ACCC

AUSTRALIAN COMPETITION
& CONSUMER COMMISSION

Internet activity report

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Australian Competition and Consumer Commission
23 Marcus Clarke Street, Canberra, Australian Capital Territory, 2601

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Introduction

This December 2018 report reflects the first set of data collected as part of the ACCC's Internet Activity Record Keeping Rule (RKR). Previously information on internet activity data was collected by the Australian Bureau of Statistics (ABS) under the now discontinued Internet Activity Survey (IAS).

The ACCC's report is not directly comparable to the previous IAS for two main reasons:

- There are a smaller number of data providers subject to the Internet Activity RKR than provided information to the ABS for the purposes of the IAS.
- Some data providers advised the ACCC of recent changes to their own internal reporting systems which improved the accuracy of the data extracted and supplied for data items requested under the RKR.

Key statistics for retail SIOs

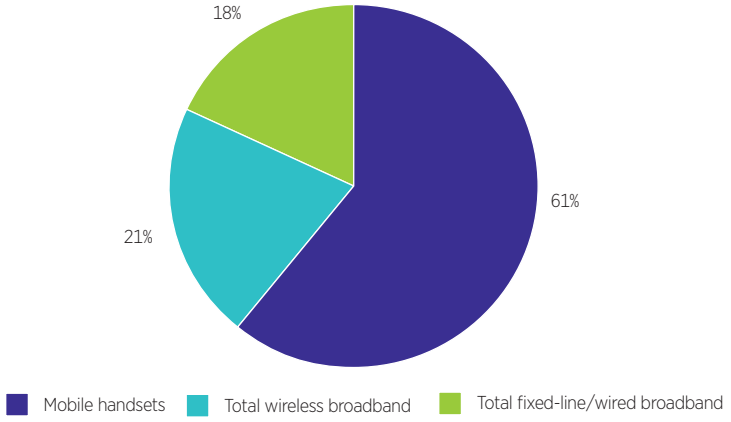
Mobile handset the most common way to access the internet

The total number of retail SIOs reached 39.9 million as at 31 December 2018. There were a combined 15.6 million fixed-line/wired (DSL, Cable & Fibre) and wireless broadband (Satellite, fixed wireless & mobile wireless) SIOs and 24.3 million mobile handset SIOs, accounting for 39 per cent and 61 per cent of all access connections, respectively.

Total number of retail SIOs ('000)

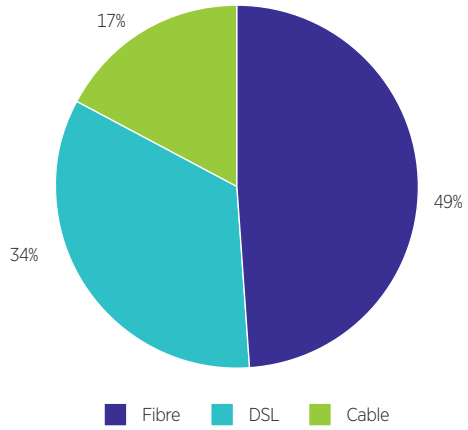
Fixed-line/wired broadband	
Fibre	3 532
DSL	2 415
Cable	1 260
Total fixed-line/wired broadband	**7 207**
Wireless brodband	
Mobile wireless	7 970
Fixed wireless	316
Satellite	117
Total wireless broadband	**8 402**
Mobile handsets	**24 298**

Proportion of retail SIOs by access connection



Fibre connections (FTTB, FTTC, FTTH, FTTN and FTTP) account for the greatest proportion of total fixed-line/wired connections followed by DSL with contributions of 49 per cent and 34 per cent, respectively. The proportion of fibre and cable (inclusive of NBN HFC) connections is expected to rise over time as the NBN multi technology mix roll out continues and DSL connections are disconnected as a result.

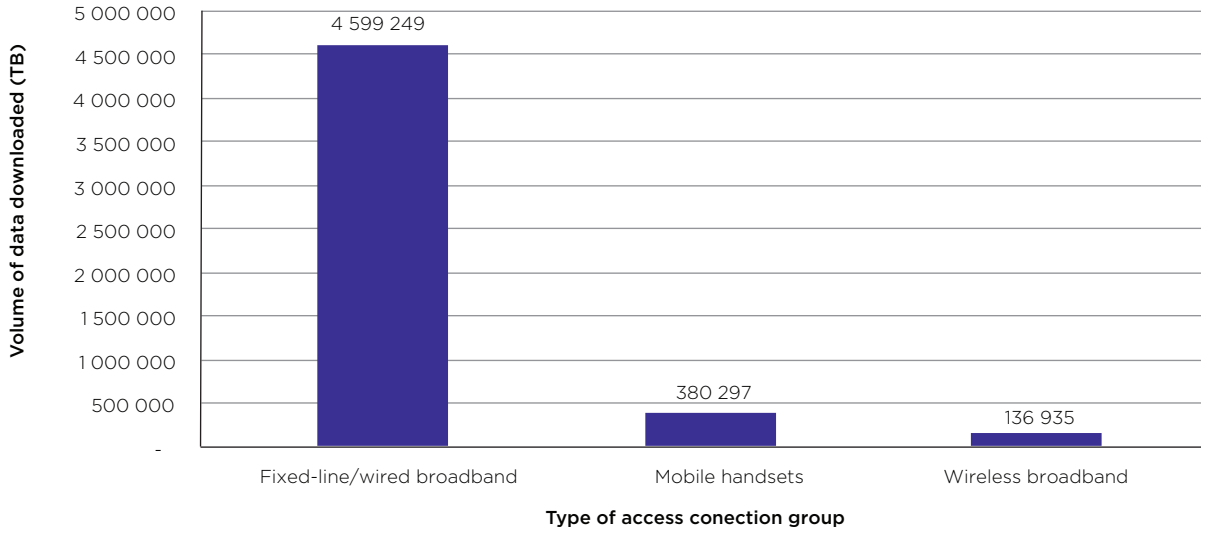
Proportion of retail SIOs by fixed-line broadband connection



Fixed line services dominate the volume of data downloaded

The total volume of data downloaded in the three months ended 31 December 2018 was 5.1 million Terabytes. Data downloaded via fixed line broadband accounted for the vast majority (90 per cent) of all internet downloads. There was a substantially smaller amount of data downloaded via mobile handsets (seven per cent) and wireless broadband (three per cent) over the same period.

Volume of data downloaded by access connection

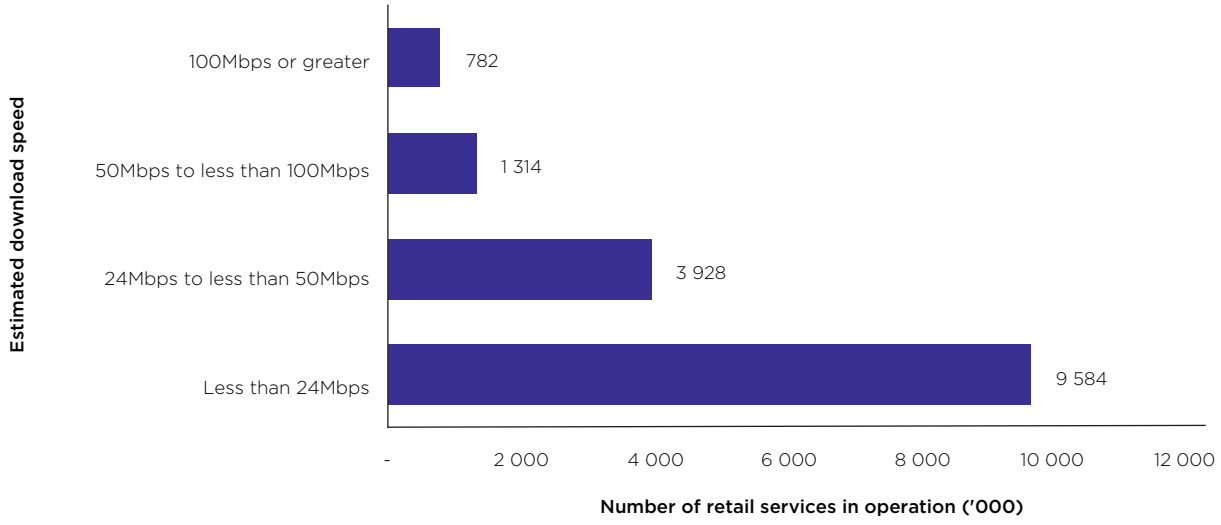


The volume of data downloaded is expected to grow exponentially into the future as the result of the increased usage of content streaming services such as Netflix, social media such as Facebook and other applications including online gaming that continue to incorporate content-rich and video components. The imminent arrival of 5G products and services will likely support even greater increases in the volume of data downloaded via mobile handsets and wireless broadband access technologies.

Majority of consumers accessing the internet on download speeds of less than 24 Mbps

As at 31 December 2018, a majority (61 per cent) of broadband (fixed line and wireless, excluding mobile handset) SIOs had estimated download speeds of 'Less than 24 Mbps' while the lowest proportion (5 per cent) of broadband SIOs had download speeds of '100 Mbps or greater'.

Number of retail SIOs ('000) by estimated download speed



Next cycle

In accordance with the two tier approach of the Internet Activity RKR, the contents of this report will be changing from the June 2019 report onwards. The ACCC will be discontinuing the collection of information relating to retail broadband SIOs by estimated download speed. However, the ACCC will be collecting and releasing a richer dataset of internet activity information with a greater level of granularity and disaggregation.

Changes include collecting:

- Total retail broadband SIOs grouped by NBN and non-NBN
- Retail broadband non-NBN SIOs disaggregated by type of access technology
- Retail broadband NBN SIOs disaggregated by wholesale speed tiers
- Mobile SIOs disaggregated by prepaid, post-paid and mobile broadband at both a wholesale and retail level
- The number of retail broadband and mobile SIOs with no data download limits
- Volume of data downloaded disaggregated by NBN wholesale speed tiers and non-NBN access technologies as well as mobile services (prepaid mobile, post-paid mobile and mobile broadband) at a wholesale and retail level.

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