



# Evidence based policy and regulation: Sector Monitoring and indicators

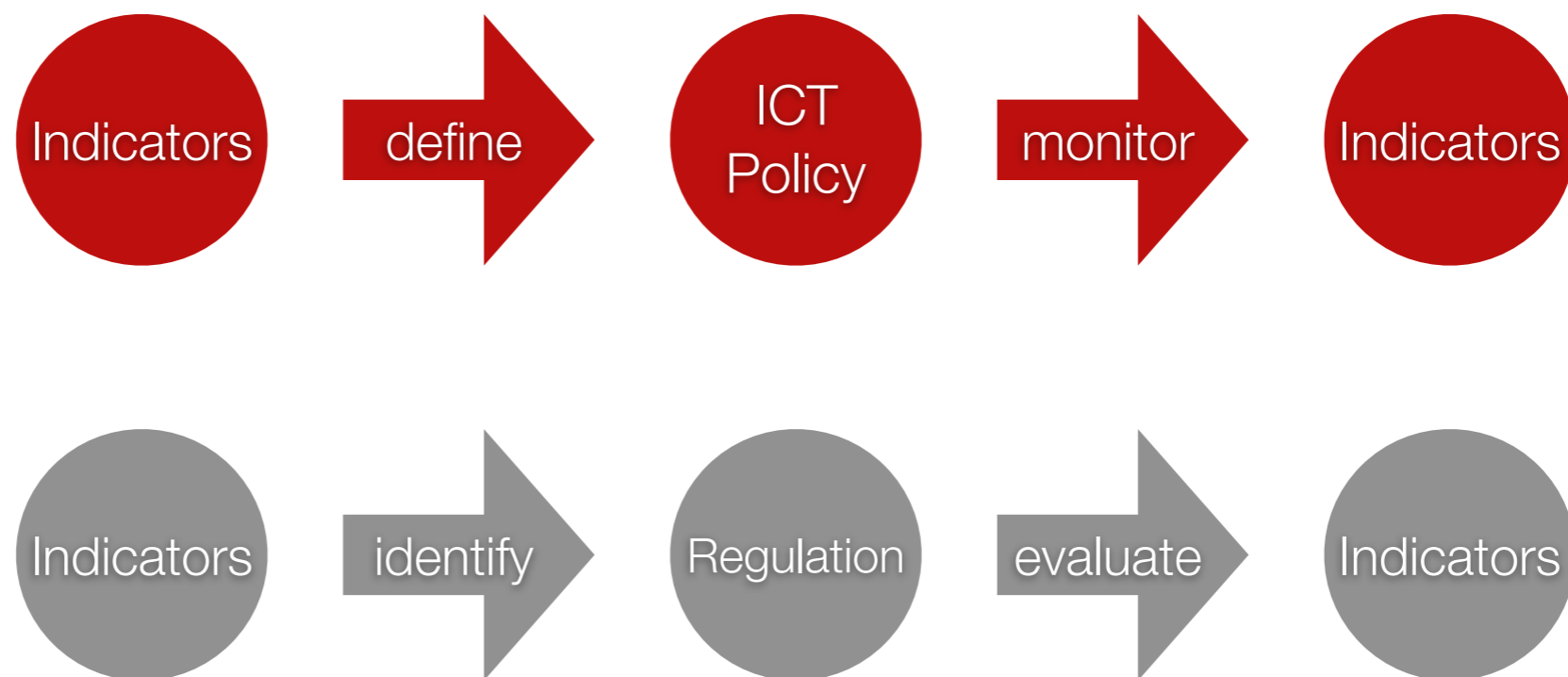
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# Evidence based policy and Regulation





# Measure the right thing

- There are no bad or good indicators, there are merely useful and less useful ones
- Usefulness is being determined by the link between the indicator and the phenomena to be described.
- Indicators chosen for a global benchmarking might be more or less useful for national policy making in individual countries.
  - A useful indicator for water supply for rural Namibia could be households with access to drinking water in walking distance (ie 5 -10km)
  - An equivalent water supply indicator for the UK could be less than two hose pipe bans a year





# Keep it simple

- Albert Einstein coined the phrase: Everything should be made as simple as possible, but not simpler
- Aggregating information too far might result in us not seeing the link between the indicator and what it is supposed to inform about
- When Deep Thought gave 42 as an answer to the ultimate question of life, the universe, and everything, after several million years of computation, it might have been the right answer to the wrong question or the answer was simply too aggregated for anyone to make sense of it
- The further condensed an indicator is, the more information has been lost on the way



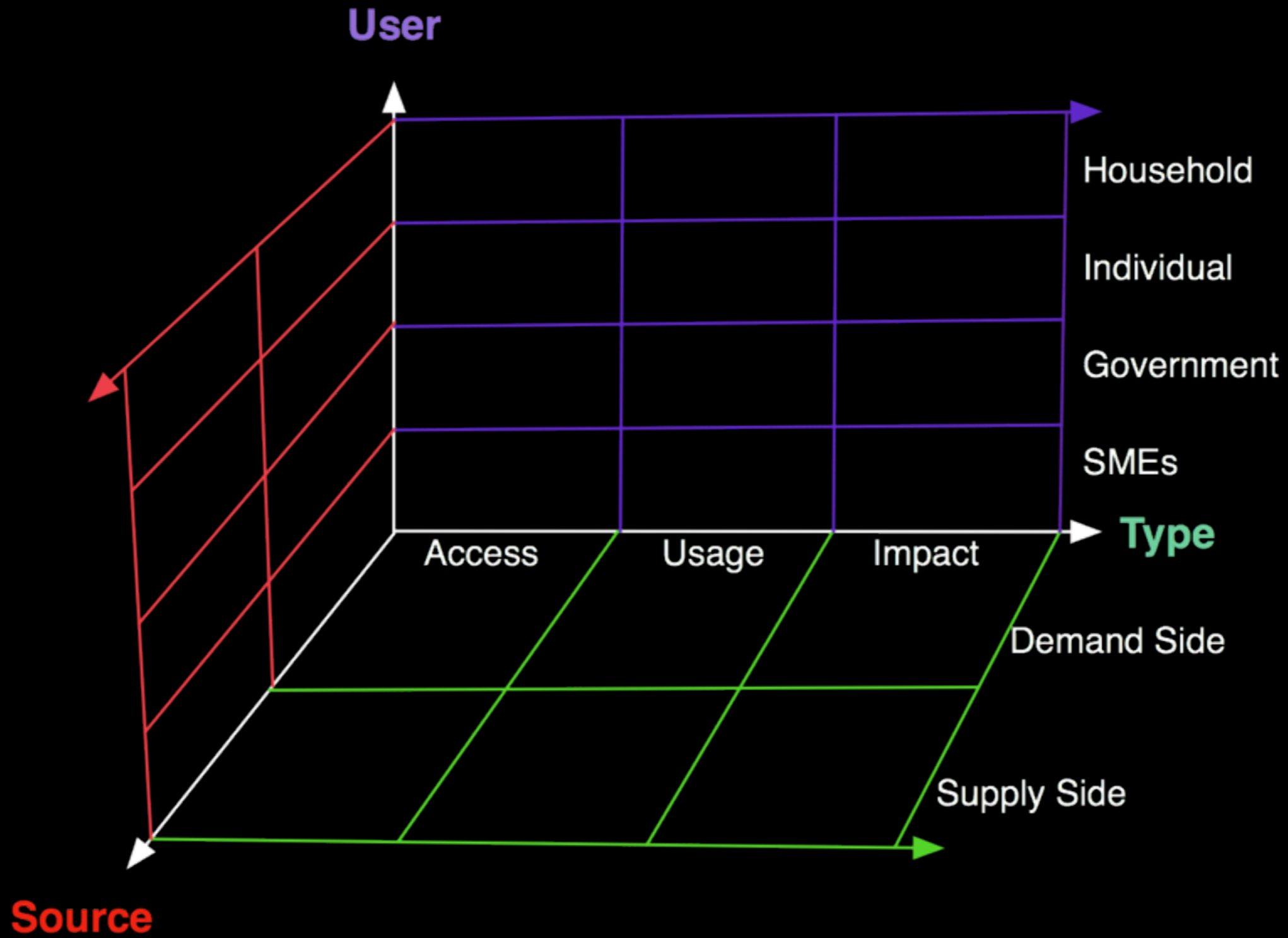


# Make it practical

- ■ Data availability:
  - ■ How easy is it to collect the information needed to compile an indicator?
  - ■ Do institutions already collect the data or would primary data collection be required?
- ■ Data frequency:
  - ■ How frequently is the data available – monthly, annually, occasionally?
- ■ Data reliability:
  - ■ How reliable is the data collected?
  - ■ How representative is the data? Is it hard data or perceptions?



	<b>Demand Side</b>	<b>Supply Side</b>
<b>Access</b>	Ownership (rural urban, gender, income)	Subscribers
<b>Usage</b>	Expenditure (total, share of disposable income)	Average revenue per user (ARPU)
	No of SMS send and minutes called	Minutes of Use (MOU)
<b>Affordability</b>	Price elasticity WTP	OECD Price baskets ARPU/MOU
<b>Operator Performance</b>		Investment
		EBITDA Margin
		Return on Equity
		Revenue
<b>Economy</b>	Business Survey GDP contribution and employment	National accounts GDP contribution and employment



	Indicator	Demand side	Supply Side
<b>Access Indicator</b>	Mobile Penetration	Mobile subscribers per 100 inhabitants – as determined by household surveys?	Mobile subscribers per 100 inhabitants: Sum of all subscribers of all operators divided by population +100
<b>Usage Indicator</b>	Mobile Phone Usage	Average money spend on mobile phone usage proportional to disposable income	Total call minutes billed by operators / mobile subscribers
<b>Impact Indicator</b>	ICT investment and economic growth	Magnitude and significance of coefficient for ICT investment and ICT expenditure on profit, sales and labour productivity using firm-level data	Strength and lead or lag of link between ICT investment and GDP using Granger causality







# What indicators should DoC compile

## ■ Supply side:

- Financial indicators (annual reports) : ARPU, MOU, ROE, EBITDA margin, revenues by service
- Traffic data
- Infrastructure data: BTS, POPs, international bandwidth
- Customer data (active sim cards, internet subscribers, fixed-line customers)
- Prices

## ■ Demand side:

- Household surveys - to determine US indicators and measure progress
- Other: informal business surveys /Media and information literacy of teachers

## ■ Economic data

