

MOBILE INTERNET PRICING IN PAPUA NEW GUINEA



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Talk outline

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Research Background

Why monitor mobile internet pricing in Papua New Guinea?

- Launching of Kumul and the Coral Sea (CS²) submarine cable systems.
- Wholesale price regulation by NICTA.
- Wholesale price reduction by DataCo.
- Entry of new operator in the telecommunications retail market.
- Expected growth in internet take-up and subsequent economic benefits.

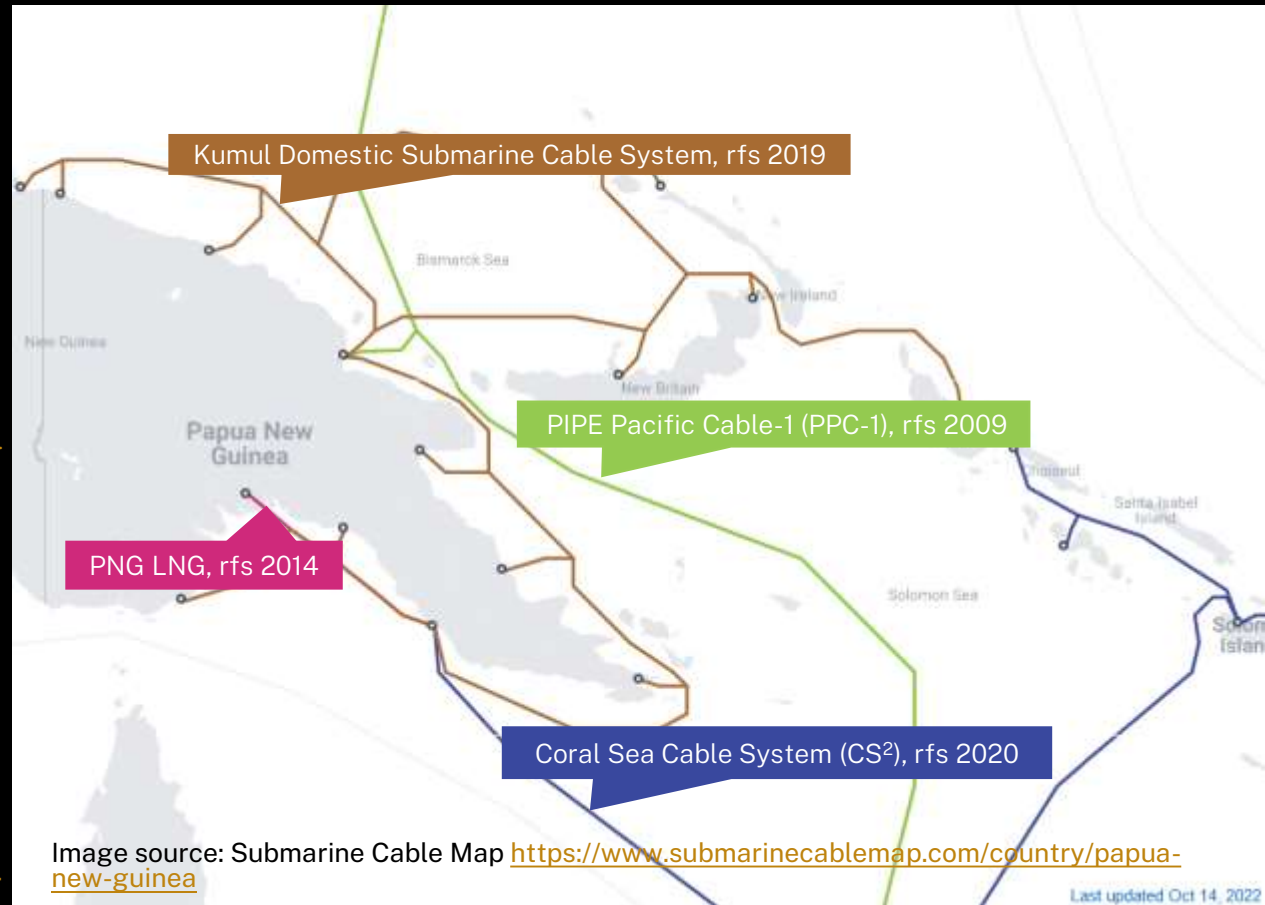


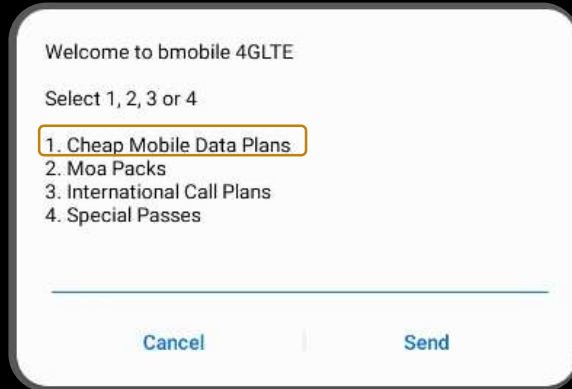
Image source: Submarine Cable Map <https://www.submarinecablemap.com/country/papua-new-guinea>

Last updated Oct 14, 2022

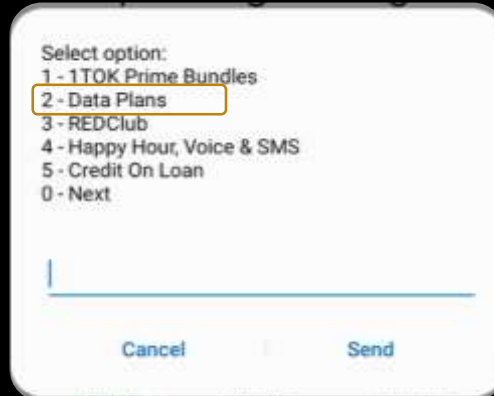


Methodology

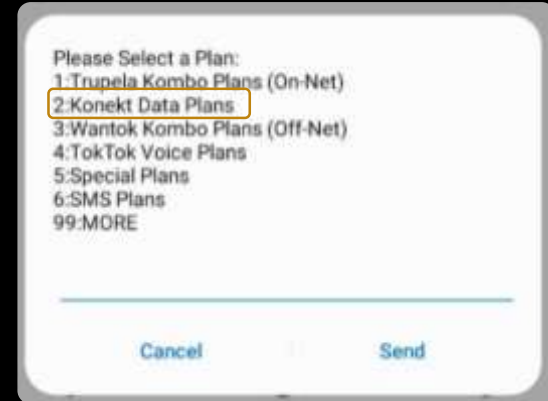
USSD menus (e.g. *675# for Digicel)



Bmobile/Teliko



Digicel



Vodafone

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Categories

- 1 Day
- 3 Days
- 7 Days
- 30 Days

Options

- most accessible (*cheaper*)
- middle option
- high end, or the least accessible (*more expensive*)

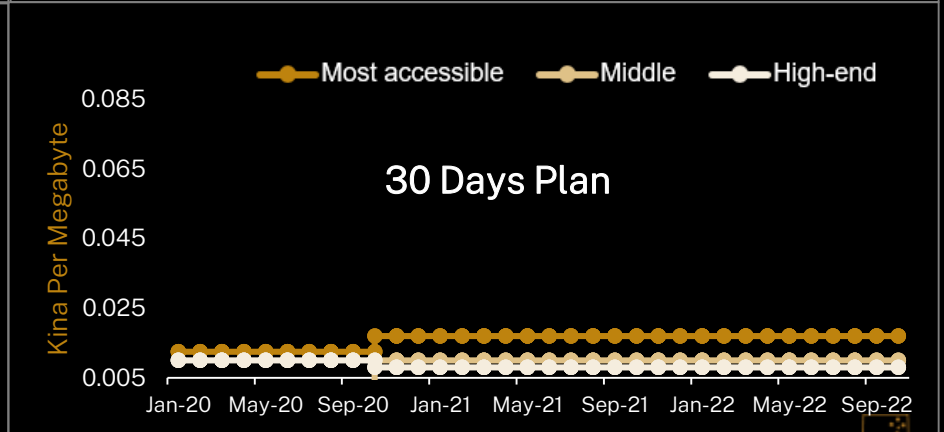
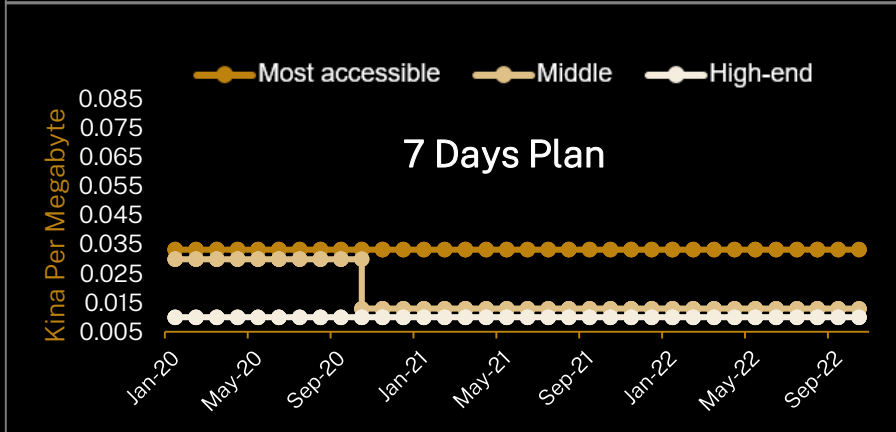
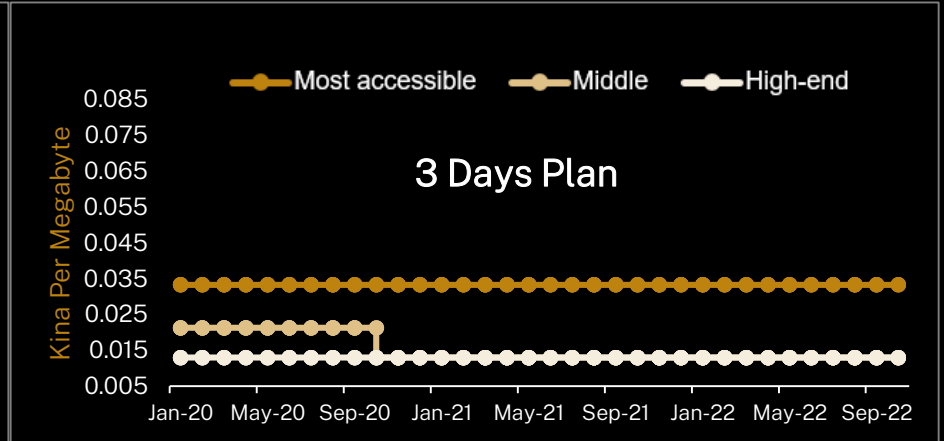
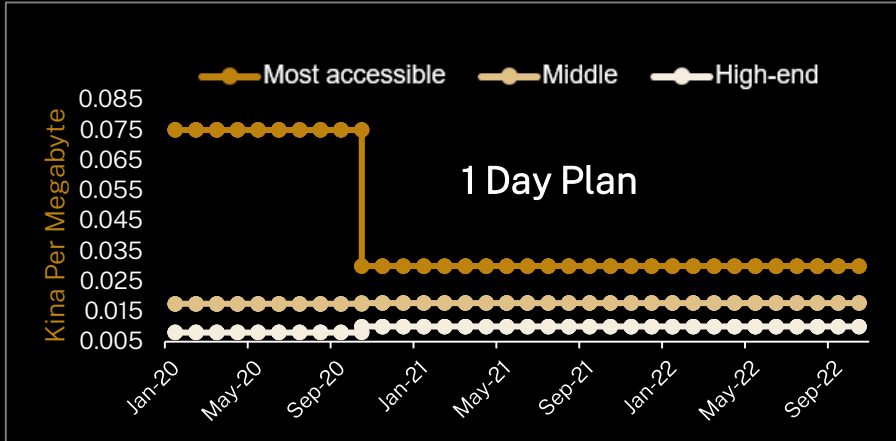


Key findings

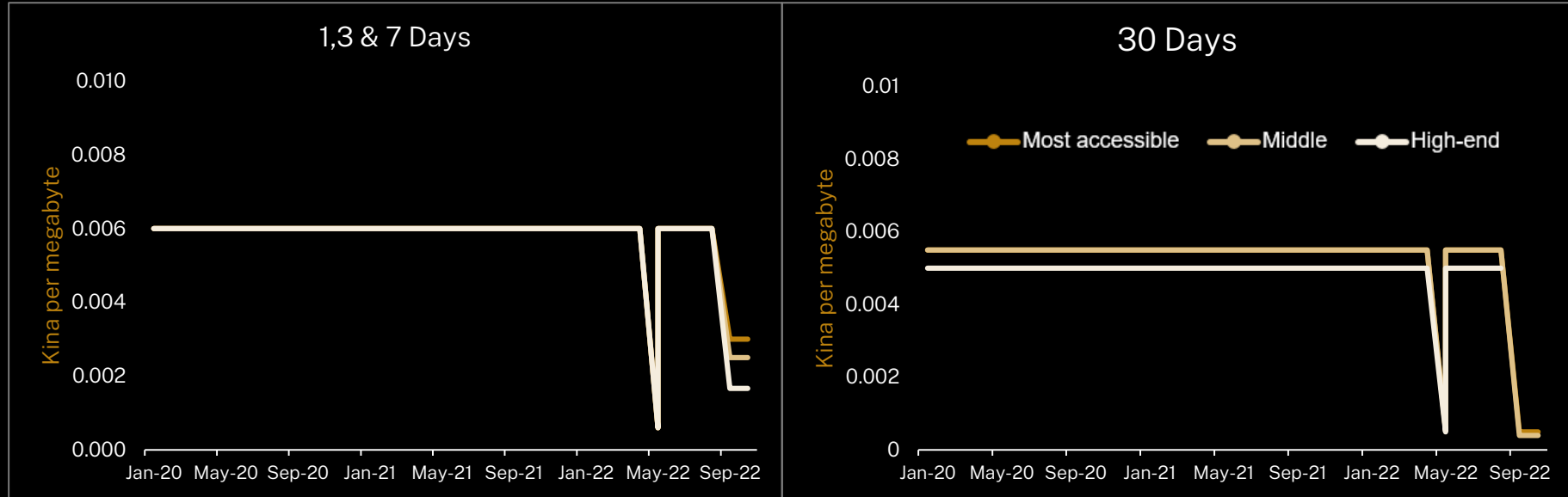
- Telikom and Vodafone do not have many options in their 1, 3 and 7 Day plans.
- Some Digicel plans offer bonus data for use of social media platforms while others do not.
- Telikom and Vodafone do not offer such social bundles in their single service data plans.
- Digicel introduced price changes in 2020 for some of their data plans in the various categories while many offerings remain unchanged. This has remained the same the past two almost 3 years.
- Prices in the last 3 years for Digicel and Telikom/bmobile have remain unchanged.
- ATH Vodafone entry in May 2022 caused a sudden drop in prices for Telikom data plans only for a short while before going back up.
- Telikom/bmobile prices have only dropped recently in September 2022
- The highest initial outlay gives the best value in terms of kina per megabyte



Kina per megabyte from Jan 2020 – Oct 2022: DIGICEL



Kina per megabyte from Jan 2020 – Oct 2022: TELIKOM / BMOBILE

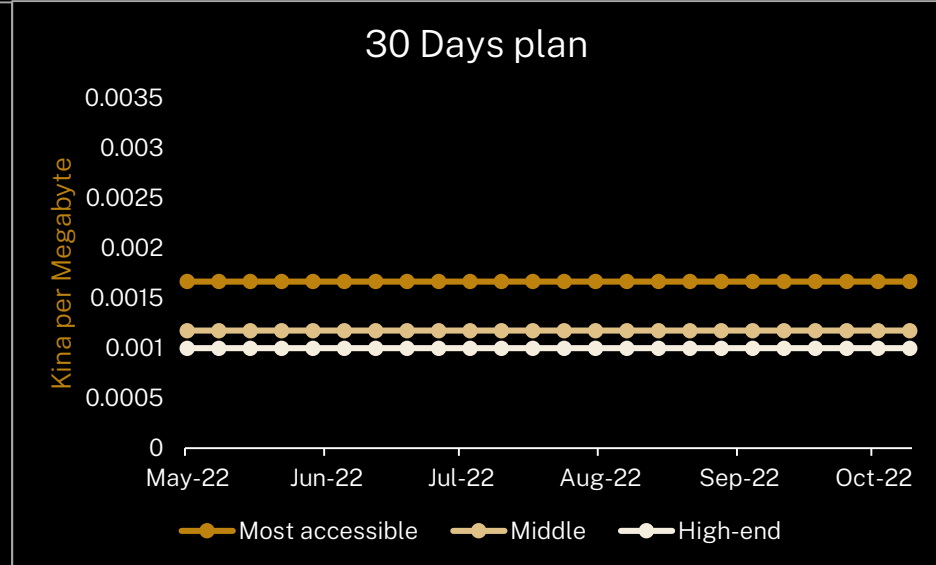
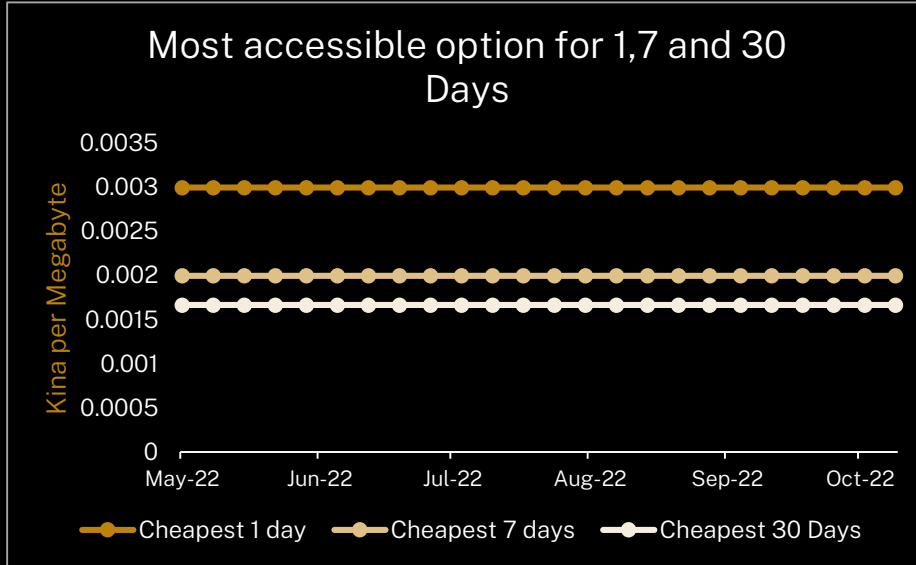


- There was a drop only for a short while in May before prices went back up.
- Not many options in their 1, 3 and 7 Day plans.
- They do not offer social bundles in their single service data plans.
- Prices remain unchanged until last September where they dropped.



Kina per megabyte from May 2022 – Oct 2022: VODAFONE

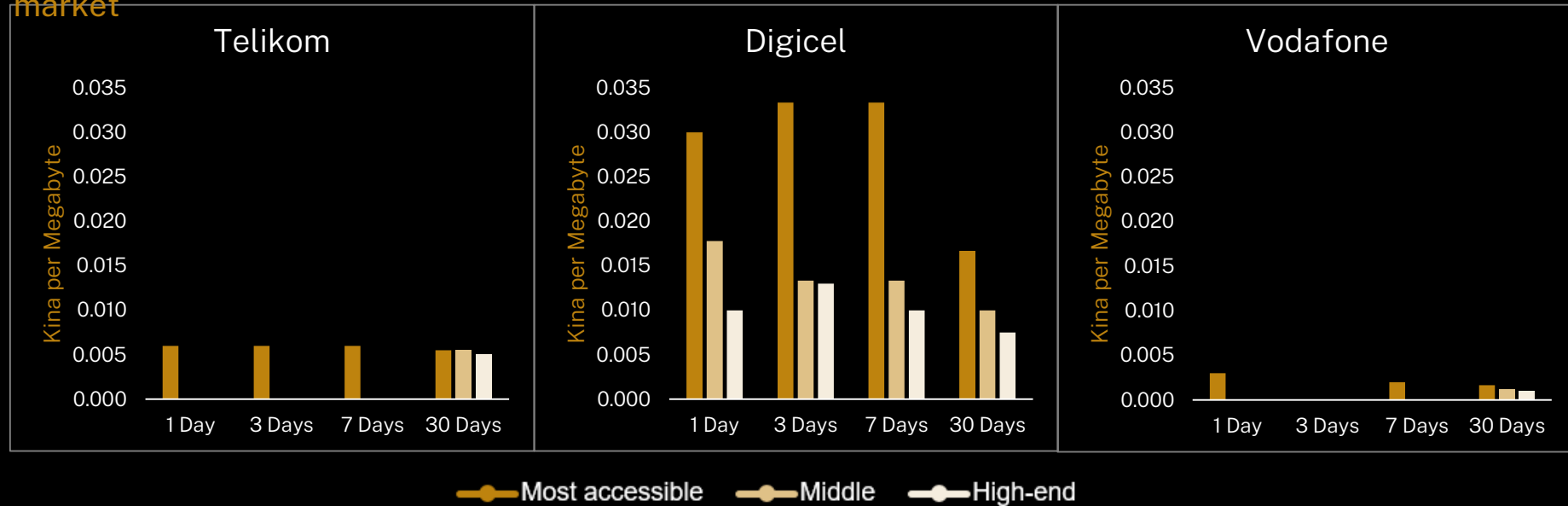
- Entered the market in May 2022.
- Do not have many options in their 1, 3 and 7 Day plans.
- The highest initial outlay gives the best value in terms of kina per megabyte



Summary comparison of the single-service data rates

Kina per megabyte comparison between Telikom, Digicel and Vodafone

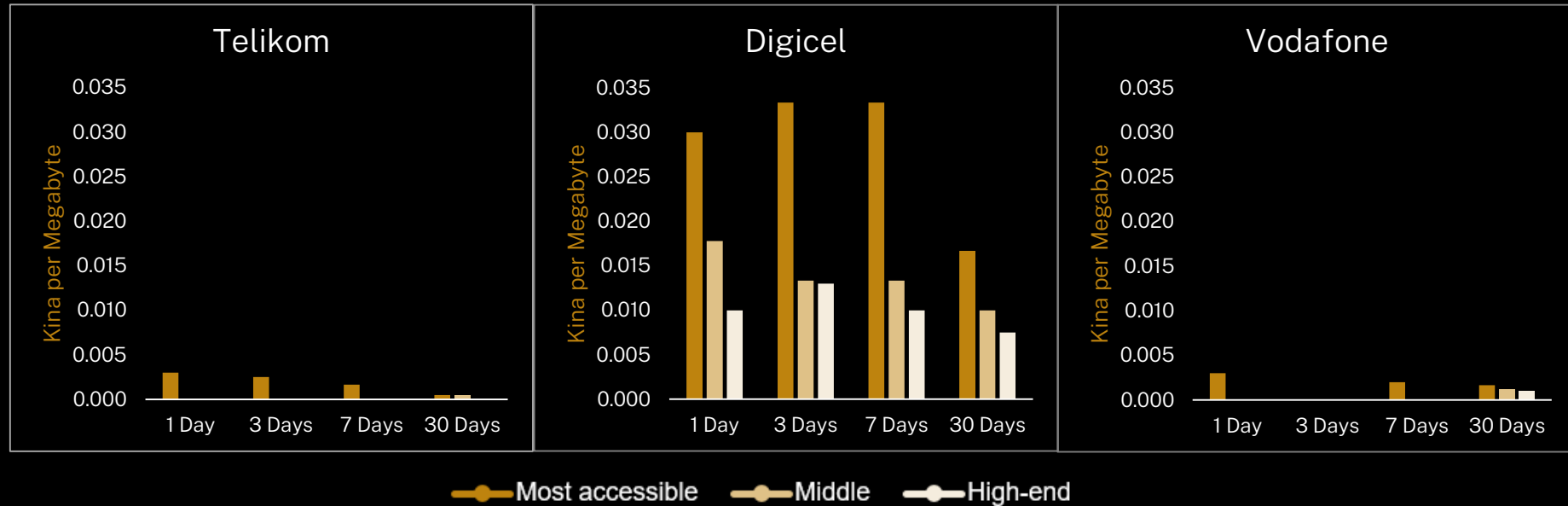
Before Vodafone entered the market



Summary comparison of the single-service data rates

Kina per megabyte comparison between Telikom, Digicel and Vodafone

After Vodafone entered the market

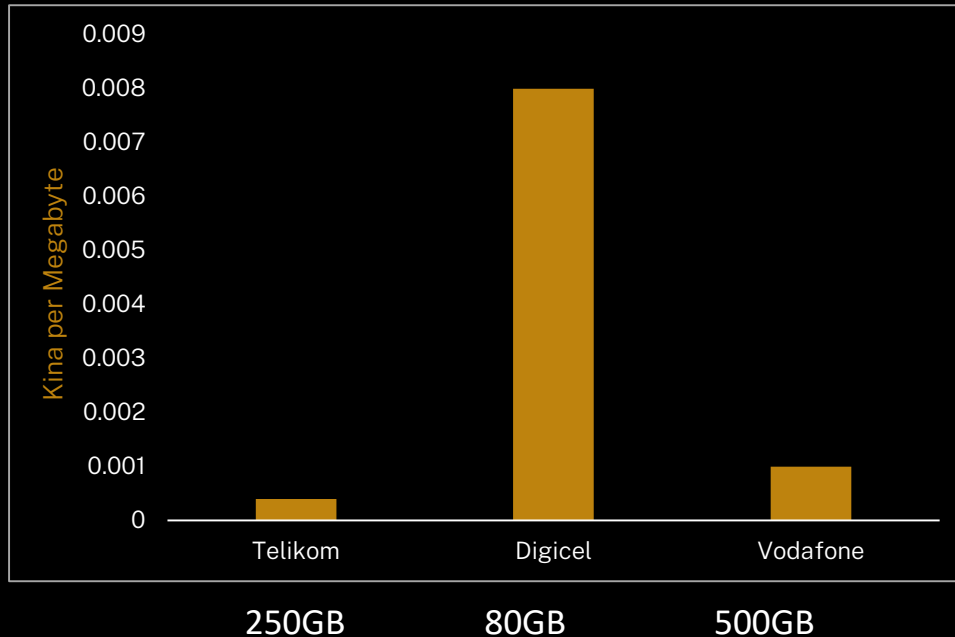


● Most accessible ● Middle ● High-end



Comparing the prices for the highest data plan

After the entry of Vodafone into the market, Telikom have reduced the cost of the highest data plan by K50 and also increased the capacity 8x the previous one.



Limitations

- This research does not monitor the bundled or combo services.
- It does not monitor the night plans from the three providers.
- We do not have data using this method before 2020.



Conclusion

- Even after the launching of the Coral Sea cable, prices have remained fairly unchanged.
- Vodafone's entry into the market has led to some changes in Telikom/bmobile rates whilst Digicel remains unchanged.
- The highest initial outlay gives the best value in terms of kina per megabyte



More about this research

PNG Mobile internet price research on Devpolicy blog:

<https://devpolicy.org/tag/png-mobile-internet-price-research/>



The screenshot displays the Devpolicy Blog website. At the top, there is a navigation bar with the site name 'DEVPOLICYBLOG' and links for 'ABOUT', 'AUTHORS', 'JOIN THE DISCUSSION', 'SUPPORT US', and 'CONTACT US'. Below the navigation bar, a prominent orange banner reads 'Tag - PNG mobile internet price research'. The main content area features four article cards, each with a thumbnail image, a title, and a byline. The first article is titled 'No fall in mobile internet prices in PNG' by Arusola M & Watson, Percy Aki and Moses Sakai, dated April 03, 2022. The second article is 'Mobile internet prices in Papua New Guinea: still no downward movement' by the same authors, dated March 18, 2022. The third article is 'No change in mobile internet prices in PNG' by the same authors, dated July 05, 2021. The fourth article is 'Internet prices in Papua New Guinea' by the same authors, dated January 30, 2020. To the right of the article list is a 'Recent comments' section with a list of comment titles and a 'View all comments' link. At the bottom right of the page, there is a dark blue button that says 'BUY NOW OR DOWNLOAD FOR FREE:'.



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