

(مرفق : ب) وثيقة مؤشرات المسح الميداني قطاع الاتصالات وتقنية المعلومات

وثيقة طلب مرئيات العموم حول مؤشرات قطاع الاتصالات وتقنية المعلومات

١٤٣٠/٨/١٧ هـ الموافق ٢٠٠٩/٨/٨ م

Attachment 2: Survey Based ICT Indicators

Public Consultation Issued by CITC

8/8/2009

Introduction:

The below set of Survey based ICT indicators targeting individuals, households, businesses and governmental institutions in Kingdom of Saudi Arabia. Please follow instructions in section 2.2.1 Examples of Feedback of the Public Consultation Document on ICT Indicators to submit your feedback.

Indicator ID #	Indicator Title	Indicator definition	Unit	Source of collection	Public / private (CITC use only)
S1	Public Awareness of CITC & its role	This indicator measures public awareness of CITC and its role.	%	Household/ Individuals, businesses, and government	Public
S2	Public Awareness of ICT Consumer Protection	This indicator measures the awareness of consumers for availability of ICT consumers protection mechanisms or services This indicator is defined by the following scale: 1=consumer is not aware of any regulation for consumer protection 2=consumer is aware but does not perform complaints 3=consumer is aware and practices complaints to the relevant authority 4=consumer is fully aware and strongly perform and follow-up complaints to the relevant authority	Scale 1-4	Household/ Individuals, businesses, and government	Public

S3	Public Awareness of Mobile Number Portability	This indicator measures the awareness of the public for Mobile Number Portability	%	Household/ Individuals, businesses, and government	Public
S4	Public Consideration for using Mobile Number Portability	This indicator measures the consideration of the public to use Mobile Number Portability Service	%	Household/ Individuals, businesses, and government	Public
S5	Drivers for Consumers Loyalty	This indicator measures the main drivers for Fixed, Mobile and Internet Services consumers to stay with their existing service provider. It is defined by considering the following drivers: price levels, offered services, availability of bundles, value added services, quality of offered services, customer care efficiency, loyalty to incumbent etc...	%	Household/ Individuals, businesses, and government	Public
S6	Intellectual Property Protection for IT Solutions	This indicator refers to the country enforcement level of Intellectual Property Protection by measuring the level of individuals and households usage of legal/original software and solutions rather than pirated copies	%	Household/ Individuals, businesses, and government	Public

S7	Households ICT Expenditure	This indicator measures the level of expenditure on ICT Solutions & Equipment (Excluding Services) for households It is defined by the total amount spent for purchasing computers, mobile phones, telephone solutions and equipments, ICT solutions	SAR	Household and Individuals	Public
S8	Proportion of ICT users placing orders over the Internet (e-orders)	This indicator measures the proportion of users who place orders over the Internet	%	Household/ Individuals, businesses, and government	Public
S9	Source of Placement of e-orders	This indicator measures the percentage of buying online from a Saudi source to all purchase online (Saudi sources & International sources)	%	Household/ Individuals, businesses, and government	Public
S10	Frequency of Placement of e-orders	This indicator measures the frequency (number of e-orders per month) of buying online from all sources (Saudi and International sources)	Quantitative (number of e-orders per month)	Household/ Individuals, businesses, and government	Public
S11	Types of e-orders	This indicator measures the type of online transactions or e-orders such as software, mobile contents, books, movies, songs, air line tickets, bills, foods etc... as percentage of all e-orders	%	Household/ Individuals, businesses, and government	Public

S12	Total Amount of Paid e-orders	This indicator measures in SAR the yearly amount paid in SAR (other than bills) for Saudi and Internationally e-orders for all Household/ Individuals, businesses, and government establishments	SAR	Household/ Individuals, businesses, and government	Public
S13	Proportion of ICT Users paying bills online	This indicator measures the proportion of ICT users paying bills online to all ICT users	%	Household/ Individuals, businesses, and government	Public
S14	Type of Channel of e-payments	This indicator investigates the access means over which the e-payments are placed. The access types for electronic payment include: PCs, Notebooks, SMS, IVR, ATM and others	%	Household/ Individuals, businesses, and government	Public
S15	Methods of e-Payment	This indicator measures the proportion of public who uses specific e-payment method (such as credit card, debit card, internet payment card, internet banking) as percentage of all respondents paying online	%	Household/ Individuals, businesses, and government	Public
S16	Level of competition in the ISP sector	This indicator measures the level of competition among the ISPs and its contribution to improved quality and prices. It is defined by: [1=no competition, 5=highly competitive]	Scale 1-5	Household/ Individuals, businesses, and government	Public

S17	Quality of offered Fixed Voice Services	This indicator measures the level of satisfaction about the quality of Fixed Voice services. Fixed Voice Services include : Fixed Voice and Customer Care It is defined by: [1=Not satisfied at all, 5=highly satisfied]	Scale 1-5	Household/ Individuals, businesses, and government	Public
S18	Quality of offered Mobile Services	This indicator measures the level of satisfaction about the quality of Mobile Services. Mobile Services include : Mobile Voice, Mobile Internet, SMS-Content, MMS-Content, Mobile TV, GPS Service, and Customer Care It is defined by: [1=Not satisfied at all, 5=highly satisfied]	Scale 1-5	Household/ Individuals, businesses, and government	Public
S19	Quality of offered Internet Services	This indicator measures the level of satisfaction about the quality of internet services. Internet Services include : Fixed Internet, Wireless Internet, and Customer Care It is defined by: [1=Not satisfied at all, 5=highly satisfied]	Scale 1-5	Household/ Individuals, businesses, and government	Public
S20	Number of Personal Computers Per 100 Inhabitants per computer type	This indicator measures the number of personal computers (such as PC, Notebook, PDA) per 100 inhabitants and per computer type	%	Household and Individuals	Public

S21	Internet users	<p>This indicator measures the number of internet users as percentage of total population.</p> <p>Internet users are those who used the internet over the past 12 months. Internet users can be subscribers and non-subscribers to internet service, using internet from anywhere within KSA.</p>	%	Household and Individuals	Public
S22	Reasons for not having a broadband internet subscription	<p>This indicator measures the major reasons for not subscribing to a broadband internet service.</p> <p>It is defined by scoring the percentage of the following respondents opinions:</p> <p>I don't know how to use the internet</p> <p>I don't use the internet that much</p> <p>Dial up connection is good enough for my needs</p> <p>Internet Subscription is too expensive and I cannot afford it</p>	%	Household/ Individuals, businesses, and government	Public
S23	Websites per 100 inhabitants	<p>This indicator measures the percentage of website owners for all the Country Code Top Levels Domains (ccTLD) and all the Generic Top Level Domains (gTLD) within KSA</p> <p>Owners include all individuals, businesses, and government establishments</p>	%	Household/ Individuals, businesses, and government	Public

S24	Number of websites	This indicator measures the number of owners for all Country Code Top Levels Domains (ccTLD) and all the Generic Top Level Domains (gTLD) within KSA	Quantitative	Household/ Individuals, businesses, and government	
S25	Country Code Top Levels Domains (ccTLD) percentage of all domains	This indicator measures the percentage of Country Code Top Levels Domains (ccTLD) owned by KSA users to all domains owned by KSA users within KSA	%	Household/ Individuals, businesses, and government	Public
S26	Usage of Mobile in the Households	This indicator measures the proportion of the individuals in the household that use mobile	%	Household and Individuals	Public
S27	Households average internet subscription speed	This indicator measures the average subscription speed used by household subscribers	Kbits/s	Household and Individuals	Public
S28	Increased households demands for internet subscription speed	This indicator will assess the tendency of households to increase their internet subscription speed and to what access speed	Kbits/s	Household and Individuals	Public
S29	Locations of individual use of Internet in the last 3 months	This indicator reflects the locations of individual use of the Internet in the last 3 months. Location definition include: Home, Work, PIAC and others	%	Household and Individuals	Public

S30	Internet activities undertaken by individuals in the last 3 months from the households (Age 15-74 years)	This indicator refers to Internet activities undertaken by individuals in the last 3 months from the households (Age 15-74 years) Internet activities definition include: Getting information Purchasing or ordering Internet banking Education or learning Dealing with government organizations Leisure	%	Household and Individuals	Public
S31	Frequency of individual access to the Internet in the last 3 months (from any location and age 15-74 years)	This indicator measures the frequency of individual access to the Internet in the last 3 months (from any location and age of 15-74 years) It is defined by the proportion of respondents following answers: at least once a day at least once a week but not every day at least once a month but not every week less than once a month	%	Household and Individuals	Public
S32	ICT Service Bundling Satisfaction	This indicator measures customer satisfaction about the value of the offered bundles for Fixed, Mobile and Internet services. It is defined by the following scale: [1= Bundles are difficult to interpret and are not that efficient, 5- bundles are very easy to interpret and are highly useful]	Scale 1-5	Household and Individuals	Public

S33	Users awareness of future ICT services (per service)	This indicators measure the percentage of respondent awareness to new and future ICT services. It is defined based on respondents following scaled answers: [1-Individuals are not aware of the future service, 3-Individuals are aware of the new service]	Scale 1-3	Household and Individuals	Public
S34	Availability of new or additional telephone lines	This indicators measures the easiness of obtaining a new or additional telephone line	%	Household/ Individuals, businesses, and government	Public
S35	Availability of new or additional DSL Line	This indicators measures the easiness of obtaining a new or additional DSL line	%	Household/ Individuals, businesses, and government	Public
S36	Fixed telephone lines household penetration	This indicator measure the proportion of households with a fixed telephone line service	%	Household and Individuals	Public
S37	Average Fixed lines per household	This indicator measures the average fixed lines installed per household	Quantitative	Household and Individuals	Public
S38	Household Broadband Penetration by Technology	This indicator measures the proportion of Broadband Internet Subscribers per Technology. Technology includes: Dial up, DSL, 3G/LTE, Fixed Wireless, FTTX, Cable	%	Household and Individuals	Public
S39	Pay TV Subscribers	This indicator measures the number of Cable, IPTV and Satellite Subscribers	Quantitative	Household and Individuals	Public

S40	Video or Content On Demand Subscribers	This indicator measures the number of Video or Content On Demand Subscribers	Quantitative	Household and Individuals	Public
S41	Computer Households Penetration	This indicator measures the proportion of Households with an access to a home computer.	%	Household and Individuals	Public
S42	Expenditure on Solutions & Equipment	This indicator measures the level of expenditure on ICT Solutions & Equipment (Excluding Services) for Business and government establishments It is defined by the total amount spent for purchasing computers, mobile phones, telephone solutions and equipments, ICT solutions	SAR	Business and government	Private
S43	Expenditure on Services	This indicator measures the average yearly expenditure on ICT services by the Business and government establishments	SAR	Business and government	Private
S44	Capacity for innovation for ICT Products	This indicator measures the percentage of ICT solutions developed in Saudi Arabia and used in the Saudi market compared to internationally developed solutions and sold in the Saudi market	%	Business	Public

S45	Availability of Venture Capital for ICT Projects	This indicator measures the ability of establishments to sponsor new ICT projects and the degree of reliance over bank or vendor's loans. It measures as well how easy it is to find venture capital for new ICT projects It is defined by : [1=No availability, 5=high availability]	Scale 1-5	Business, Government	Public
S46	Private Sector Spending on ICT R&D	This indicator measures the level of private sector expenditure on ICT related R&D It is defined by : [1=No need for R&D budget, 5=Significant budget allocated for R&D]	Scale 1-5	Business	Private
S47	Proportion of establishments providing e-services	It is the percentage of establishments that provide online access to their services to all respondents	%	Business and government	Public
S48	Proportion of businesses receiving e-orders and per order type	This indicator measures the proportion of businesses receiving e-orders and per order type to all respondents Types of e-orders include: Sales of information, sales of content, sales of IT hardware and electronic, sales of general merchandize, advertisement, bills etc...	%	Business	Public
S49	Total Amount of received e-orders	This indicator measures the yearly amount of e-orders received by the businesses from local and international based orders in SAR	SAR	Business	Private

S50	Proportion of businesses placing advertisement over internet per type of advertisement	This indicator measures the proportion of businesses which places internet advertisement per type of advertisement to all respondents Types of advertisement include: email, online banners in websites, dynamic ads in websites, internet browser pop-ups etc....	%	Business	Public
S51	Language of Business Website	This indicator measures the percentage of local websites which are Arabic, English or Both to all local websites	%	Business	Public
S52	Language of the ICT Software used per type of ICT Software	This indicator measures the percentage of Arabic enabled ICT Software of all Software and per type of ICT Software	%	Business and government	Public
S53	Proportion of establishments who provide allowances for their employees for ICT Services	This indicator measures establishments who provide allowances for their employees for ICT Services (Mobile & Internet)	%	Business and government	Public
S54	Proportion of employees who receive ICT expenditure allowances	This indicator measures the percentage of business and government establishments' employees who receive ICT Services (Mobile & Internet) expenditure allowances to all business employees	%	Business and government	Public

S55	Proportion of businesses using computers	This indicator measures the proportion of business establishments using computers to all business	%	Business	Public
S56	Proportion of employees using computers	This indicator measures Proportion of employees using computers for both business and government establishments	%	Business	Public
S57	Proportion of employees using the Internet	This indicator measures the proportion of employees using the Internet	%	Business	Public
S58	Proportion of business with web presence	This indicator measures the proportion of business with web presence (Top level domains local or external)	%	Business	Public
S59	Proportion of business with an Intranet per business size	This indicator measures the proportion of business with an Intranet per business size (small, medium, large)	%	Business	Public
S60	Proportion of business with Local Area Network (LAN)	This indicator measures the proportion of business with Local Area Network (LAN)	%	Business	Public

S61	Proportion of business using the Internet by type of internet activity	<p>This indicator measures the proportion of business using the Internet by type of activity</p> <p>This indicator will reflect the following segmentation of activities:</p> <ul style="list-style-type: none"> Sending and receiving email for getting information Performing Internet banking or accessing other financial services Dealing with government organizations public authorities Providing customer services Delivering products online Procurement online 	%	Business	Public
S62	Percentage of companies who have dedicated policy and budget for Staff ICT training	This indicator measures the percentage of companies who have dedicated policy and budget for Staff ICT training.	%	Business	Public
S63	Proportion of businesses who have research collaboration with universities	This indicator measures the proportion of businesses who have research collaboration with universities	%	Business	Public
S64	Average Business Internet Access Speed	This indicator measures the average speed used by businesses	Kbits/s	Business	Public

S65	Increased Business Demands for Internet Access Speed	This indicator will assess the tendency of businesses to increase their internet access speed and to what access speed	Kbits/s	Business	Public
S66	Number of Fixed telephone line per Business size	This indicator measures the average number of fixed lines per business size (small, medium, large)	Quantitative	Business	Public
S67	Broadband Penetration by Business Size	This indicator measures the percentage of Broadband Penetration by business size (small, medium, large)	%	Business	Public
S68	Business Broadband Penetration by Technology	This indicator measures the percentage of business broadband penetration per Technology. Technology includes: Dial up, DSL, 3G/LTE, Fixed Wireless, FTTX, Cable	%	Business	Public
S69	Internet Access in Education and Health Sector	This indicator measures the percentage of internet users per all users at Educational and Health Institutions	%	Government	Public
S70	Language of Governmental Website	This indicator measures the percentage of local websites which are Arabic, English or Both to all local websites	%	Government	Public
S71	Proportion of Government employees with access to computers	This indicator measures the proportion of Governmental employees with access to computers	%	Government	Public

S72	Proportion of Government institutions with internal Local Area Networks	This indicator measures the proportion of Government institutions with internal Local Area Networks	%	Government	Public
S73	Proportion of Government institutions with Internet Access	This indicator measures Proportion of Government institutions with Internet access	%	Government	Public
S74	Proportion of Government institutions with web sites	This indicator measures the proportion of government institutions with web sites	%	Government	Public
S75	Government success in ICT promotion	This indicator measures the success of Government in ICT promotion It will be calculated by scoring the Government programs for promoting the use of ICT as follow: [1 = not very successful 5 = highly successful]	Scale 1-5	Government	Public
S76	Average Internet Access Speed used by Governmental Agencies	This indicator will refer to the average internet access speed used by Governmental agencies	Kbits/s	Government	Public

S77	Increased Government Agencies Demands for Internet Access Speed	This indicator will assess the tendency of Governmental agencies to increase their internet access speed and to what internet access speed	Kbits/s	Government	Public
S78	Fixed Telephone Lines Penetration in government establishments	This indicator measures the percentage of Fixed Telephone Lines	%	Government	Public
S79	Number of Fixed telephone line in Government institutions	This indicator measures the average number of fixed lines	Quantitative	Government	Public
S80	Broadband Penetration in Government institutions	This indicator measures the percentage of Broadband Penetration	%	Government	Public
S81	Broadband Penetration by Technology in Government institutions	This indicator measures the percentage of government broadband penetration per Technology. Technology includes: Dial up, DSL, 3G/LTE, Fixed Wireless, FTTX, Cable	%	Government	Public

S82	Percentage of the population with access to a public Internet access centre (PIAC)	Measures the number of inhabitants enjoying PIAC coverage as a proportion of the country's total population. When a locality (village, town, city, etc.) has at least one PIAC, then the entire population living in this locality is considered to be served by that PIAC	%	Service Provider	Public
S83	Type Approval for ICT Equipment	The indicator will measure the process of obtaining type approval for ICT Equipment It is defined by : [1=difficult to obtain, 5=easy to obtain]	Scale 1-5	Service Provider	Public
S84	Market Entry	This indicator measures operators' opinion to the easiness of obtaining a license. It is defined by : [1=difficult to obtain, 5=easy to obtain]	Scale 1-5	Service Provider	Public
S85	Scarce Resources Allocation	This indicator assesses the quality of regulation in terms of resource allocation of: Frequency Numbering Plan Domain Names It is defined by : [1=Not efficient, 5=highly efficient]	Scale 1-5	Service Provider	Public

S86	Interconnection Efficiency with a Dominant Operator	The indicators measures operators' opinion about the efficiency of the interconnection with a dominant operator that should be ensured at any technically feasible point in the network. It is defined by : [1=inefficient, 5=highly efficient]	Scale 1-5	Service Provider	Public
S87	Tariff Regulation Efficiency	The indicator assess operators' opinion about the efficiency of Tariff Regulation It is defined by : [1=inefficient, 5=highly efficient]	Scale 1-5	Service Provider	Public

S88	Control of Anti competitive practices	<p>The indicator measures the operators' opinion regarding regulators measures to control the following:</p> <ul style="list-style-type: none"> a) Anti-competitive cross subsidization. b) Using information obtained from competitors with anti-competitive results. c) Not making technical information about essential facilities and commercially relevant information available to competitors on a timely basis. d) Excessive prices. e) Price discrimination and predatory low pricing. f) Refusal to deal with operators and other parties. g) Technical disruption of interconnection. h) Sharing of towers and facilities by parent company and subsidiaries in different segments of the market. <p>Operators will be requested to score each of the above measure using the following scale: [1=inefficient, 5=highly efficient]</p>	Scale 1-5	Service Provider	Public
-----	---------------------------------------	---	-----------	------------------	--------

S89	Public and Private Participation in establishing infrastructure	It quantifies the need for public private participation in establishing telecommunications infrastructure It is defined by: [1= PPP is not needed for ICT infrastructure, 5=PPP is highly needed for ICT Infrastructure]	Scale 1-5	Service Provider	Public
-----	---	---	-----------	------------------	--------