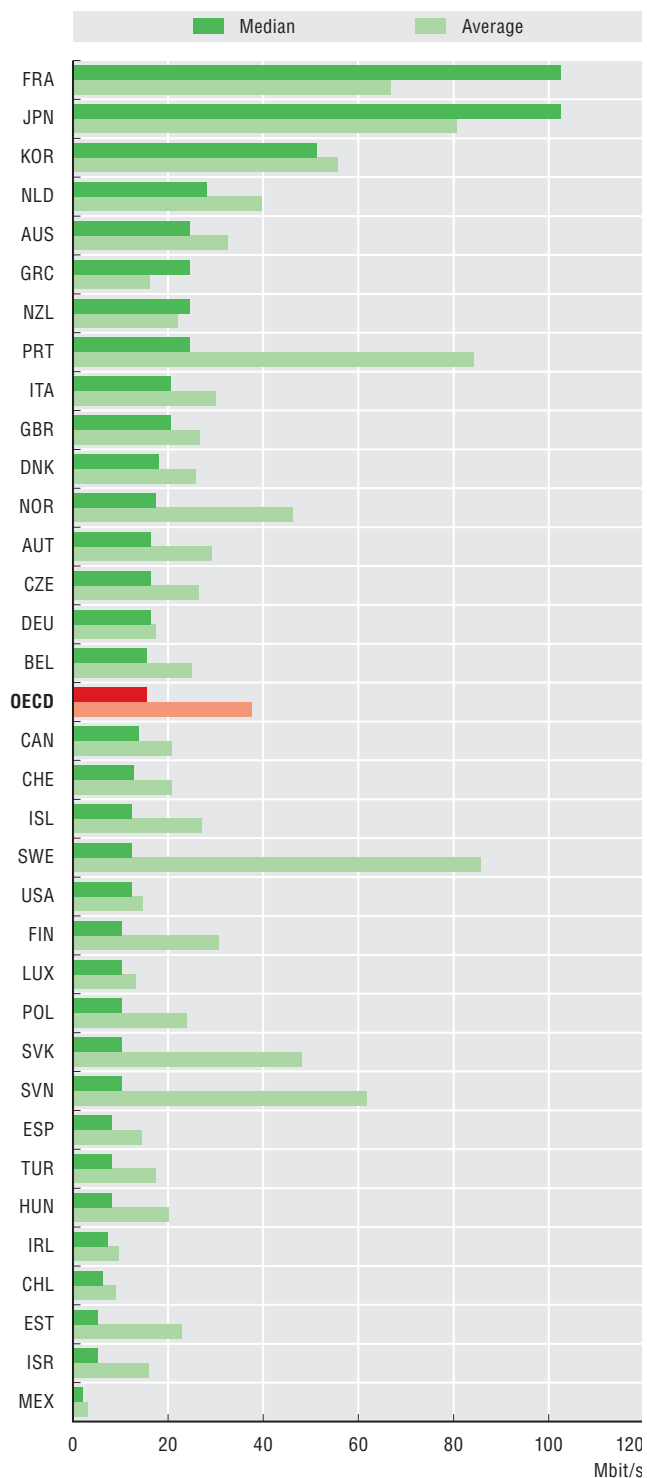


## 4. TARGETING NEW GROWTH AREAS

### 5. Broadband speed and prices

Average and median advertised download speeds, September 2010



Source: OECD (2011), OECD Communications Outlook 2011, OECD Publishing, Paris.

StatLink <http://dx.doi.org/10.1787/888932486887>

Broadband prices have declined continuously over the past decade across the OECD area, while connection speeds have increased. Most OECD countries have at least one operator actively offering fibre-based, high-speed broadband connections, although these may be limited to certain geographical areas. Fibre-to-the-home (FTTH) and fibre-to-the-building (FTTB) also enable symmetrical upload and download speeds, which permit new functionalities and better user experience for a range of online activities, such as sharing pictures, video conferencing or uploading content onto social-networking websites.

In September 2010, France and Japan had the fastest median advertised download speed of up to 100 Mbit/s (megabit per second). In all OECD countries, the median advertised download speed was 15.4 Mbit/s in September 2010, compared to the average advertised download speed of 37.5 Mbit/s.

In some countries, there is a considerable difference in broadband entry prices depending on whether or not line charges are included. For example, Spain's broadband entry price without the line charge was USD 28.29 PPP but USD 44.48 with the line charge. Spain's broadband prices are the most expensive in the OECD area if line charges are included but the seventh most expensive if they are not. Italy offers a similar example (USD 21.72 versus USD 30.68).

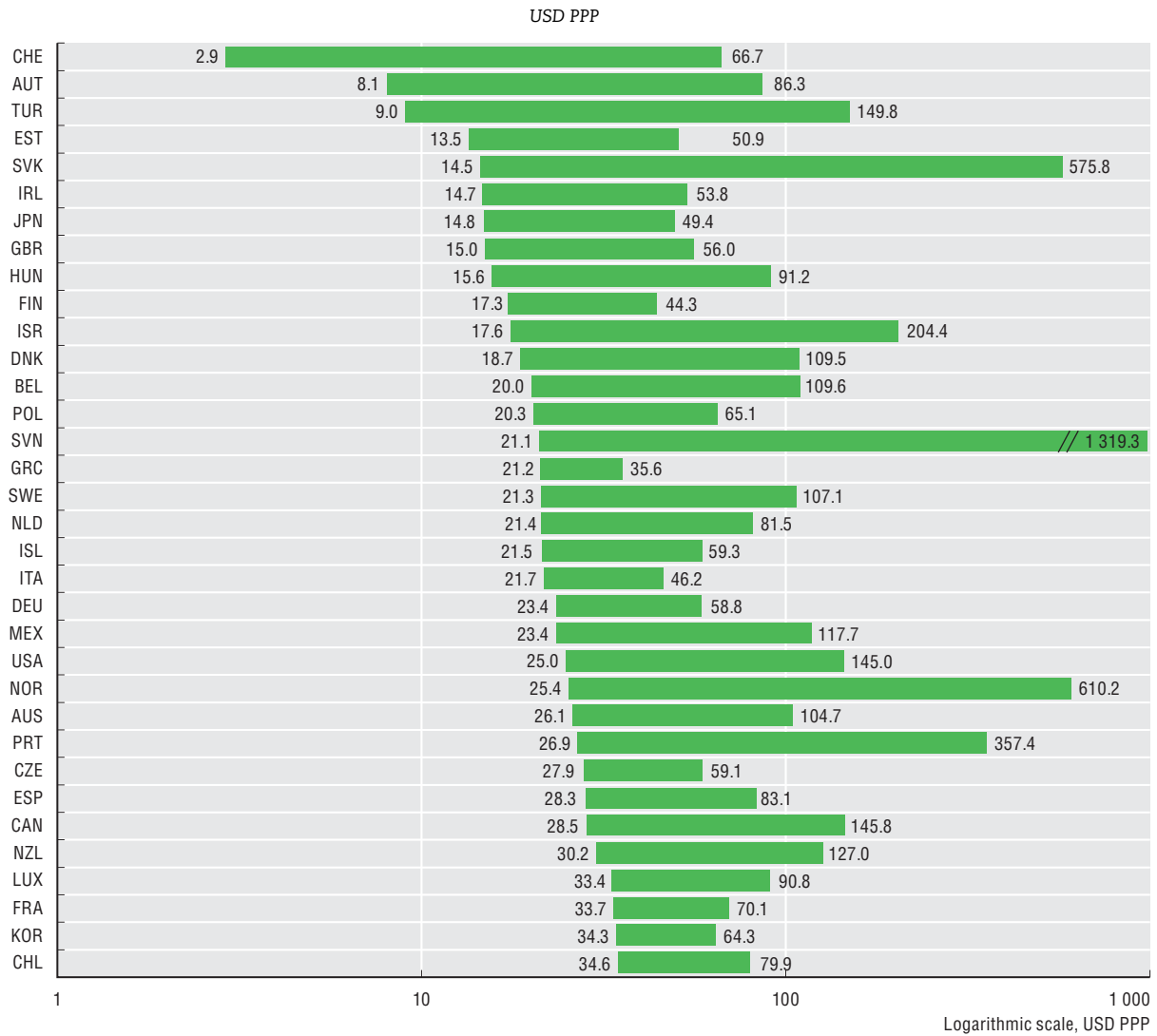
Chile, Korea, New Zealand and Spain had the most expensive broadband entry prices, while Estonia, Japan, the Slovak Republic and Turkey had the most affordable. Some countries boasted a wide range of broadband prices. Prices in Slovenia range from USD 21 a month to over USD 1 000 a month for a 1 gigabit per second offer. In Greece instead, prices only varied between USD 21 and USD 35 per month.

#### Definition


For the purpose of this data collection, speeds are those advertised by three operators and likely do not correspond to typical throughput. When not explicitly stated, maximum speeds have been imputed based on the technological limitations of the installed technologies.

Prices are divided between those that include fixed line (PSTN) rental charges and those that do not, designated as "no line charge". This also applies to cable television service offers that cannot be disaggregated, including cable and fibre-based services. Some offers include phone and television service (triple play) which cannot be disaggregated. Prices include modem rental charges (when priced separately). The pricing information is presented in purchasing power parity (PPP) terms.

## Range of broadband prices for a monthly subscription – no line charge, September 2010



Source: OECD (2011), *OECD Communications Outlook 2011*, OECD Publishing, Paris.

StatLink  <http://dx.doi.org/10.1787/888932486906>

### Measurability

To gather broadband price and speed data, a survey of 686 stand-alone broadband offers from 102 operators across the 34 OECD countries was undertaken for the *OECD Communications Outlook 2011*. A set of three operators per country was chosen (with an average of seven offers per operator): the incumbent telecommunications operator, the largest cable provider (if cable exists) and one alternative provider, if available, over DSL, cable or fibre. The offers must be advertised clearly on the operator's website; all DSL, cable and fibre offers are recorded but not used in calculations if speeds are lower than 256 kbit/s; offers are for month to month service and should be available in the country's largest city or in the largest regional city for firms with only regional coverage.



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