

Retail price benchmarking for Telecom Cook Islands

10 May 2013

Overview

- This report provides a comparison of monthly spend and affordability of telecommunication services in selected Pacific Island countries, highlighting the Cook Islands.
- Telecommunication services compared are:
 - Broadband (with speed $\geq 256\text{ kbit/s}$)
 - Mobile
 - Mobile data
- Comparison is performed for different levels of usage based on the OECD baskets.

Overview: Monthly Spend

- Monthly spend¹ in each country is determined using the lowest price plan across all the operators.
- Price plans for operators are calculated using rates published on their websites and are current as at 1 May 2013.

¹ Monthly spend is compared in US dollars found using Purchasing Power Parity (PPP) rates (sourced from the World Bank or World Health Organisation).

Overview: Affordability

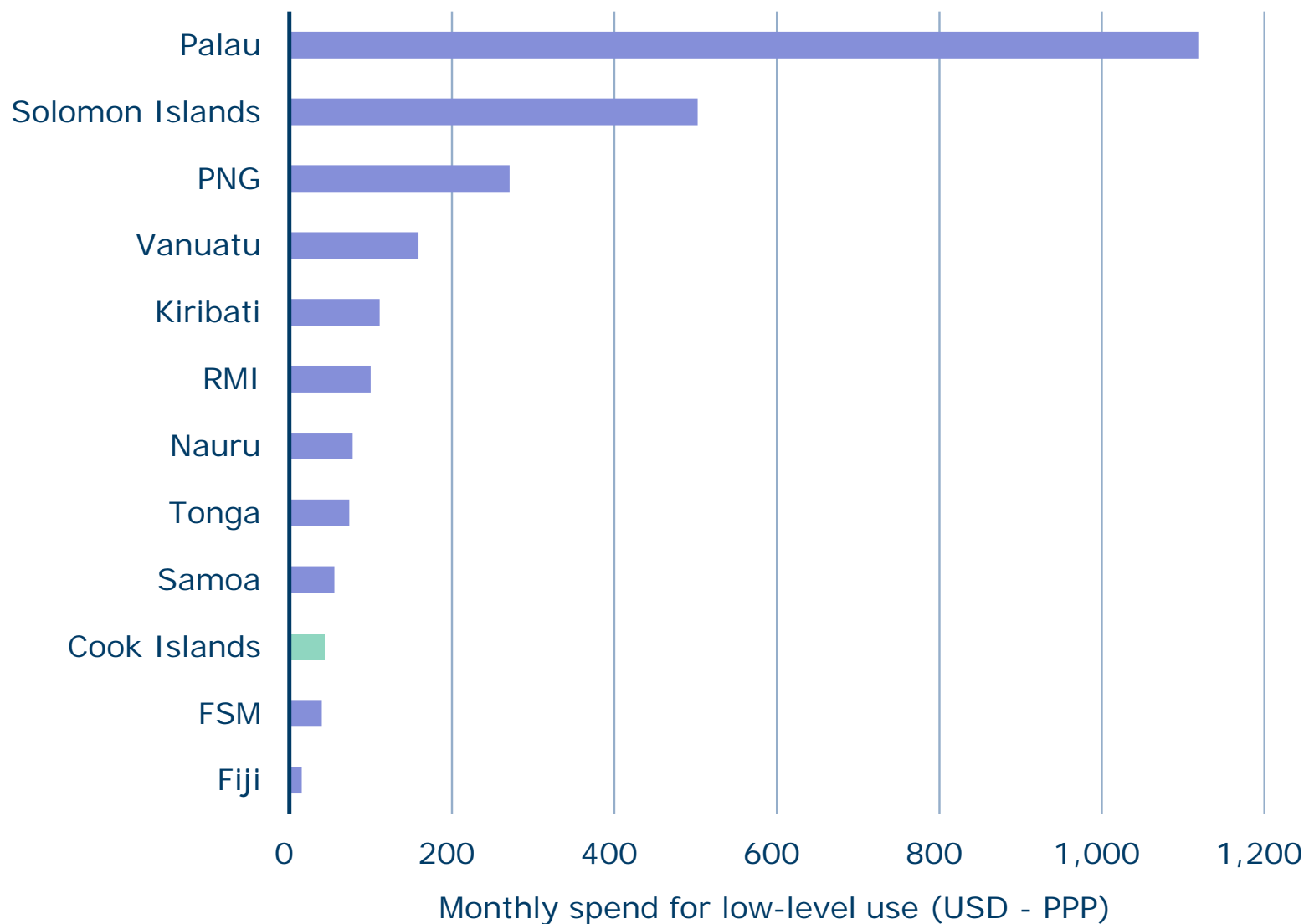
- Affordability is expressed as monthly spend as a percentage of average monthly income.
- GDP per capita divided by 12 is used as a proxy for average monthly income
 - Cook Islands resident population has been used for GDP per capita – sources from the Cook Islands Statistics Office
 - Population for other countries is sourced from the World Bank.

Fixed broadband (ADSL or fixed wireless) usage baskets

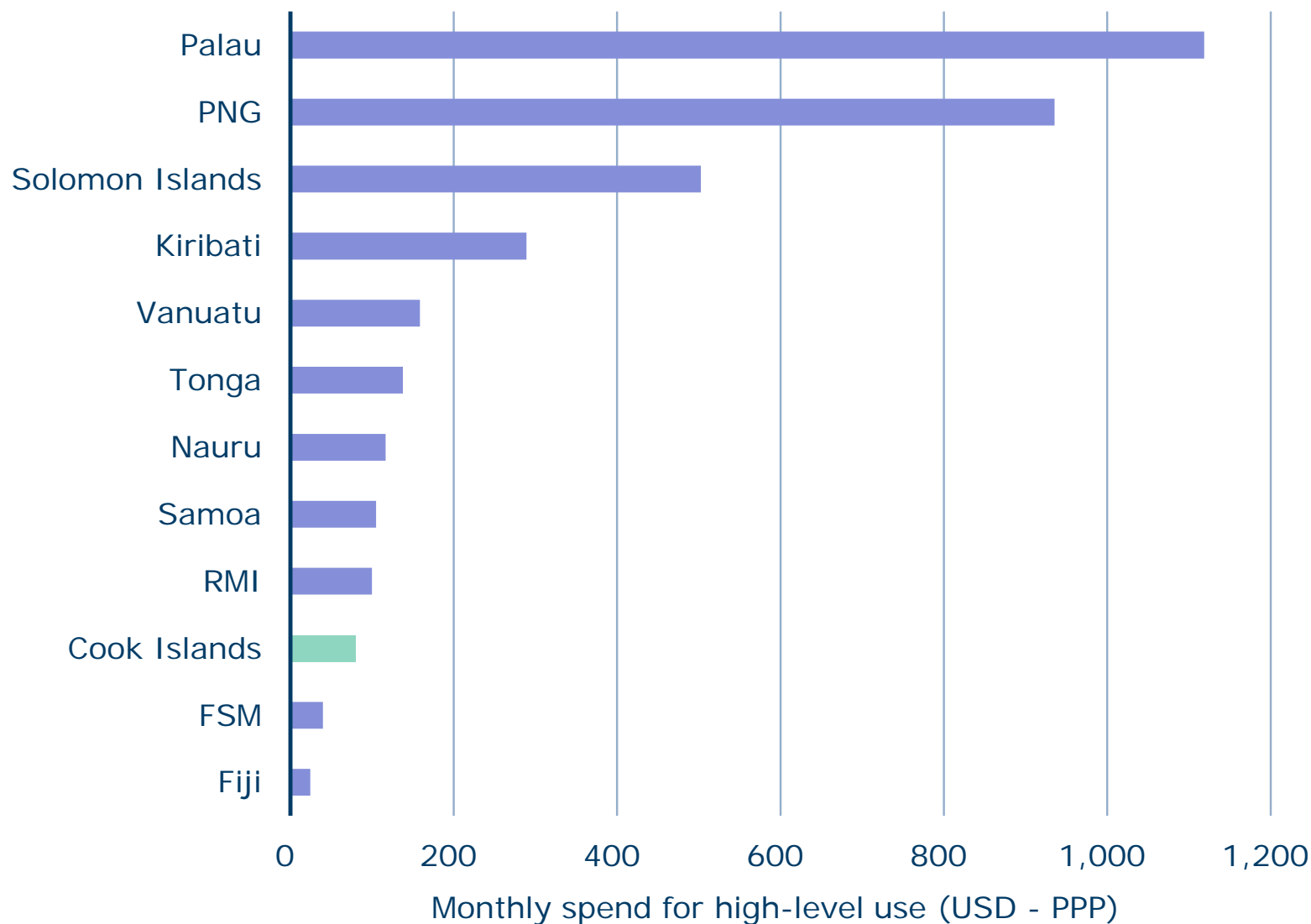
- **Low-level use**
 - 2GB per month
- **High-level use**
 - 6GB per month



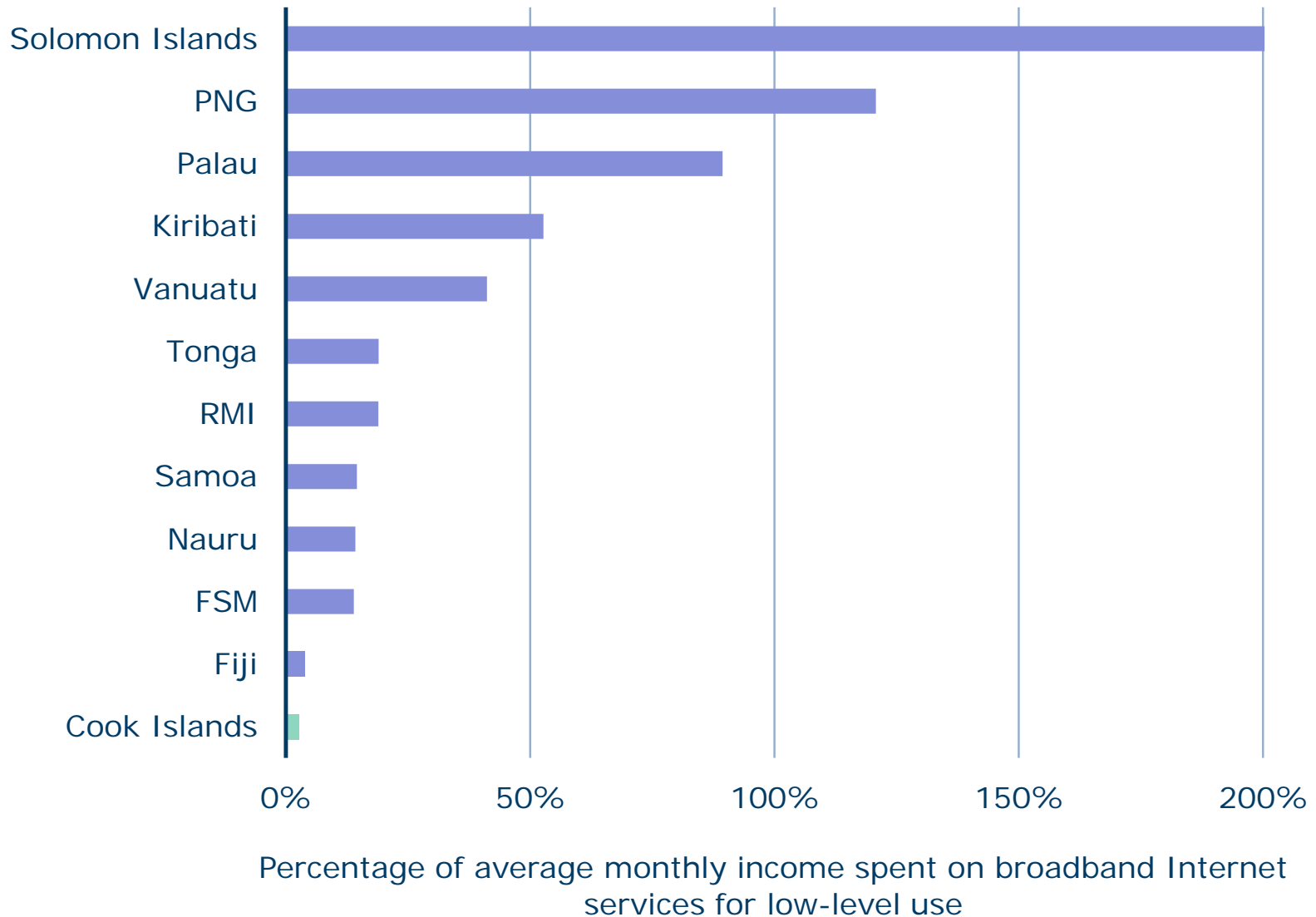
Monthly spend for low-level broadband use



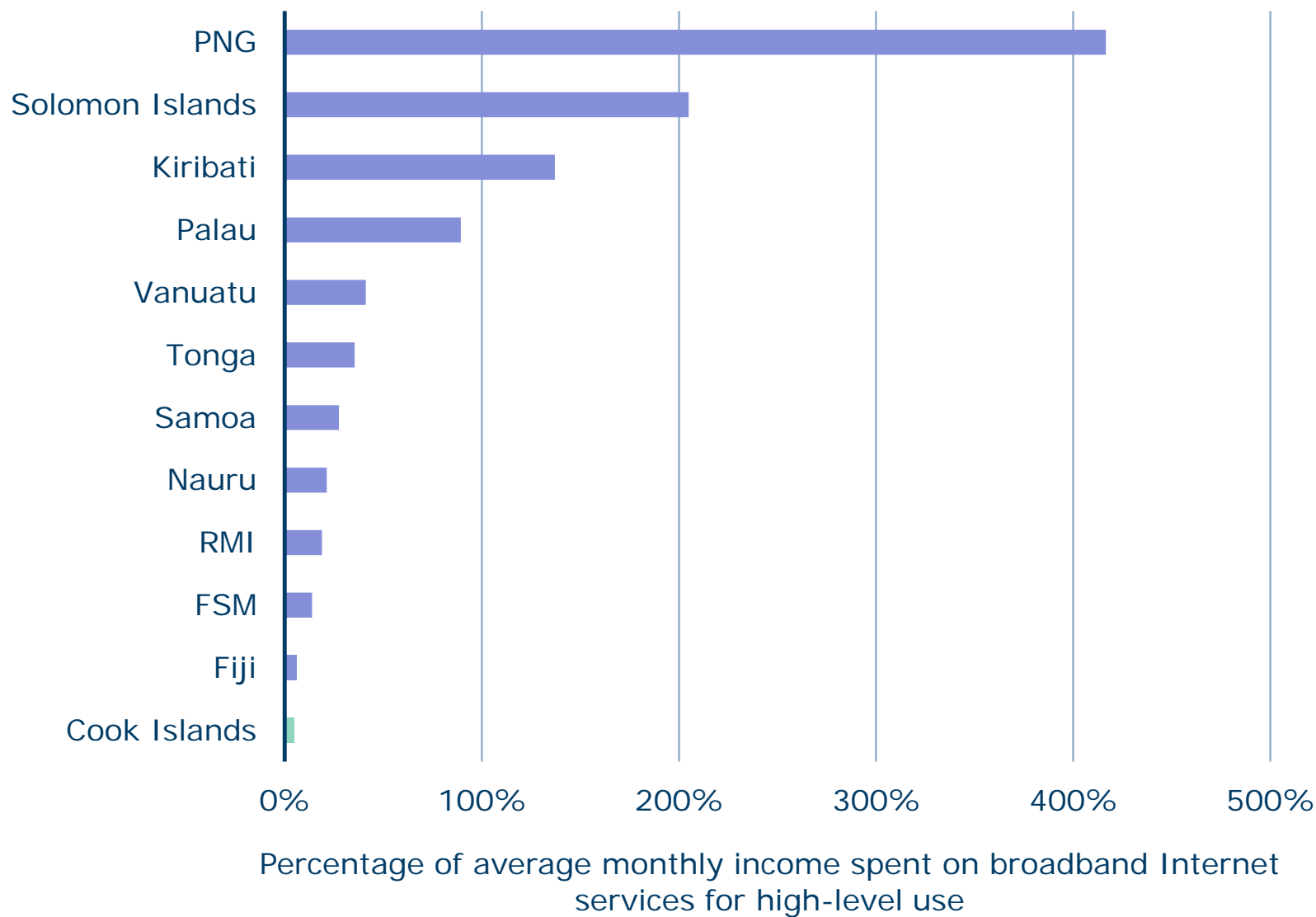
Monthly spend for high-level broadband use



Affordability of low-level broadband use



Affordability of high-level broadband use



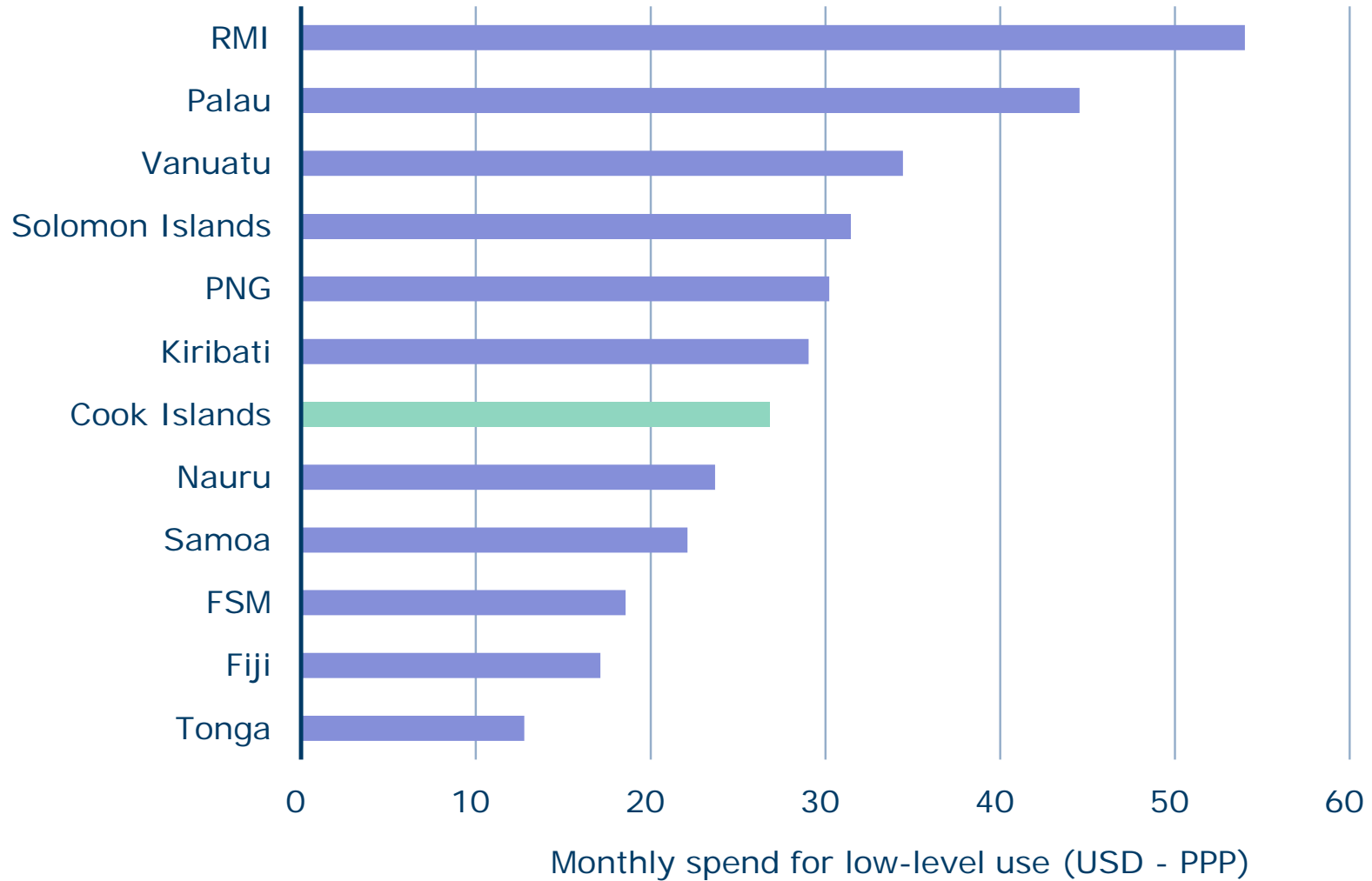
Mobile calls and text messages usage baskets

- **Low-level use** of 30 calls and 100 text messages per month
- **Typical prepaid use** of 40 calls and 60 text messages per month on a prepaid plan
- **SMS-based use** of 8 calls and 400 text messages per month

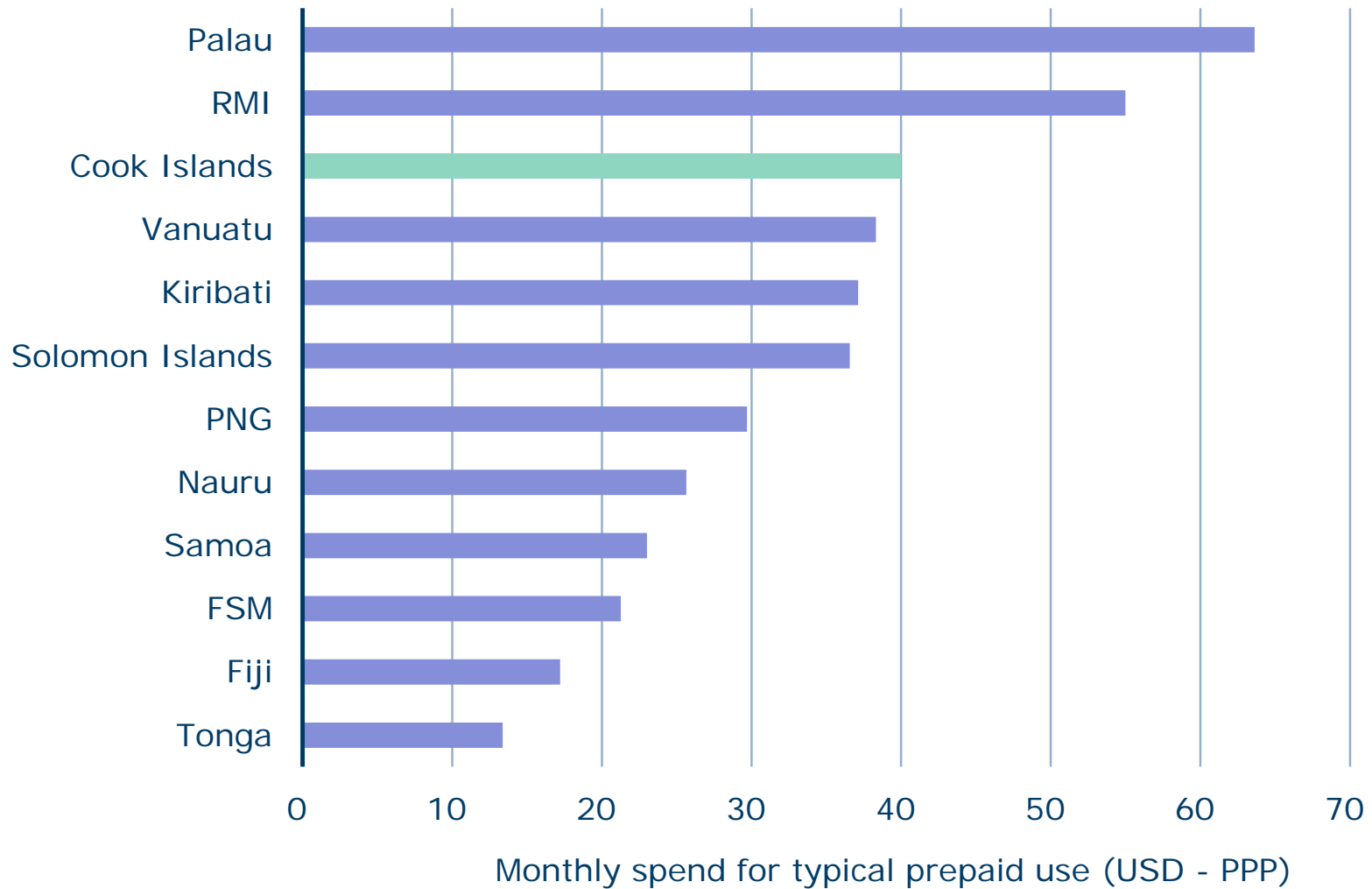
Source: OECD mobile baskets



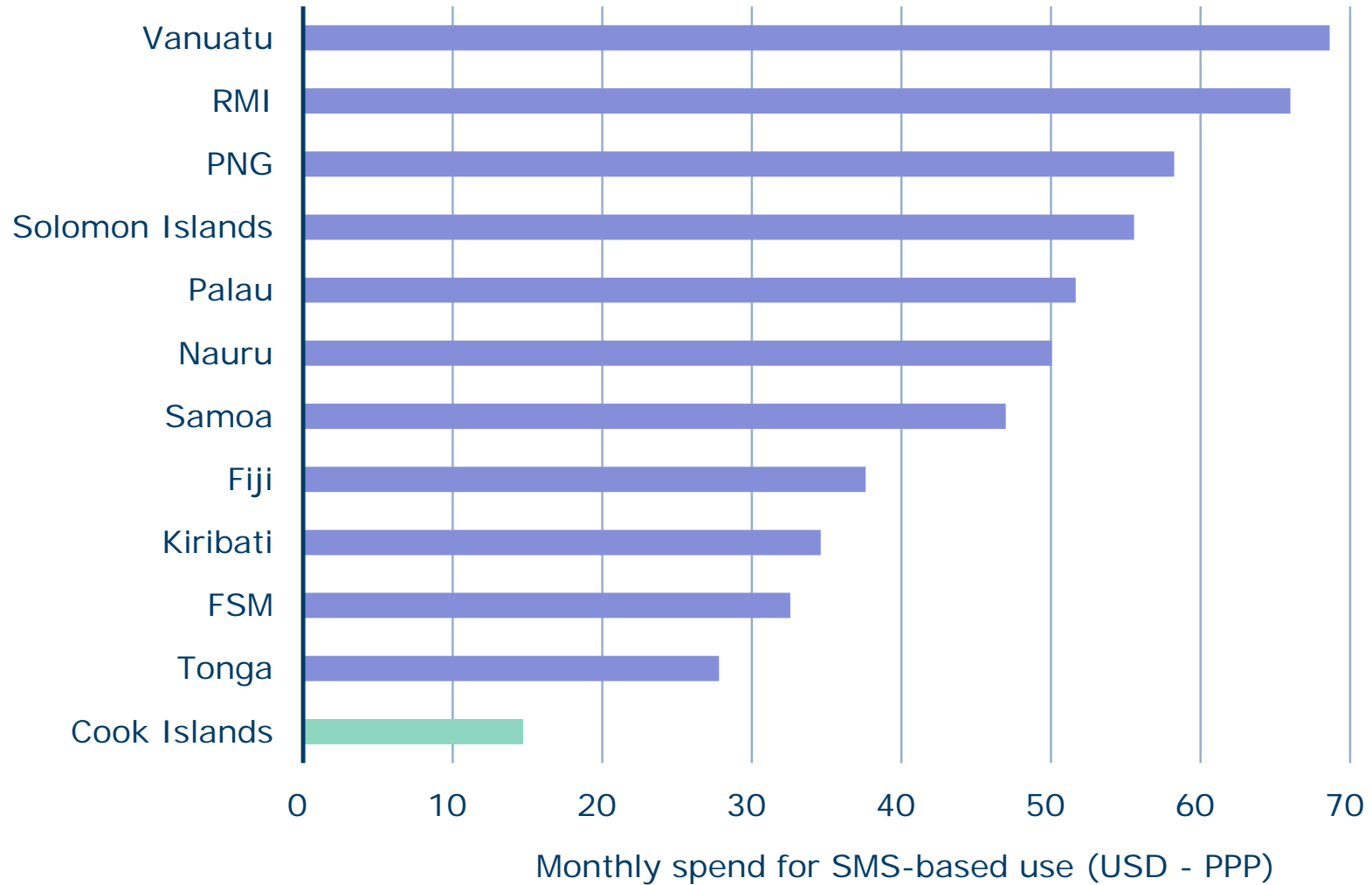
Monthly spend for low-level mobile use



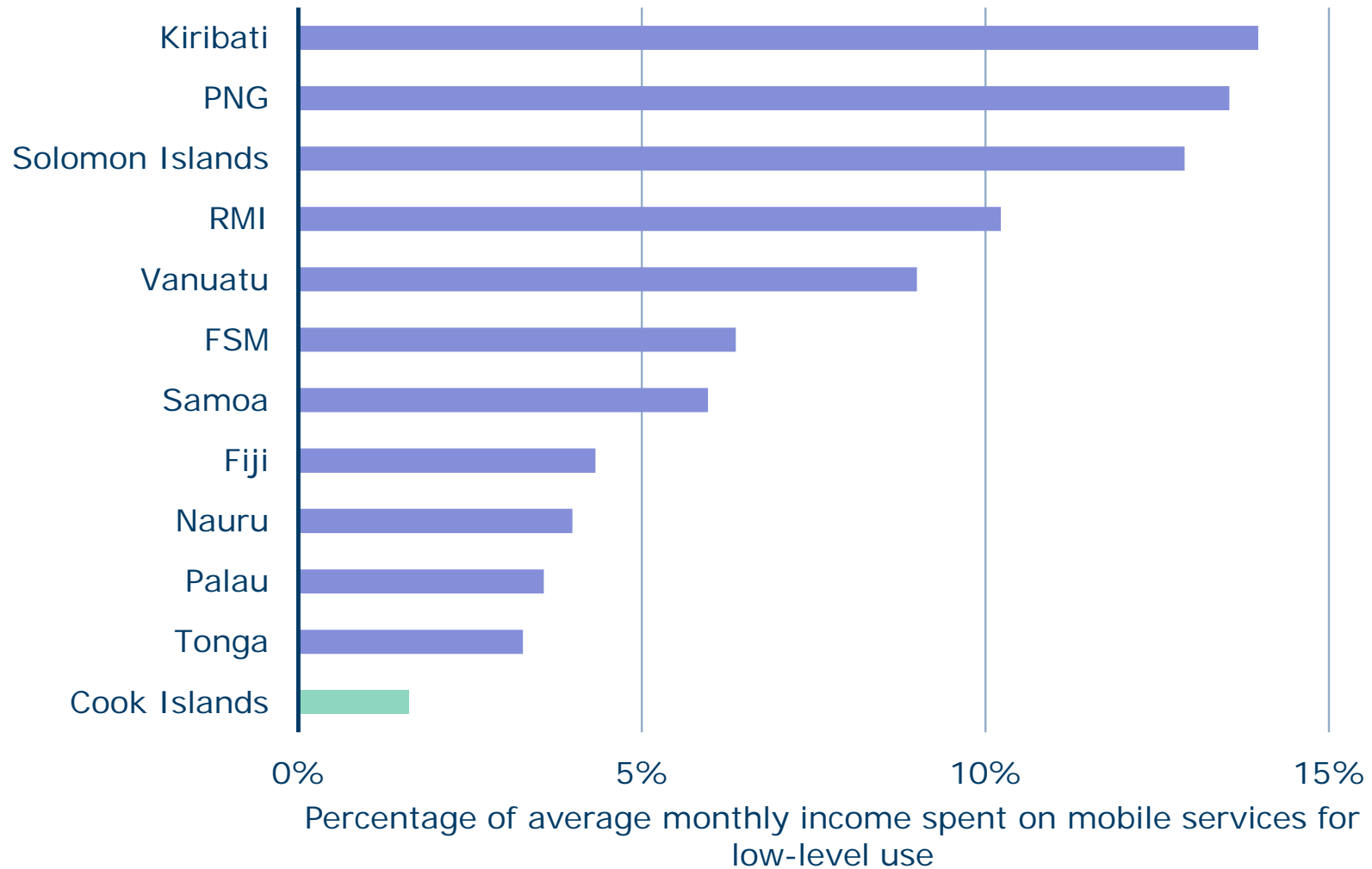
Monthly spend for typical prepaid mobile use



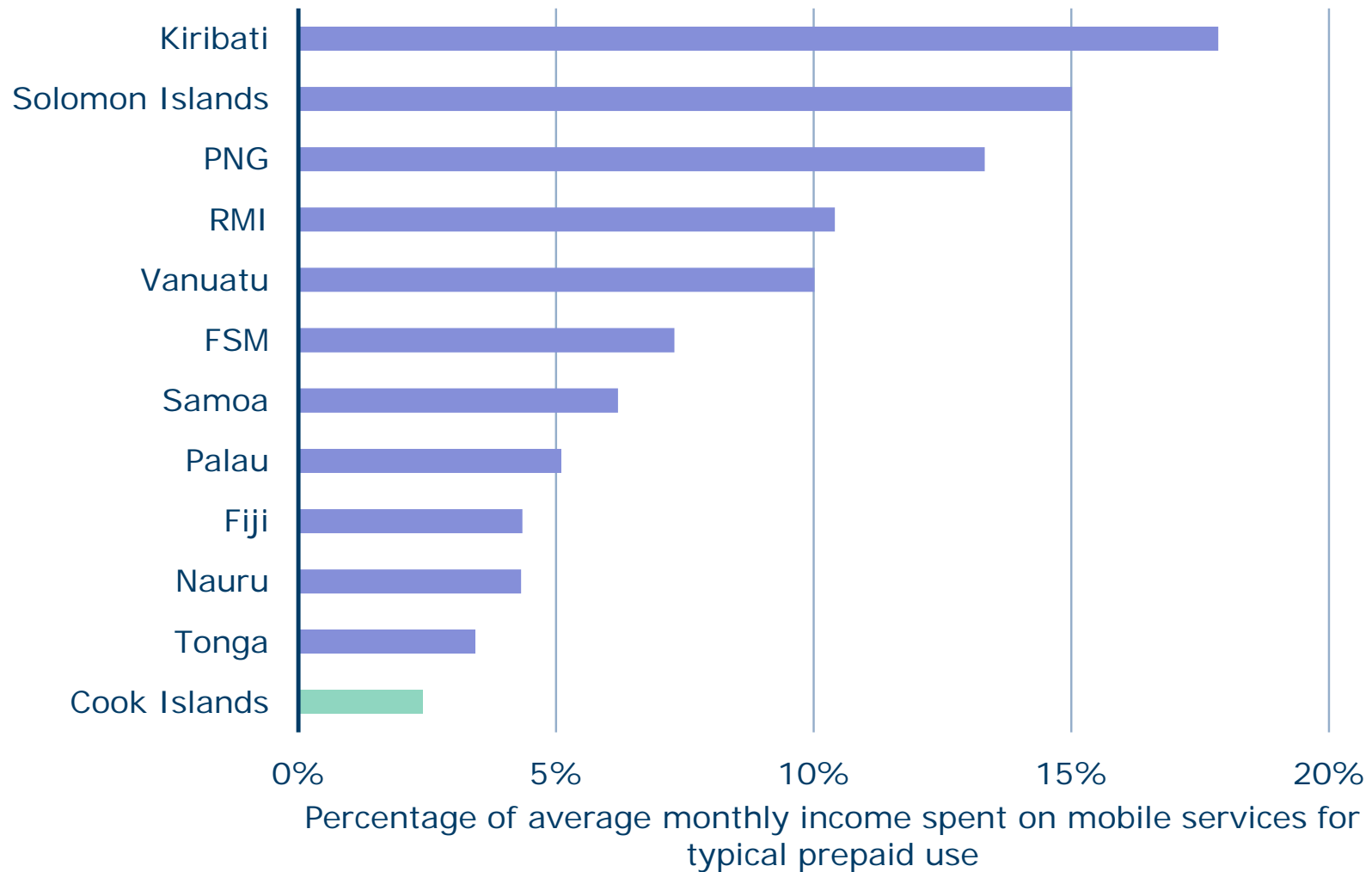
Monthly spend for SMS-based mobile use



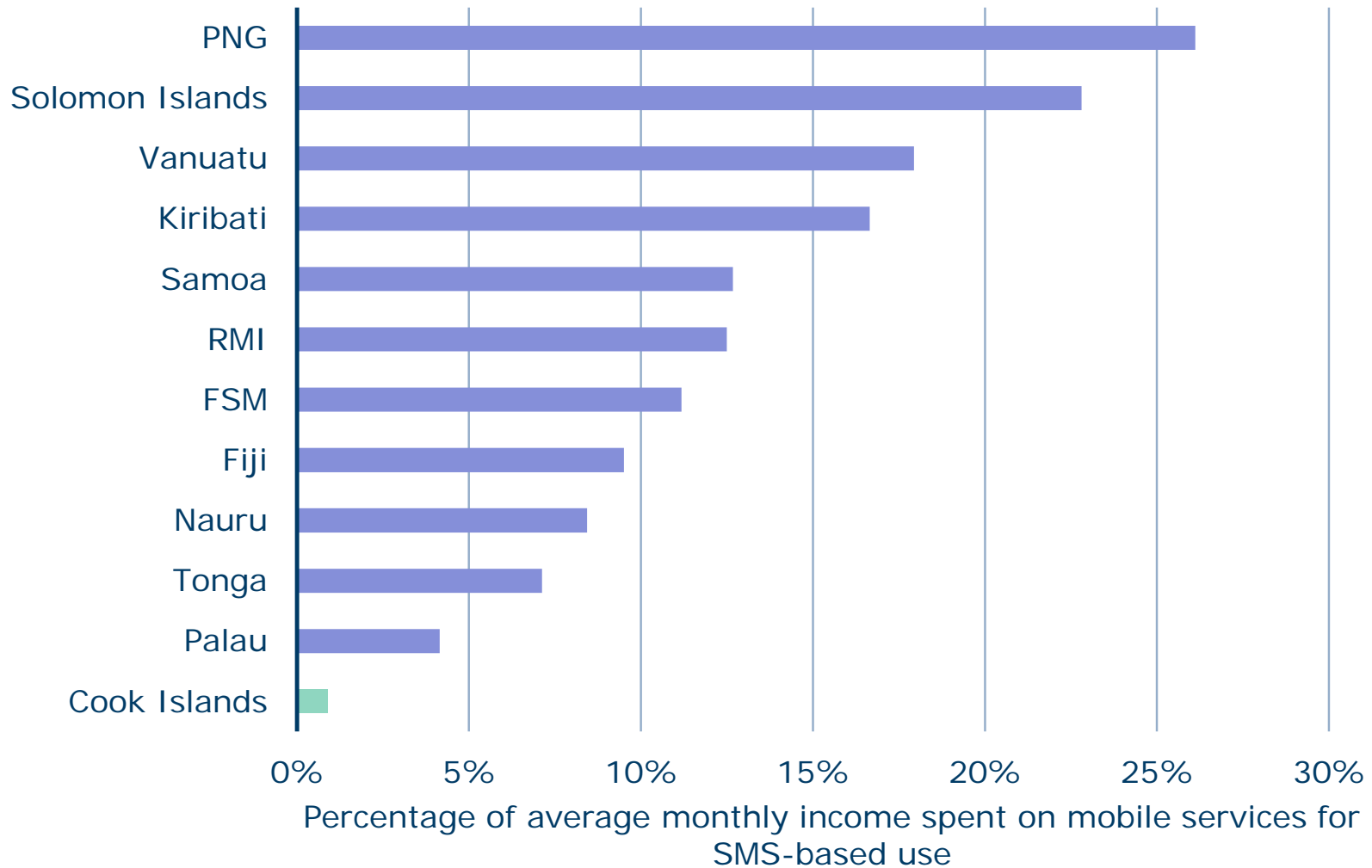
Affordability of low-level mobile use



Affordability of typical prepaid mobile use



Affordability of SMS-based mobile use

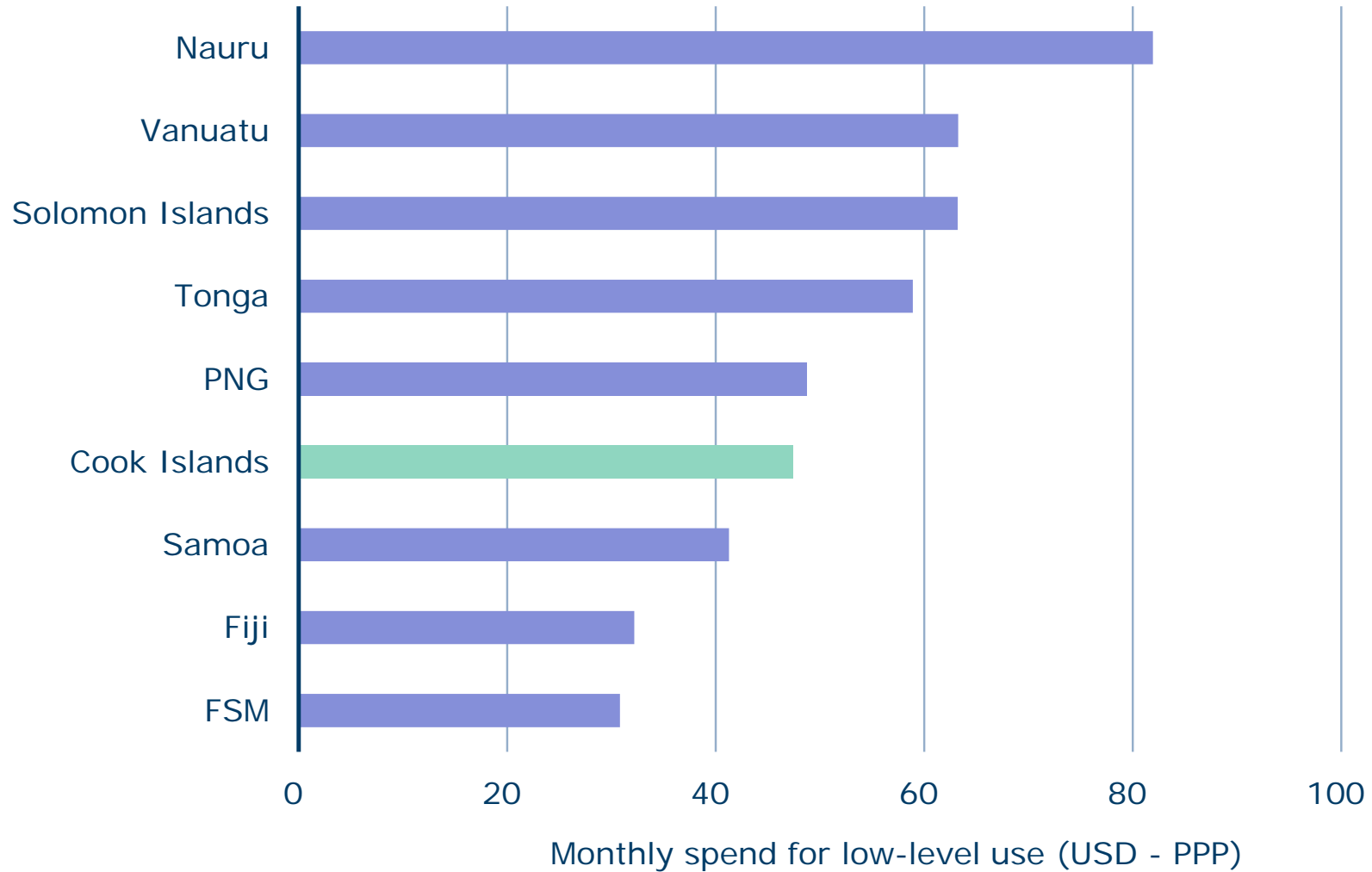


Mobile calls, text messages and data usage baskets

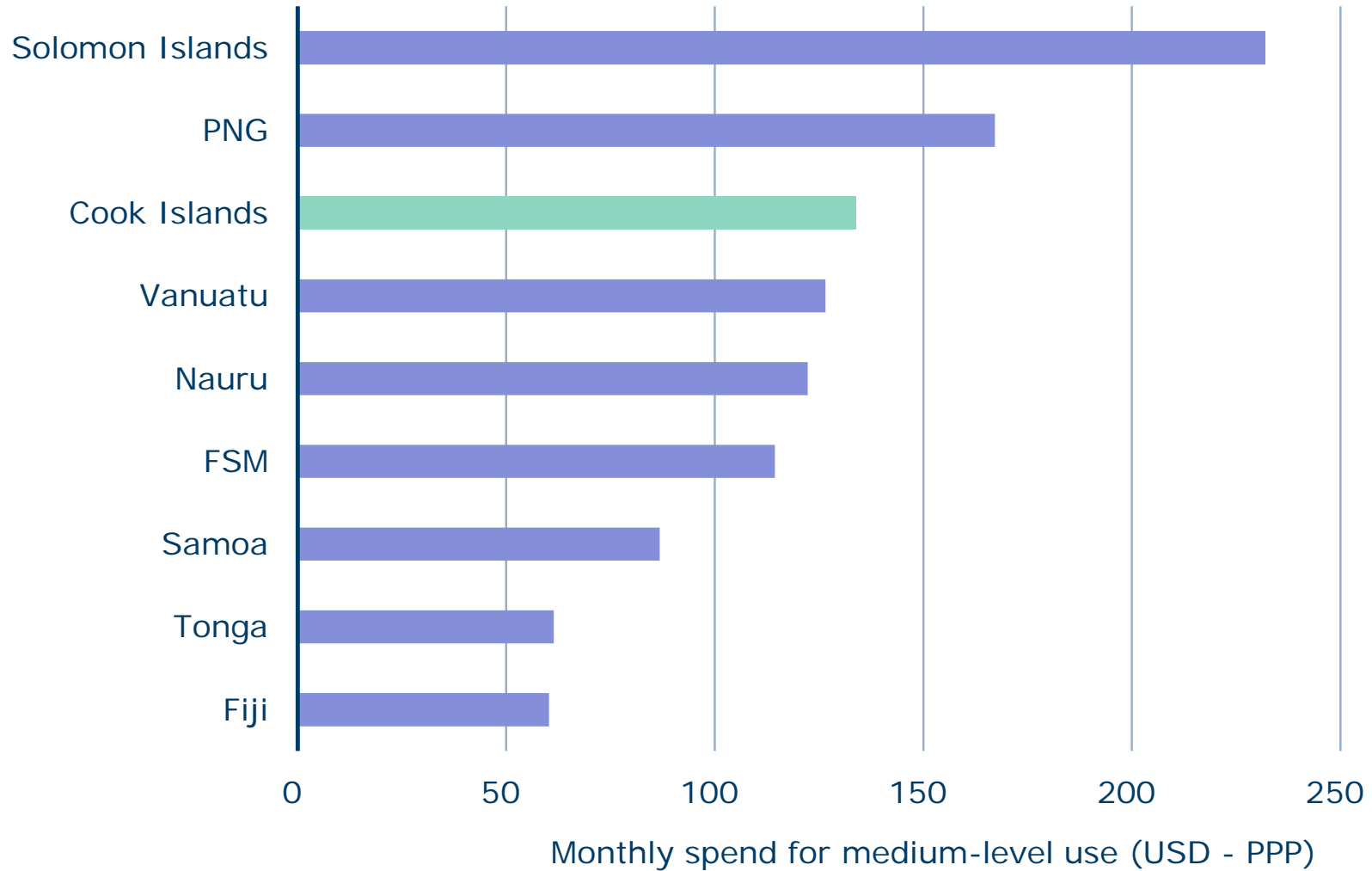


- **Low-level use** of 100MB, 30 calls and 100 text messages per month
- **Medium-level use** of 500MB, 100 calls and 140 text messages per month

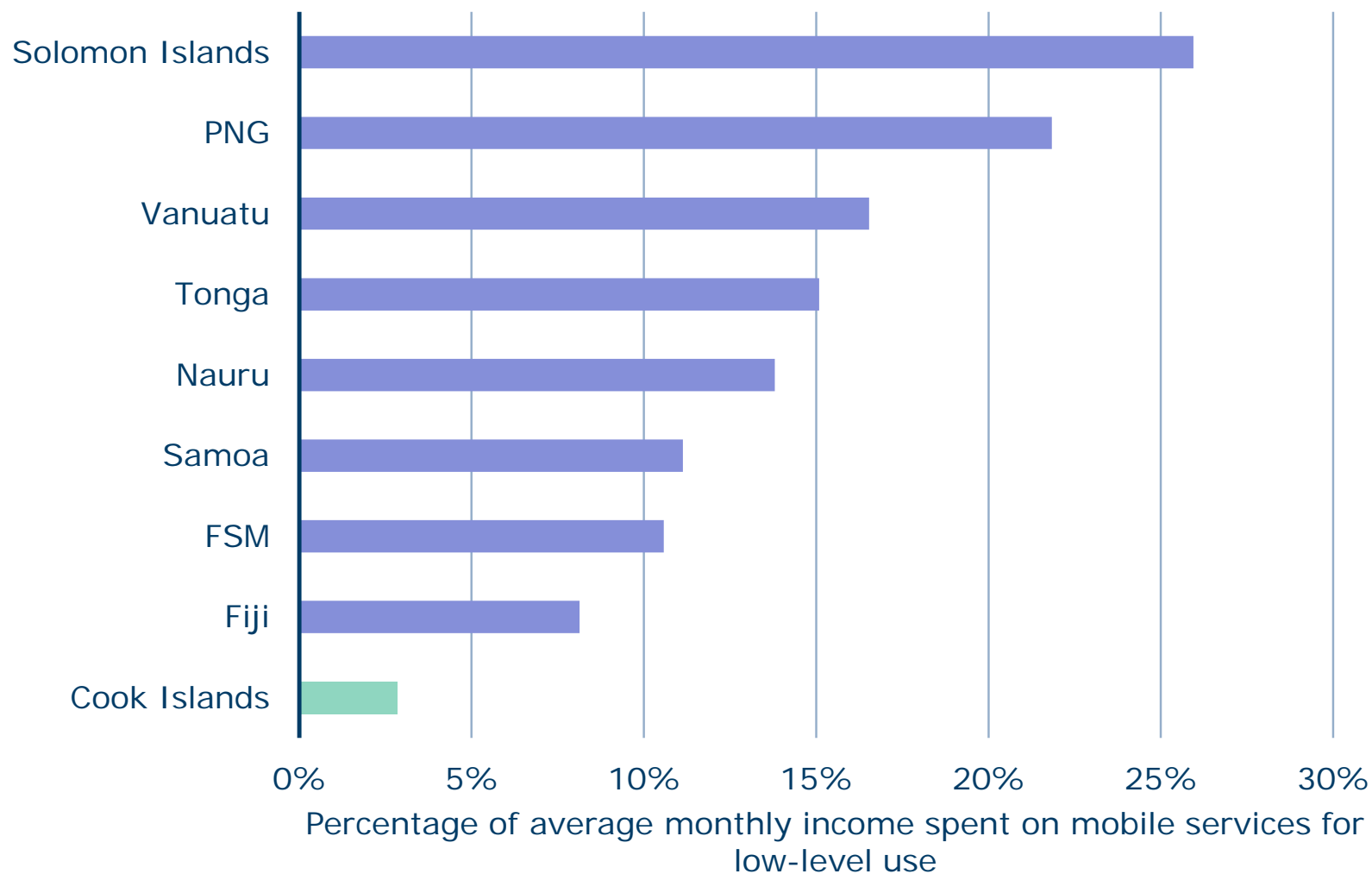
Monthly spend for low-level mobile data use



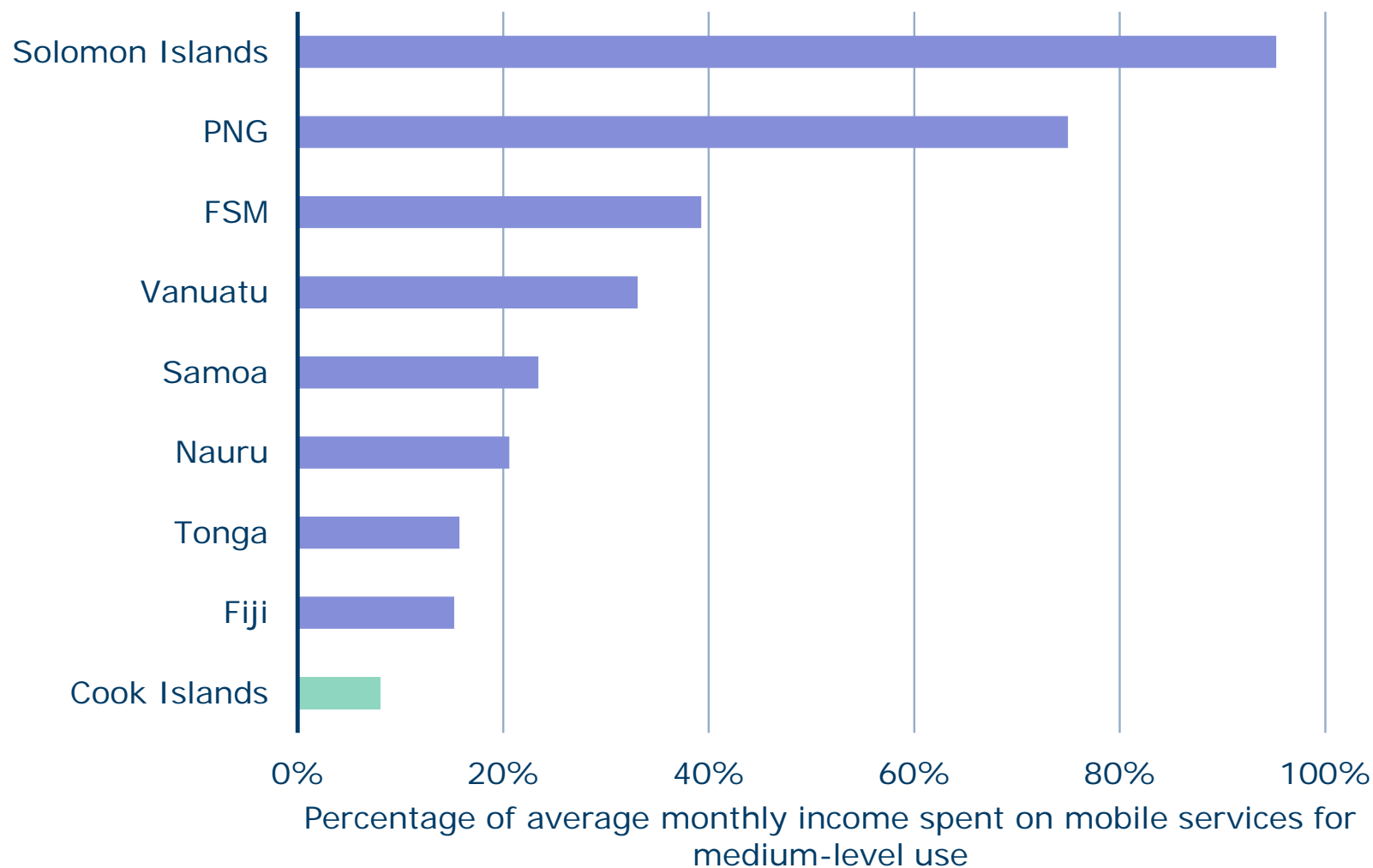
Monthly spend for medium-level mobile data use



Affordability of low-level mobile data use



Affordability of medium-level mobile data use



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