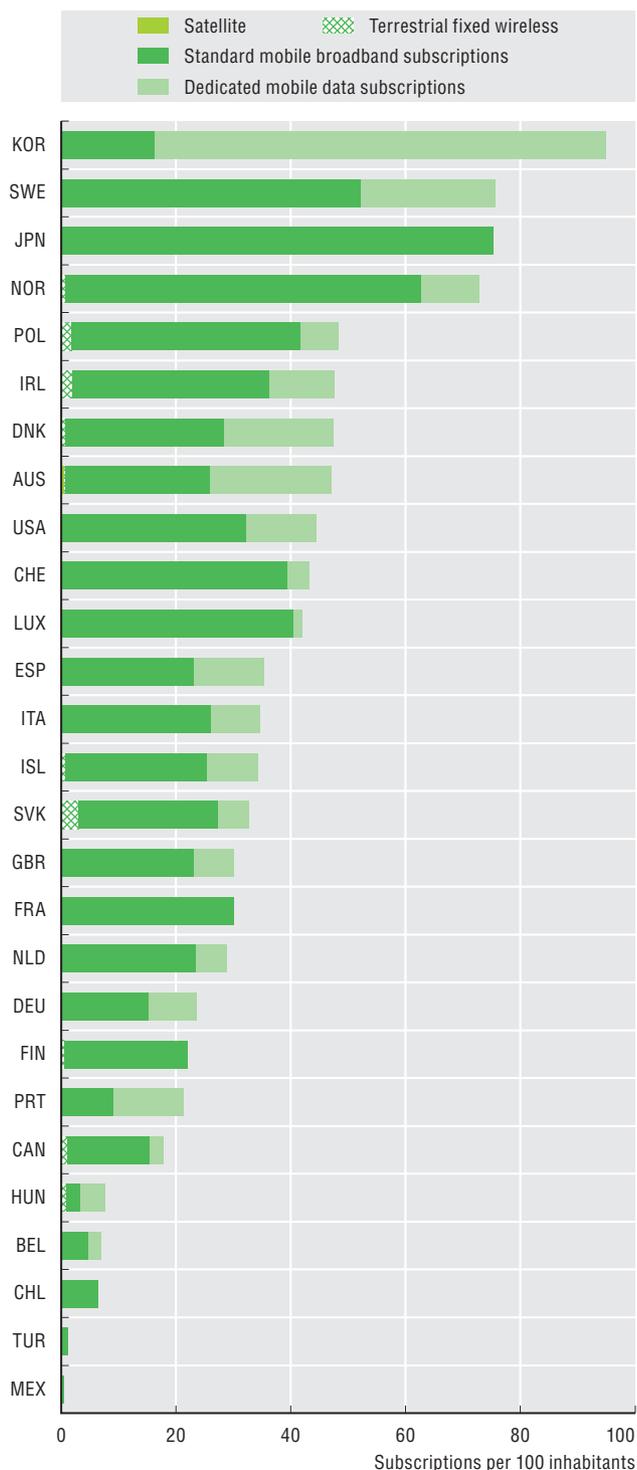


## 4. TARGETING NEW GROWTH AREAS

### 6. Fixed and wireless broadband

OECD terrestrial mobile wireless broadband subscriptions per 100 inhabitants, by technology, June 2010



Source: OECD, OECD Broadband Portal, June 2011.

StatLink <http://dx.doi.org/10.1787/888932486925>

Fixed broadband subscriptions in the OECD area reached 292 million in June 2010. Broadband has expanded every year since cable and DSL services were first launched in the mid-1990s. Subscriptions grew at an annual compound growth rate of 39.7% between 2000 and 2009. The largest growth over the last two years was in Mexico (46%), followed by Greece (33%), the Slovak Republic (23%) and Turkey (21%).

The growing popularity of smartphones and tablet computers is driving growth in mobile broadband services. Wireless broadband subscriptions in OECD countries had exceeded 450 million by June 2010. Korea is in the lead, with 91.8 per 100 inhabitants, followed by Sweden (76%), Japan (75%) and Norway (73%). The OECD average is 37%.

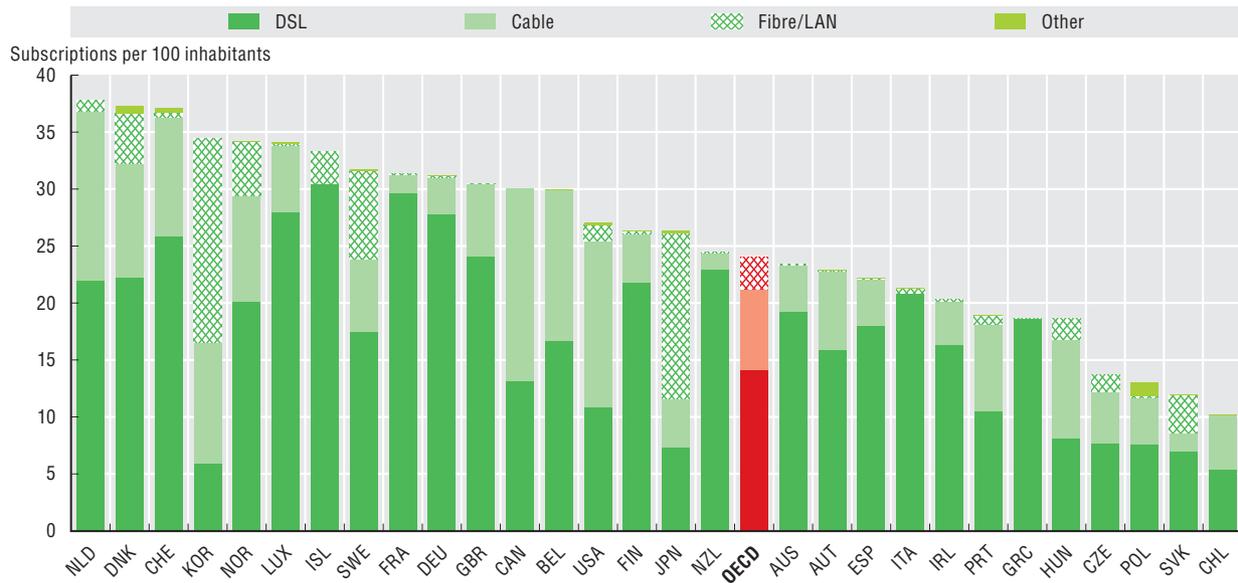
In OECD countries, the average penetration of fixed broadband was 23.1 subscriptions per 100 inhabitants in 2009, up from 19.7 subscriptions in 2007. Denmark had the highest broadband penetration rate with 37.4%, followed by the Netherlands (37.1%) and Switzerland (35.8%). Less expensive and faster broadband Internet access has superseded dial-up connections. In the United States, dial-up's share of the overall household Internet market declined from 11% to 5% between 2007 and 2009. Such households are likely to be located in rural areas and have lower income levels.

In June 2010 in the OECD area, DSL continued to lead broadband subscriptions (excluding wireless broadband) with 58%, followed by cable (29%), fibre (12%) and others (1%). Greece, Italy and Turkey have a very large share of DSL (more than 95%), while cable is the main source of broadband access in Canada (56%) and the United States (54%). Leading countries in fibre subscriptions are Japan (where 58% of fixed broadband subscriptions are fibre-based), Korea (55%), the Slovak Republic (29%) and Sweden (26%).

#### Definition

The broadband indicator is made up of two categories: fixed (wired) and wireless broadband. These are presented separately. Fixed broadband includes the following technologies: DSL, cable, FTTH and other fixed broadband connections. Wireless broadband includes satellite, terrestrial fixed wireless and terrestrial mobile wireless. This last is divided into two sub-categories: standard mobile subscriptions (with active use) and dedicated data subscriptions. All components include only connections with advertised data speeds of 256 kbit/s or greater.

OECD fixed (wired) broadband subscriptions per 100 inhabitants, by technology, June 2010



Source: OECD, Broadband statistics, June 2011.

StatLink  <http://dx.doi.org/10.1787/888932486944>

### Measurability

Wireless connections using satellite or terrestrial fixed wireless have historically been based on a monthly data subscription model which corresponds to the fixed broadband methodology currently used by the OECD. These two technologies are now included in the wireless broadband definition along with terrestrial mobile wireless. It is the terrestrial mobile segment which raises particular challenges for statistics as many mobile phones are “broadband capable” but never use Internet data services.

A standard mobile subscription is counted as an “active” broadband subscription under two conditions:

1. The subscription must allow for access to the Internet via HTTP. Subscriptions which only offer “walled garden” or email-only services do not count. A subscription is not counted if the terrestrial mobile operator only provides access to a limited number of websites, content and/or applications such as games, ring tones, music and pictures which are customised for its network and devices.
2. “Active use” on a standard mobile subscription requires an Internet data connection to content or services using the Internet Protocol (IP) during the previous three months.



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