >500MB < 3GB of data in the reported period.	Annual Total
4 Bundle - Voice/SMS/Data ≥ 3GB	Revenue from bundles including any type of voice and SMS plan plus ≥ 3GB of data in the reported period.	Annual Total
5 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. Includes casual usage.	Annual Total
6 SMS	Revenue from SMS services not sold as part of a bundle in the reported period. Includes casual usage.	Annual Total
7 Data-only	Revenue from data not sold as part of a bundle, including data add-ons in the reported period. Includes casual usage.	Annual Total
8 Frequently called numbers add-on - limited to the same network	Revenue from add-ons allowing capped/unlimited calling minutes to a telephone number/group of frequently called telephone numbers limited to <u>the same network</u> , such as BestMates in the reported period.	Annual Total
9 Frequently called numbers add-on - for any NZ network	Revenue from add-ons allowing capped/unlimited calling minutes to a telephone number/group of frequently called telephone numbers on <u>any NZ network</u> , such as NZBestMates in the reported period.	Annual Total

Revenue by customer segment (excluding GST) - On-account Non-business		
A subscription is on-account if its services are paid for after they are consumed.		
Non-business refers to SIM cards NOT associated with business accounts, as defined by the mobile provider		
Metric to be provided	Definition	Frequency
10 Bundle - Voice/SMS	Revenue from plans that bundle voice and SMS services but not data in the reported period.	Annual Total
11 Bundle - Voice/SMS/Data ≤500MB	Revenue from bundles including any type of voice and SMS plan plus up to 500MB of data indicated sort of bundles in the reported period.	Annual Total
12 Bundle - Voice/SMS/Data >500MB < 3GB	Revenue from in bundles including any type of voice and SMS plan plus >500MB < 3GB of data in the reported period.	Annual Total
13 Bundle - Voice/SMS/Data ≥ 3GB	Revenue from bundles including any type of voice and SMS plan plus ≥ 3GB of data in the reported period.	Annual Total
14 Voice	Revenue from mobile voice services not sold as part of a bundle, including voice add-ons in the reported period.	Annual Total
15 SMS	Revenue from SMS services not sold as part of a bundle, including SMS add-ons in the reported period.	Annual Total
16 Data-only	Revenue from data not sold as part of a bundle, including data add-ons in the reported period. Includes casual usage.	Annual Total
17 Frequently called numbers add-on - limited to the same network	Revenue from add-ons allowing capped/unlimited calling minutes to a number/group of frequently called numbers limited to <u>the same network</u> , such as BestMates in the reported period.	Annual Total
18 Frequently called numbers add-on - for any NZ network	Revenue from add-ons allowing capped/unlimited calling minutes to a number/group of frequently called numbers on <u>any NZ network</u> , such as NZBestMates in the reported period.	Annual Total

Revenue by customer segment (excluding GST) – On-account Business

A subscription is **on-account** if its services are paid for after they are consumed.

Business refers to all SIM cards associated with business accounts, as defined by the mobile provider

	Metric to be provided	Definition	Frequency
19	Bundle - Voice/SMS	Revenue from plans that include voice and or SMS services not bundled with data in the reported period.	Annual Total
20	Bundle - Voice/SMS/Data ≤500MB	Revenue from bundles including any type of voice and SMS plan plus up to 500MB of data in the reported period.	Annual Total
21	Bundle - Voice/SMS/Data >500MB < 3GB	Revenue from indicated sort of bundles in the reported period.	Annual Total
22	Bundle - Voice/SMS/Data ≥ 3GB	Revenue from indicated sort of bundles in the reported period.	Annual Total
23	Voice/SMS	Revenue from stand-alone mobile voice services in the reported period.	Annual Total
24	SMS	Revenue from stand-alone SMS services in the reported period.	Annual Total
25	Data-only	Revenue from stand-alone data services in the reported period.	Annual Total
26	Frequently called numbers add-on - limited to the same network	Revenue from add-ons allowing capped/unlimited calling minutes to a number/group of frequently called numbers limited to <u>the same network</u> , such as BestMates in the reported period.	Annual Total
27	Frequently called numbers add-on - for any NZ network	Revenue from add-ons allowing capped/unlimited calling minutes to a number/group of frequently called numbers on <u>any NZ network</u> , such as NZBestMates in the reported period.	Annual Total

Other retail revenue (excluding GST) - all customer segments

	Metric to be provided	Definition	Frequency
28	M2M	Revenue from the provision of machine-to-machine data communications in the reported period.	Annual Total
29	From domestic customers when roaming in Australia	Revenue from domestic customers roaming in Australia in the reported period.	Annual Total
30	From domestic customers when roaming overseas except Australia	Revenue from domestic customers roaming in overseas countries except <u>Australia</u> in the reported period.	Annual Total
31	Other retail mobile services	Revenue from any other retail mobile services (which includes 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 mobile subscribers and not accounted for in any of the questions above in the reported period.	Annual Total
32	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 respondent's annual accounts and be the sum of relevant questions above in the reported period.	Annual Total
33	Handsets	Revenue from stand-alone handset sales as determined for Telecommunications Development Levy (TDL) calculations for the reported period. This means revenue from handsets bundled with on-account plans is excluded.	Annual Total

Other wholesale revenue (excluding GST) - all customer segments

	Metric to be provided	Definition	Frequency
34	Wholesale roaming from Australian networks	Revenue from the provision of roaming services to mobile subscribers of Australian mobile networks in the reported period.	Annual Total
35	Wholesale roaming from rest of world	Revenue from the provision of roaming services to mobile subscribers of all other countries except Australia in the reported period.	Annual Total
36	National Roaming	Revenue from national roaming service in the reported period.	Annual Total
37	Resale of mobile services	Revenue from the resale of mobile services (excluding roaming services) to telecommunications retailers in the reported period.	Annual Total
38	Interconnection revenue	Revenue from termination charges for terminating calls and messages on respondent's mobile network in the reported period.	Annual Total
39	Other wholesale revenue	Any other wholesale revenue not fitting the categories above in the reported period.	Annual Total
40	Total wholesale revenue	Total wholesale revenue earned 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

Staff		
Metric to be provided	Definition	Frequency
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 mobile 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

Investment - Capital expenditure for the year (excluding GST)		
Metric to be provided	Definition	Frequency
2 Investment in mobile access network	Capital expenditure in the reported period on 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)	Capital expenditure in the reported period on the respondent's domestic backhaul and core telecommunications networks used to provide mobile services.	Annual Total
4 Investment in IT systems (if not already included in total disclosed in Sheet A of Annual questionnaire)	Capital expenditure made in the reported period on IT systems.	Annual Total
5 Other investment (if not already included in total disclosed in Sheet A of Annual questionnaire)	Capital expenditure 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