
Office of Utilities Regulation

Telecommunications Market Information Report July – September 2018



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NOTICE:

The OUR has standardized the definition for “active subscription” in order to ensure consistency in the reporting of subscription data by all licensees. This standardization may have an impact on subscription data trends depending on the internal reporting standards employed by individual licensees which was previously used as the basis for reporting subscription data to the OUR. The standardized definition of “active subscription” can be found in the appendix.

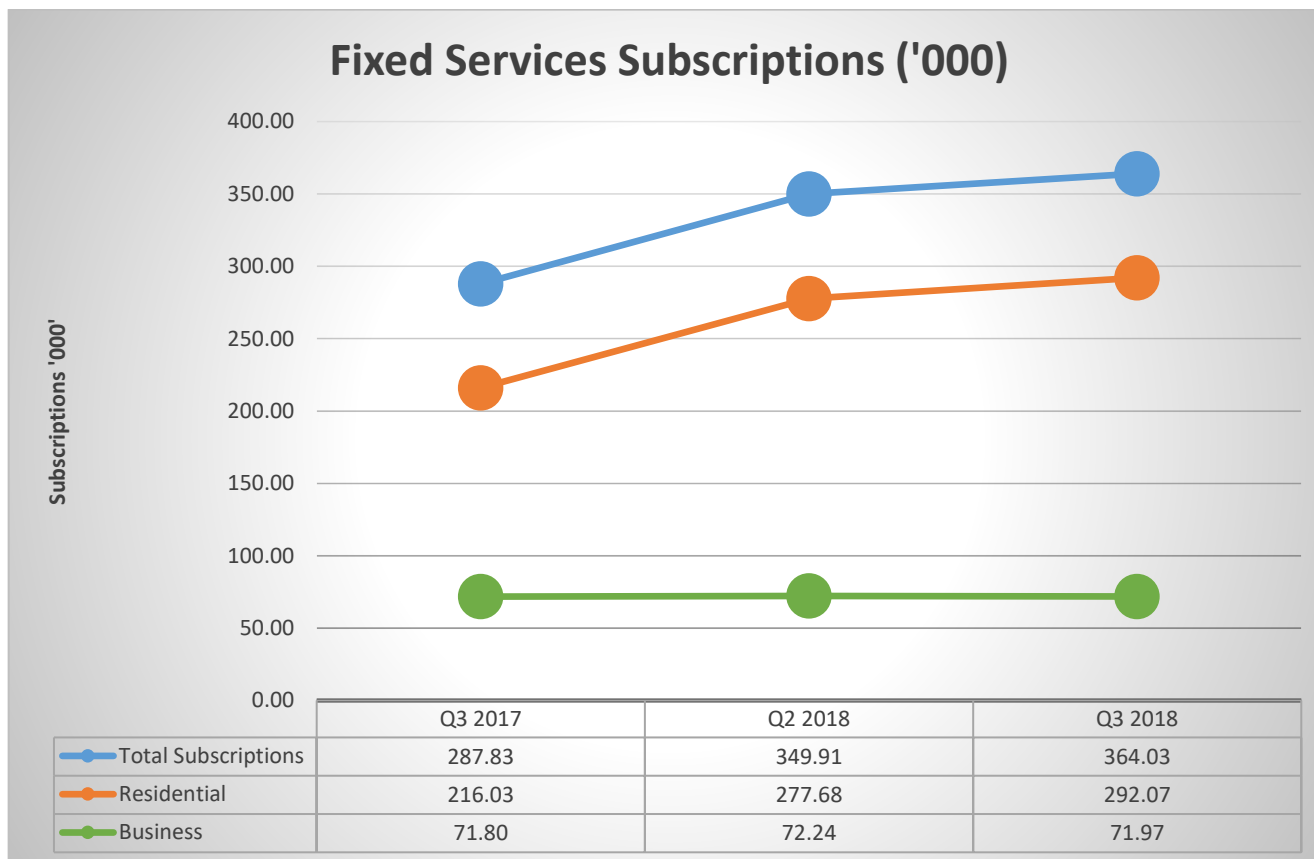
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Fixed Market Data¹

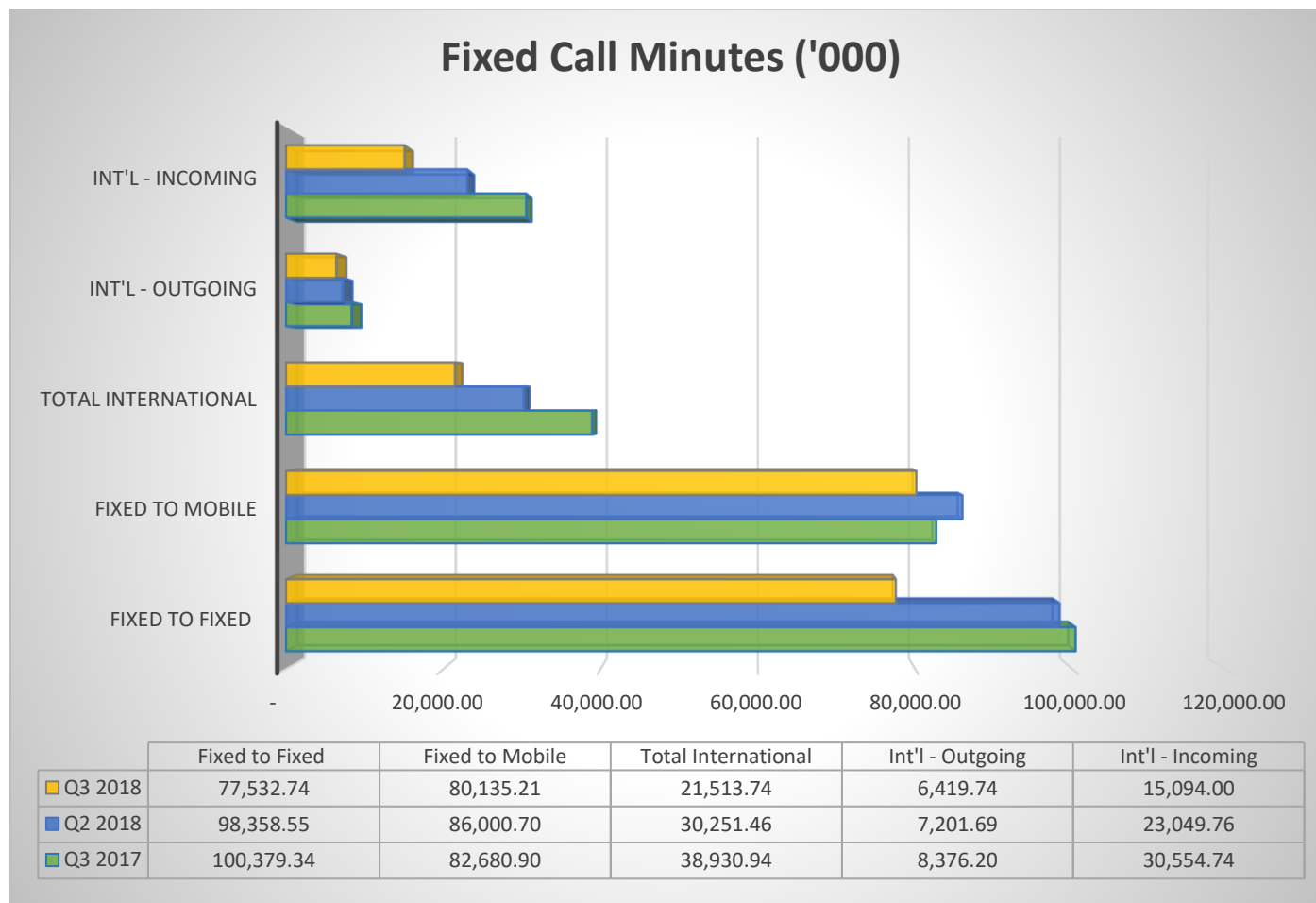
¹ Fixed data trends may have also been impacted by the fact that the OUR is now receiving fixed services data from an additional licensee.

Figure 1: Fixed Services Subscriptions



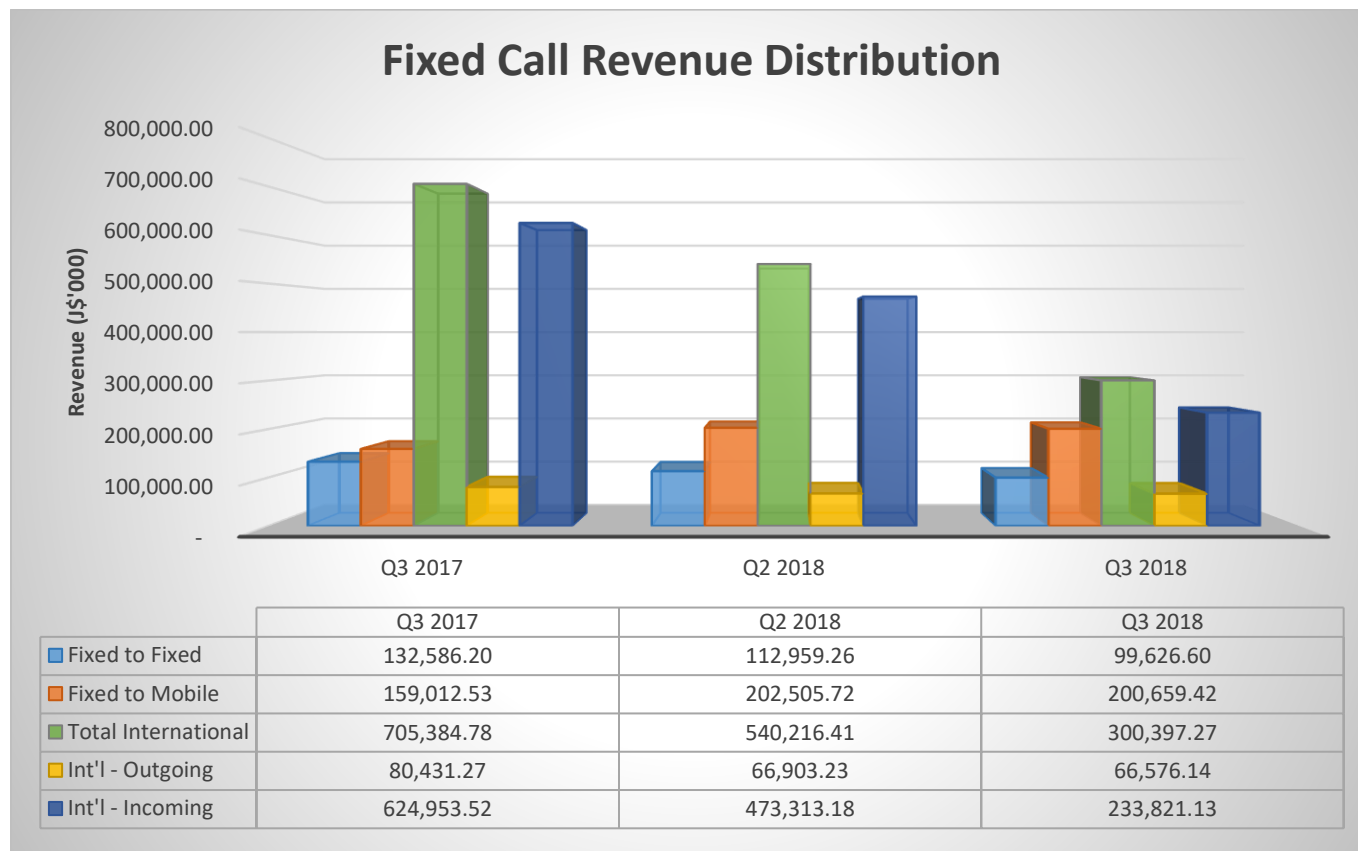
% Change: Q3 '18/ Q2 '18	
Total Subscriptions:	4.04%
Residential:	5.18%
Business:	-0.37%

Figure 2: Fixed Call Minutes



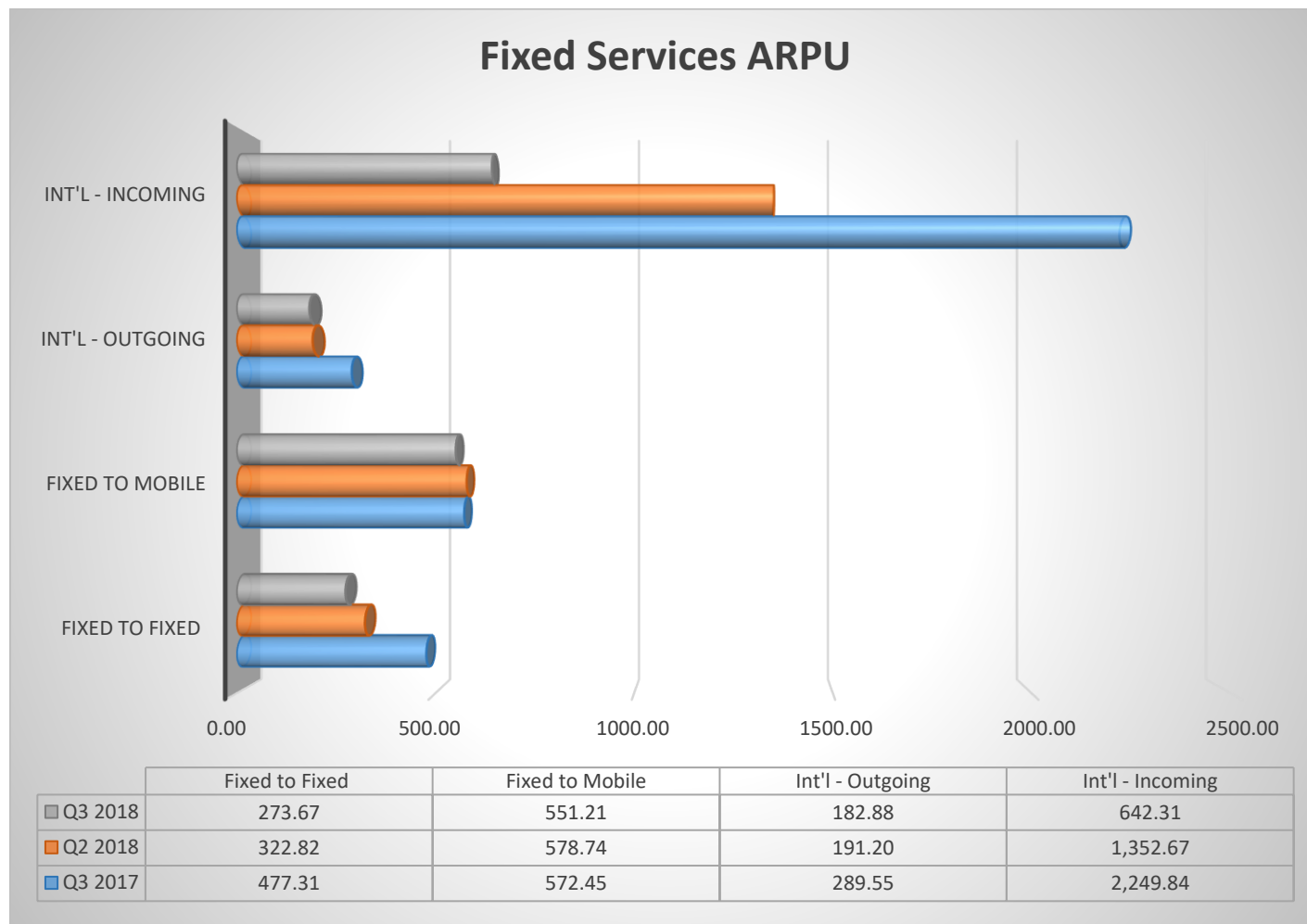
% change: Q3 '18/Q2 '18	
Fixed to Fixed:	-21.17 %
Fixed to Mobile:	-6.82%
Total International:	-28.88%
Int'l - Outgoing:	-10.86%
Int'l - Incoming:	-34.52%

Figure 3: Fixed Call Revenue Distribution



<u>% change Q3 '18/ Q2 '18</u>	
Fixed to Fixed:	-11.80%
Fixed to Mobile:	-0.91%
Total International:	-44.39%
Int'l - Outgoing:	-0.49%
Int'l - Incoming:	-50.60%

Figure 4: Fixed Services Average Revenue per User (ARPU)

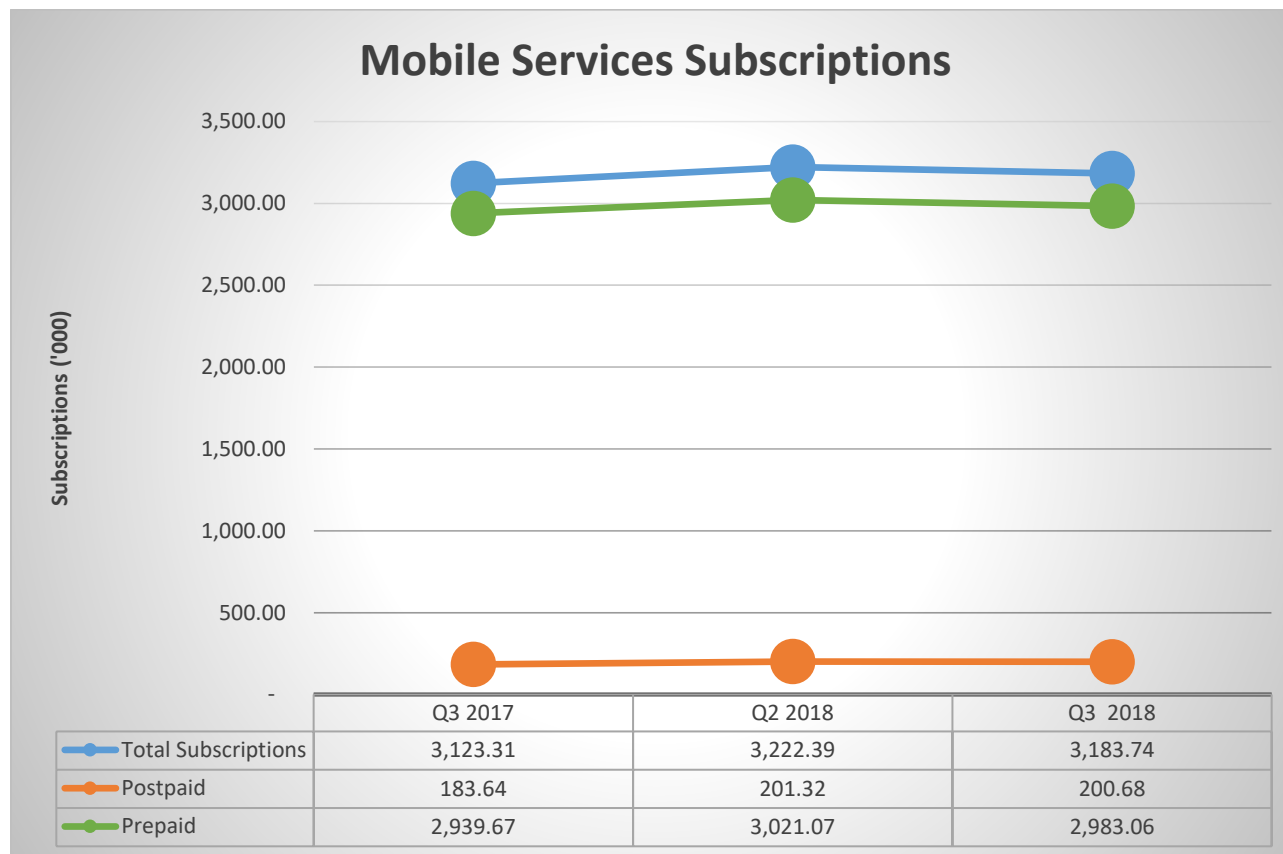


% Change: Q3 '18/ Q2 '18

Fixed to Fixed:	-15.22%
Fixed to Mobile:	-4.76%
Int'l - Outgoing:	-4.35%
Int'l - Incoming:	-52.52%

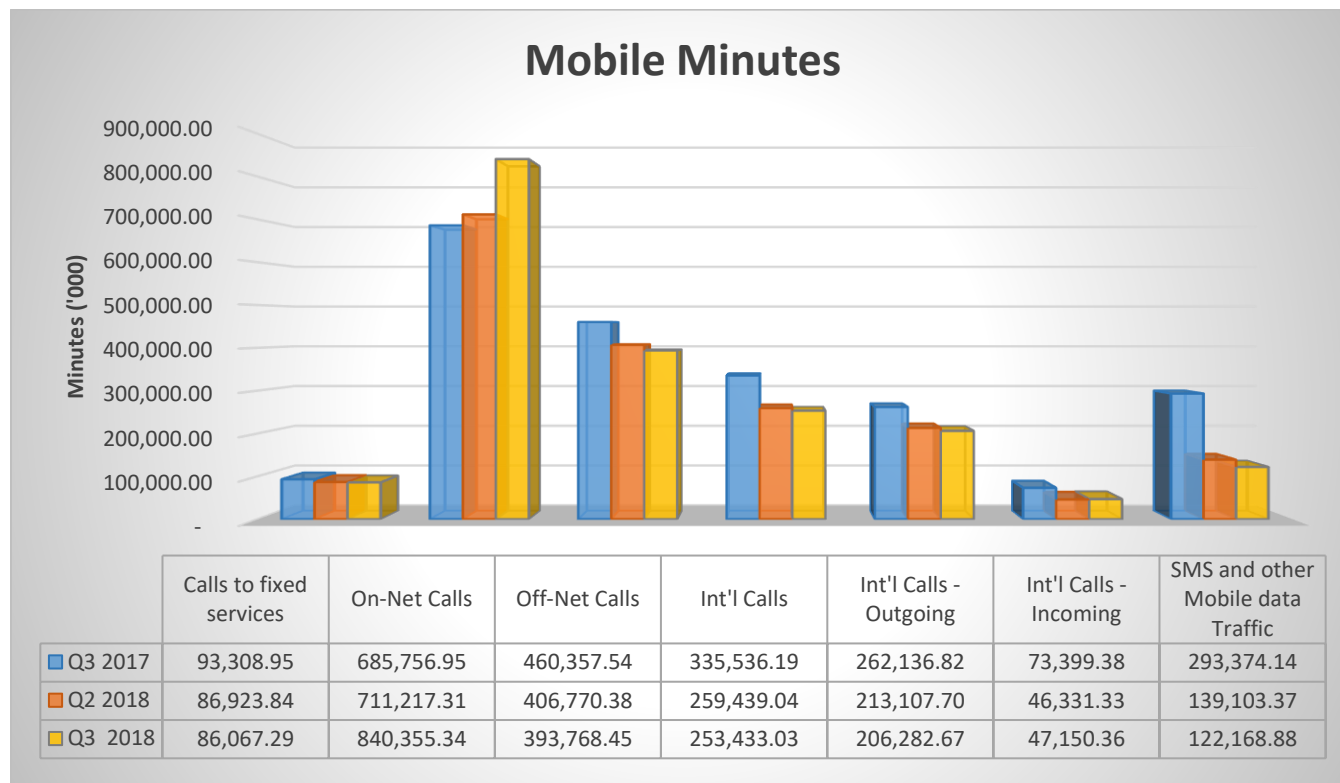
Mobile Market Data

Figure 5: Mobile Services Subscriptions



<u>% Change: Q3 '18/ Q2 '18</u>	
Total Subscriptions:	-1.20%
Postpaid:	-0.32%
Prepaid:	-1.26%

Figure 6: Mobile Minutes



% Change: Q3 '18/ Q2 '18

Calls to fixed services: -0.99%

On-Net Calls: 18.16%

Off-Net Calls: -3.20%

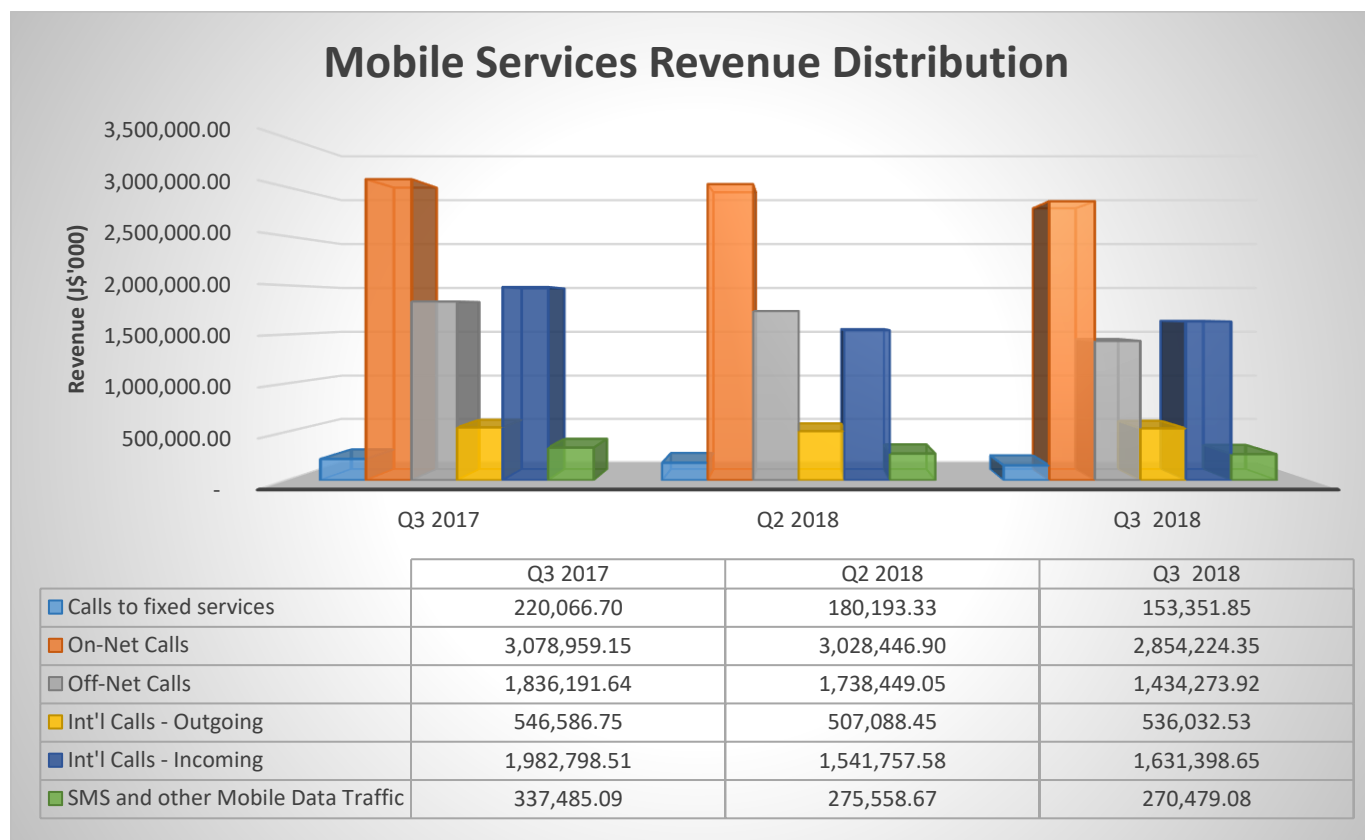
Int'l Calls: -2.31%

Int'l Calls – Outgoing: -3.20%

Int'l Calls – Incoming: 1.77%

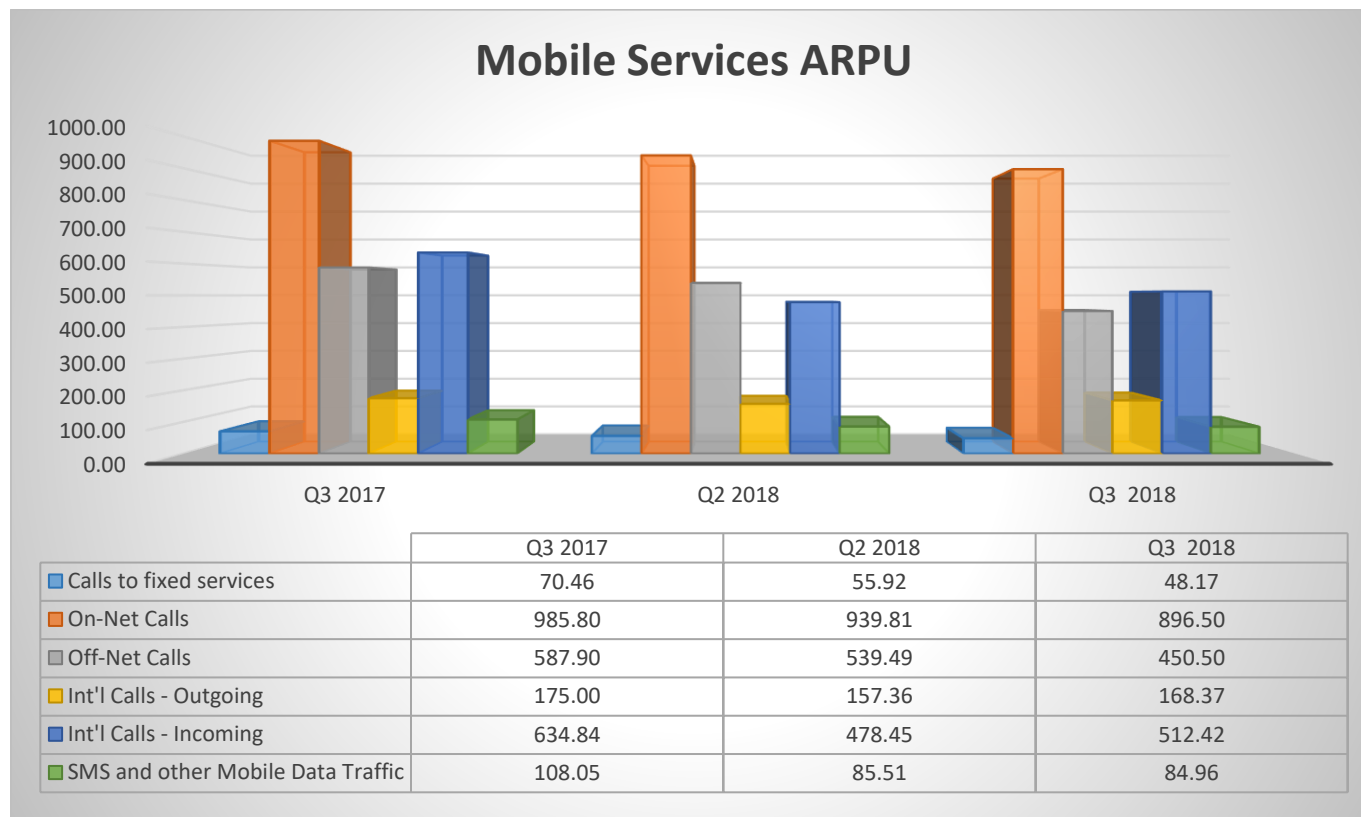
SMS & other Mobile Data Traffic: -12.17%

Figure 7: Mobile Services Revenue Distribution



% Change: Q3 '18/ Q2 '18	
Calls to Fixed services:	-14.90%
On-Net Calls:	-5.75%
Off-Net Calls:	-17.50%
Int'l Calls – Outgoing:	5.71%
Int'l Calls – Incoming:	5.81%
SMS & other Mobile Data Traffic:	-1.84%

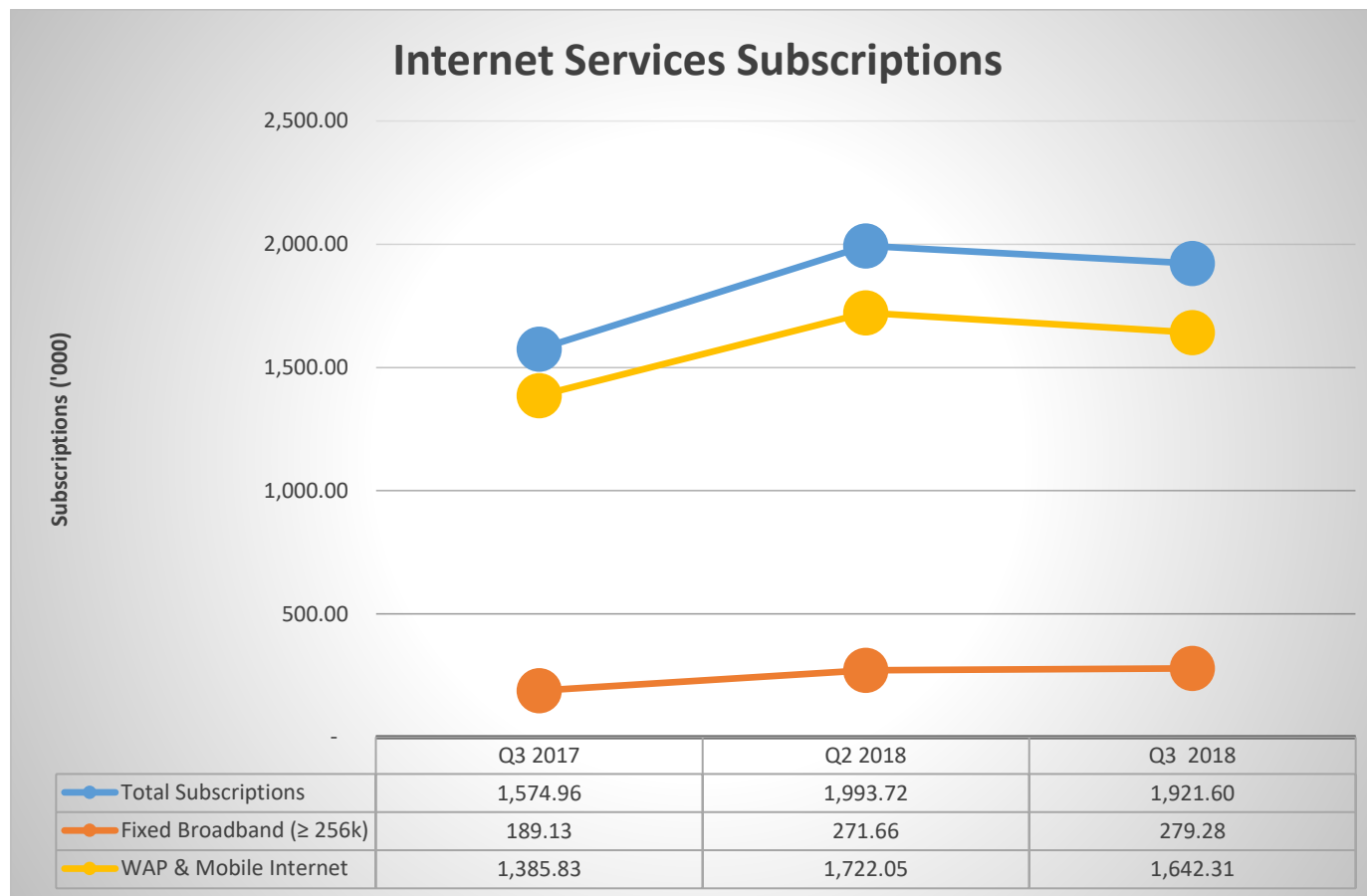
Figure 8: Mobile Services Average Revenue per User (ARPU)



% Change Q3 '18/ Q2 '18	
Calls to fixed service:	-13.86%
On-Net Calls:	-4.61%
Off-Net Calls:	-16.50%
Int'l Calls – Outgoing:	6.99%
Int'l Calls – Incoming:	7.10%
SMS & other Mobile Data Traffic:	-0.65%

Internet Market Data

Figure 9: Internet Services Subscriptions



<u>% Change Q3 '18/ Q2 '18</u>	
Total Subscriptions:	-3.62%
Fixed Broadband (≥ 256k):	2.80%
WAP & Mobile Internet:	-4.63%

Industry Penetration and Concentration

Penetration Rate²

Penetration Rate	Q3 2017	Q2 2018	Q3 2018
Fixed Subscription Penetration Rate	10.20%	12.8%	13.3%
Mobile Subscription Penetration Rate	115%	118.1%	116.7%
Fixed Broadband Subscription Penetration Rate	7%	10%	10.2%
Mobile Broadband Subscription Penetration Rate	51%	63.1%	60.2%
Total Broadband Subscription Penetration Rate	58%	73.1%	70.4%

Concentration Ratio (Herfindahl-Hirschman Index)³

Herfindahl-Hirschman Index (HHI)	Q3 2017	Q2 2018	Q3 2018
Fixed HHI	6,288	5,015	4,832
Mobile HHI	5,689	5,748	5,735
Fixed Broadband HHI	5,074	3,630	3,626
Mobile Broadband HHI	5,971	6,345	6,226

² Calculated using population year end 2017 data from the Statistical Institute of Jamaica: 2,728,864.

³ Calculated using subscription data.

Appendix

Fixed Market	Q3 2017	Q2 2018	Q3 2018	% Change Q3 '18/Q2 '18	% Change Q3 '18/Q3 '17
Total Subscriptions ('000)	277.78	349.91	364.03	4.04	26.47
Fixed to Fixed ('000 minutes)	100,379.34	98,358.55	77,532.74	-21.17	-22.76
Fixed to Mobile Calls ('000 minutes)	82,680.90	86,000.70	80,135.21	-6.82	-3.08
Total International Calls ('000 minutes)	38,930.94	30,251.46	21,513.74	-28.88	-44.74
Outgoing International Calls ('000 minutes)	8,376.20	7,201.69	6,419.74	-10.86	-23.36
Incoming International Calls ('000 minutes)	30,554.74	23,049.76	15,094.00	-34.52	-50.60
Total Revenue (J\$' million)	2,268.32	2,253.97	2,062.41	-8.50	-9.08

Mobile Market	Q3 2017	Q2 2018	Q3 2018	% Change Q3 '18/Q2 '18	% Change Q3 '18/Q3 '17
Total Subscriptions ('000)	3,123.31	3,222.39	3,183.74	-1.20	1.93
On-Net Calls ('000 minutes)	685,756.95	711,217.31	840,355.34	18.16	22.54
Off-Net Calls ('000 minutes)	460,357.54	406,770.38	393,768.45	-3.20	-14.46
International calls	335,536.19	305,770.37	253,433.03	-2.31	-24.47
Outgoing International ('000 minutes)	262,136.82	259,439.04	206,282.67	-3.20	-21.31
Incoming International ('000 minutes)	73,399.38	46,331.33	47,150.36	1.77	-35.76
SMS and other mobile data traffic	293,374.14	139,103.37	122,168.88	-12.17	-58.36
Total Revenue (J\$ ' million)	13,341.18	11,805.67	11,640.15	-1.40	-12.75

Internet Market	Q3 2017	Q2 2018	Q3 2018	% Change Q3 '18/Q2 '18	% Change Q3 '18/Q3 '17
Total Subscriptions ('000)	1,566.78	1,993.72	1,921.60	-3.62	22.01
Fixed Broadband (≥256K)	180.96	271.66	279.28	2.80	47.66
WAP & Mobile Internet	1,385.83	1,722.05	1,642.31	-4.63	18.51
Total Revenue (J\$' million)	6,121.49	6,458.24	6,725.66	4.14	9.87

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Active Subscription Definition⁴

An “active subscription” is a postpaid or active prepaid subscription. An active prepaid subscription is one which has been used in the last ninety (90) days for an activity such as:

- Sending/Receiving Voice/Video Calls;
- Sending/Receiving Short Messaging Service (SMS) or Multimedia Messaging Service (MMS);
- Utilizing a Premium Rate Service;
- Data transfer, including Internet access.

⁴ Adapted from the International Telecommunication Union’s *Handbook for the Collection of Administrative Data on Telecommunications/ICT*.