



Australian Government
**Australian Communications
and Media Authority**

Australia's regulator for broadcasting, the internet, radiocommunications and telecommunications

www.acma.gov.au

ACMA research: evidence for communications and media regulation

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Australian Communications and Media Authority role

- Regulates broadcasting, the internet, telecommunications and radiofrequency spectrum management
- Undertakes activities at the direction of the Minister and provides advice to the Department of Broadband, Communications and the Digital Economy as well as the Minister
- Disposition to be an evidence-based regulator



Role of research in ACMA

Research is increasingly at the core of a range of ACMA regulatory functions:

- Report and advise the minister in relation to the telecommunications industry and matters affecting consumers of carriage services (section 8 ACMA Act)
- Make available public information about matters relating to the telecommunications industry (section 8 ACMA Act)
- Monitor and report to the minister on significant matters relating to the performance of telecommunications carriers and CSPs (section 105 Telecommunications Act)



Role of research in ACMA

- Conduct or commission research into community attitudes on issues relating to programs and datacasting content (section 10 ACMA Act)
- Inform itself and advice the minister on technological advances and service trends (section 10 ACMA Act)
- Conduct research into issues relating to internet content and internet carriage services and conduct or commission research into content services (Schedule 7 Broadcasting Services Act)

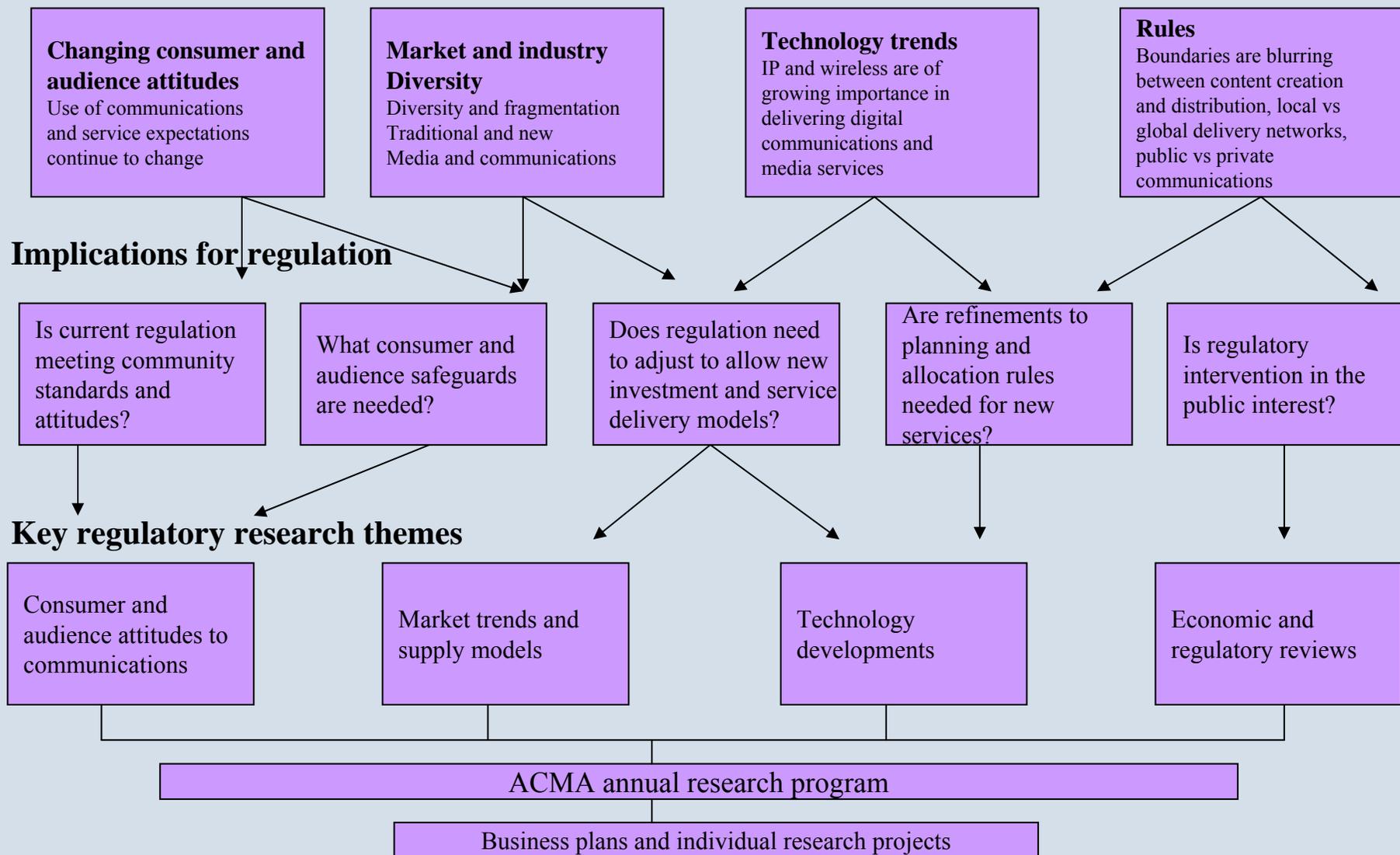


Evidence based regulation

- Origins of evidence based policy
 - Medical model
 - Modernising public administration
- ACMA context
 - Instrumental research to feed into policy and decision-making
 - A touchstone in the “permanent whitewater” of the increasingly converged environment
 - Conceptual research to offer new understanding about changing media and communications environment
 - In practical terms, focus on research and statistics, policy evaluation, economic modelling



External drivers of change in communications and media





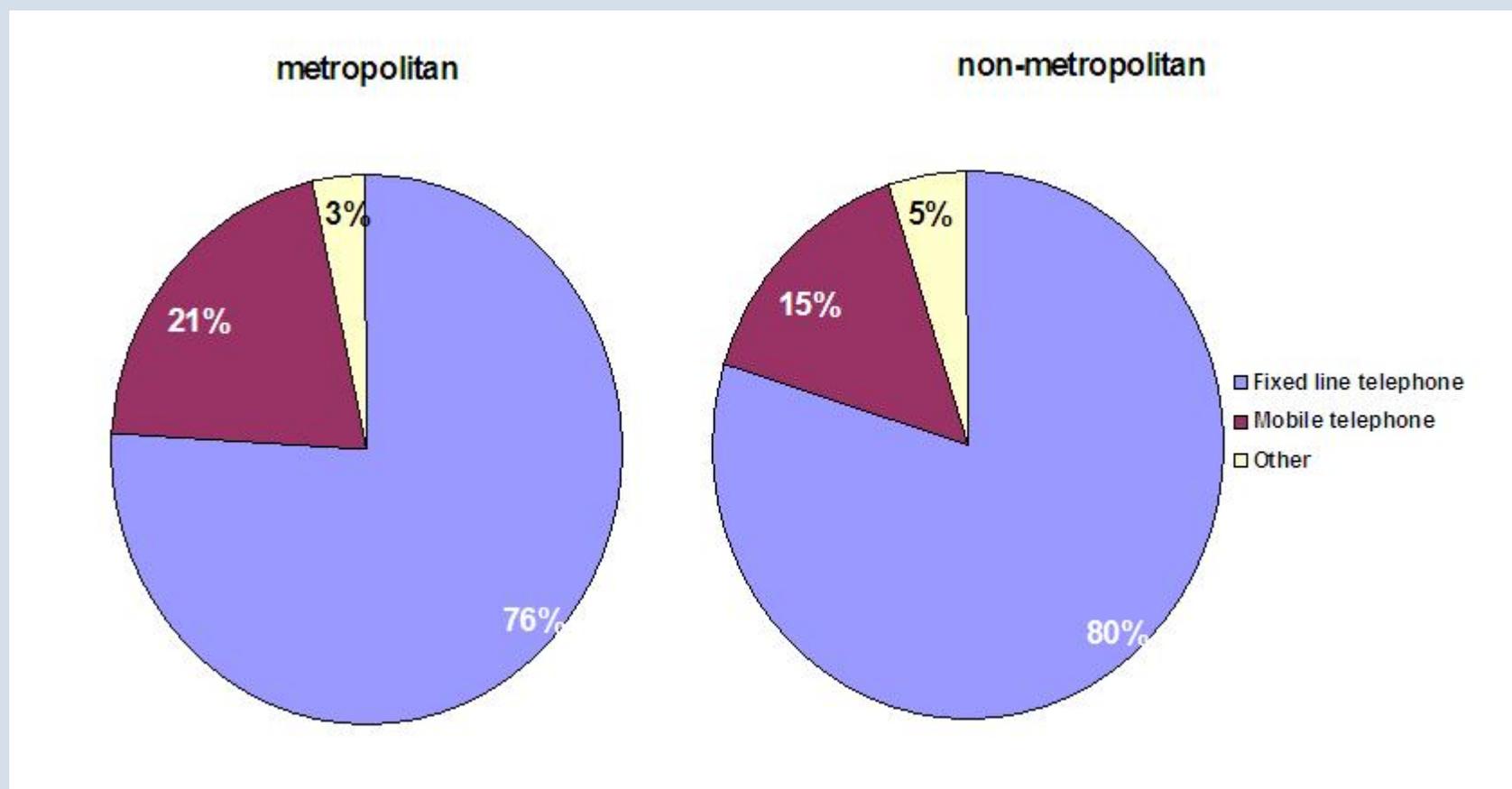
Community and audience research

Service use is changing (2006-07)

- ↑ Mobiles - 21.26 million (19.76m)
- ↑ Broadband internet – 4.33 million (3.16m)
- ↓ Fixed line telephones – 10.92 million (11.26m)
- ↓ Payphones – 49,862 (58,230)
- ↓ Dial up internet – 2.09 million (2.78m)



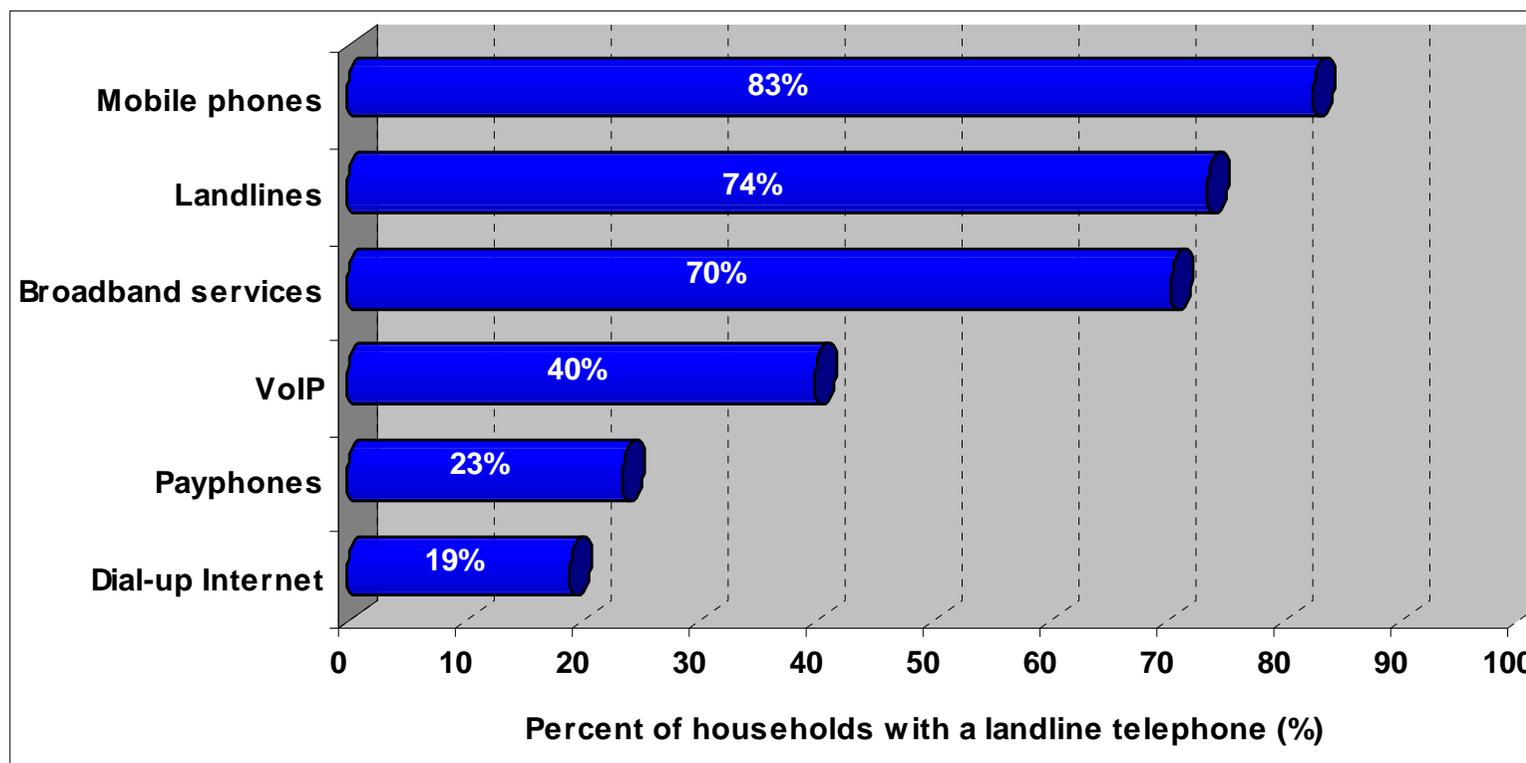
Business Take-up and usage trends





Consumer attitudes - importance of communications

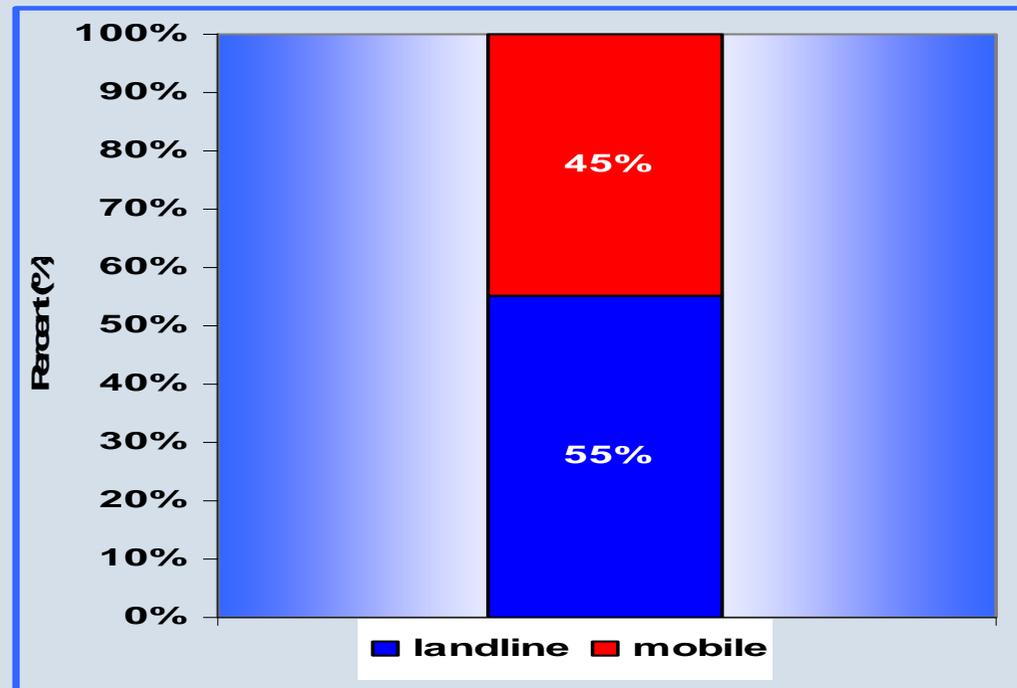
- ACMA research asked consumer what they regard as important for the future:





Consumer attitudes

Fixed phone and
mobiles complementary
not substitute services



Main use by households: landline or mobile phone



Consumer audience / behaviours

- More time online and less time watching tv
- Online
 - 2007 – 22 minutes per day
 - Distinct regional differences between duration and frequency of activity

Location	Pages per person	Sessions per person	Time per person (hours:mins:secs)
Metropolitan	3,347	80	45:42:57
Non-metropolitan	3,027	75	42:31:01

Source: Nielsen/NetRatings, NetView, home audience data from panel measurement, Australia, quarter ending 1 March 2007

- Free to air tv
 - 2001 – 163 minutes per day average
 - 2006 – 144 minutes per day average



Market overview

Australian communications industry suppliers

- 169 telecommunications carriers
- 1231 carriage service providers
- 334 fixed voice providers
 - 242 VoIP
 - 166 offering services over fixed line network
 - 74 combined offers over fixed line network (PSTN) and VoIP
- 4 mobile carriers
- 659 internet service providers
- 274 commercial radio licensees
- 84 community tv licenses
- Digital tv available in all capital cities and most major regional centres



Emerging services research

Convergence in the Australian market

- IPTV market identified
 - Fewer than 5 IPTV provider and 15 internet video service providers operating in Australia
 - IPTV is a carrier led and controlled platform and network upgrades are a critical step in development of the business;
 - Cost of backhaul, bandwidth and sourcing content all potential barriers to further IPTV development.



Emerging services research

Convergence in the Australian market

- VoIP market identified;
 - Rapid growth in the market and bundling an important strategy
 - But limited consumer take up at this point (15 % residential users and 13% SMEs have used VoIP)
 - Influence of factors such as age, gender and income in the case of consumers, and industry and business size in the case of SMEs on take up of VoIP.



Technology trends

- 6 key themes from technology research
 - Accelerating pace of change
 - Diversity in the development of physical infrastructure
 - Spread of distributed connectivity
 - Enhanced content and network management capabilities;
 - Emerging social web
 - Continuing scientific and technological innovation
- Capacity for Australians to access these new services and applications, and understand and create communications is an emerging, yet vital issue in communications.



Reviews

- ACMA's approach to the regulation of VoIP services (announced on 16 April)
- Research on VoIP technology developments and growth in VoIP based services informed the approach
- Continue to work with Department and industry on a longer term strategy to deal with the transition to next generation network services.



Challenges for ACMA

- Research highlights
 - diversity of communication and information needs in the Australian market
 - multiple models of service provision
 - continuing technology and service developments
- ACMA's challenges
 - regulating in a multiprovider, multichoice environment where regulatory tools (including its “shaping” legislation) were developed in a single provider/single service model
- Continuing role for research in understanding what is important to Australian communications users.