

# TELECOM DATA INSIGHTS

## September 2013



**83%** - total data use over the Telecom mobile network continues to grow rapidly, rising 83% over the last year as smart-phone ownership continues to rise and streaming applications, such as those used for America's Cup races, become popular

**20%** - total data use over the Telecom Wi-Fi network in NZ has grown 20% in the last month as the number of Wi-Fi access points in the national network continues to expand and more people register for the WiFi service

CUSTOMER USAGE TRENDS	Sep 2013	Aug 2013	% CHANGE	Sep 2012	% CHANGE
AVERAGE DATA USE PER DATA-USING CUSTOMER ON TELECOM MOBILE NETWORK	396MB	385MB	2.8	253MB	56.1
AVERAGE DATA USE PER ACTIVE REGISTRATION ON TELECOM WIFI NETWORK	257MB	287MB	-10.4	n/a	n/a

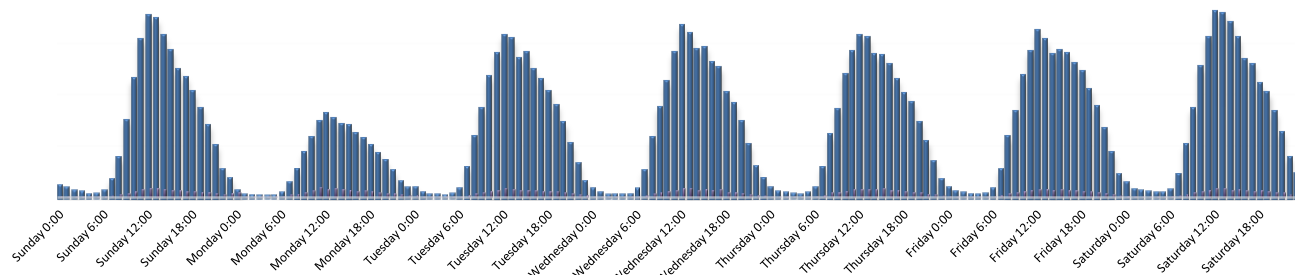
Notes- data use for fixed to follow. Mobile use figures only include connections who used data in that month. While total WiFi data use has continued to grow with the expansion of the Telecom WiFi national network, average use per active registration has dropped with a large number of new users joining the network during the month.

Telecom international cable data traffic trends



Total amount of Telecom international data has continued to grow over the long-term, both trans-Tasman and trans-Pacific. Trans-Tasman traffic is growing significantly quicker and is now around 40% of total traffic. Long term trends of international data traffic has seen a major shift from trans-Pacific to trans-Tasman.

WiFi Device Registrations by Time Of Week



**DID YOU KNOW?** The Telecom Foundation's online fundraising platform, Givealittle.co.nz, is on track for a record month of donations in October having already cracked the \$500,000 mark for the first time. Since the Foundation acquired Givealittle a year ago and turned it into New Zealand's first zero fees fundraising site - meaning 100% of donations go to the nominated cause or charity - donations have risen almost 10-fold. Recent prominent causes have included young doctor Jared Noel raising funds to pay for cancer treatment to him stay alive until his baby girl is born (\$161,000) and a fan-based campaign to support Team New Zealand for the next America's Cup yachting (\$166,000).

For more insights see <http://tomorrow.telecomgroup.co.nz/>