

Attachment to: Mobile internet prices in PNG: still no downward movement

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Published on the Devpolicy blog

Digicel introduced price changes that were detected by our team on Monday, 19 October 2020. The updated data plans are available [on their website](#) or can be seen by typing *675# or *777# into a mobile telephone handset within PNG.

Data plans were captured under the 'day' category (1-day, 3-day, 7-day and 30-day). Among the four categories of day plans, the most accessible, the middle, and the least accessible data plan option were logged each week. Note that we term the 'most accessible' option to be the one that enables a user to access the internet for the least amount of money. For Digicel customers, this is consistently the most expensive option, in terms of kina per megabyte. Users who can afford to outlay a larger amount of money upfront receive a better rate per megabyte. (This is similar to a large bag of rice being cheaper per rice grain than smaller packets of rice for sale at the same store.)

Figure 1 presents the 1-day data rates offered by Digicel during the second half of 2020 (July to December 2020). The graph indicates value-for-money, in terms of the cost per megabyte of data. As can be seen, the most accessible option reduced substantially in price in October, while the price of the other two options being tracked increased slightly.

Figure 1: The 1-day plans offered by Digicel PNG (toea per megabyte)

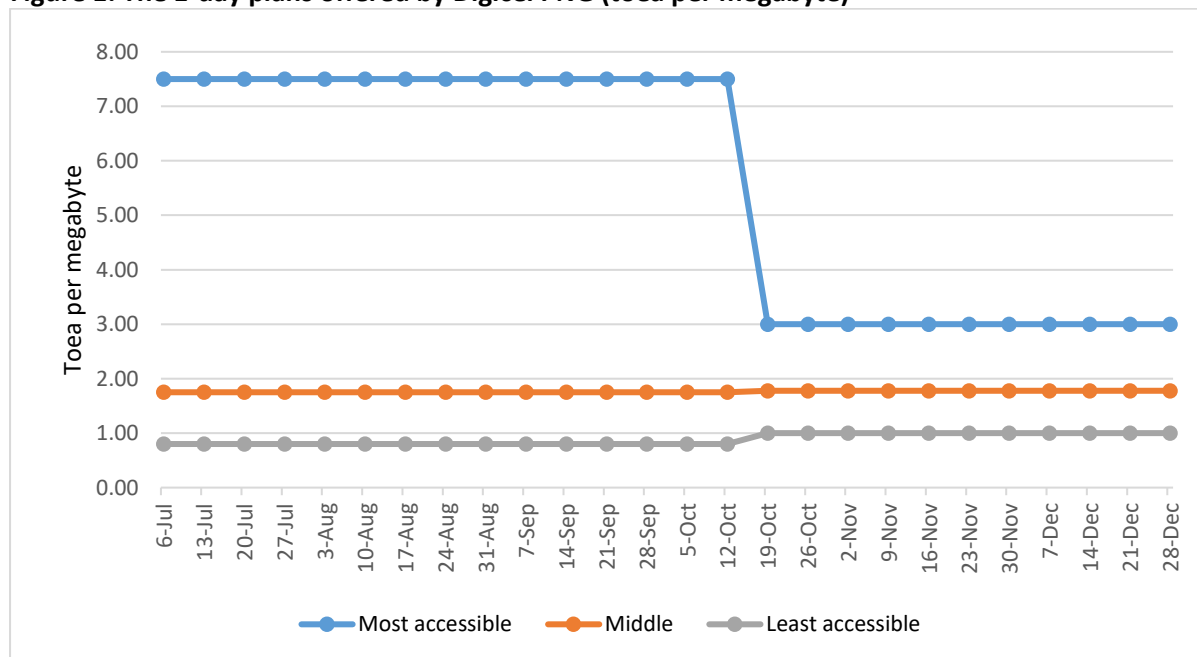


Figure 2 shows the 3-day data rates offered by Digicel during the second half of 2020. The pricing of two options remained consistent and one of the options improved in value.

Figure 2: The 3-day plans offered by Digicel PNG (toea per megabyte)

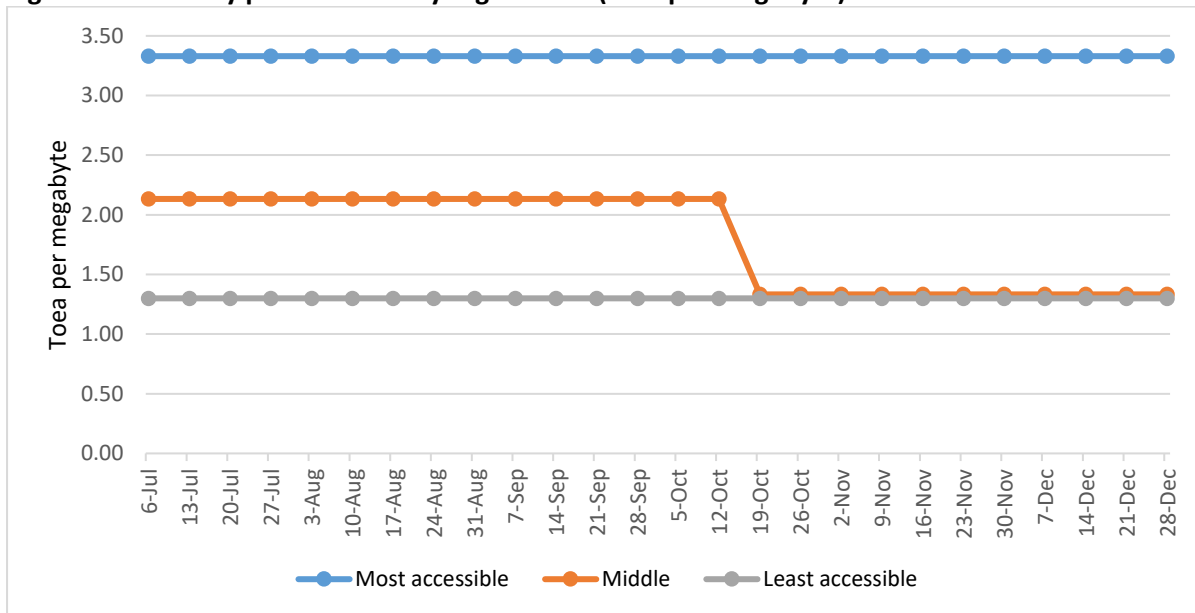


Figure 3 has the 7-day data rates offered by Digicel. As is evident, two of the three options being monitored remained the same but one option more than halved in price.

Figure 3: The 7-day plans offered by Digicel PNG (toea per megabyte)

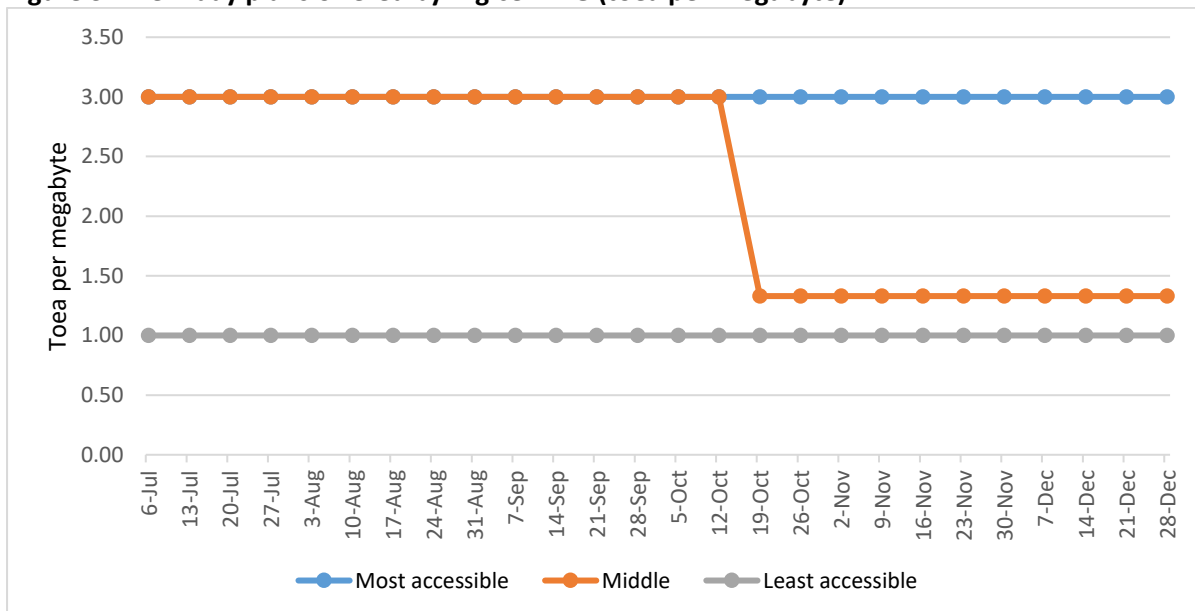


Figure 4 presents the 30-day data rates offered by Digicel. The most accessible 30-day plan now costs more per megabyte (MB) than it did before, having changed from 8000MB for one hundred kina (PGK100) to 3000MB for PGK50. A new 30-day plan is now available, offering 20,000MB for PGK200. The least accessible user option has increased in value, having changed from 20,000MB for PGK200 to 80,000MB for PGK600.

Figure 4: The 30-day plans offered by Digicel PNG (toea per megabyte)

