

Supporting Document 8.4

Interview Survey for Business Users (Key customers)

An interview survey of business users was conducted in March and August 2002. The principal aim of the survey was to verify “the extent of the shift away from international voice traffic to digital traffic (e-mail).”

The shocking results of the survey indicate that over 90% of international voice traffic would be replaced by e-mail. These results are reflected in predictions regarding revenue per subscriber. The changes in the revenue structure are as outlined in detail in Chapter 8 of the Master Plan. The decline in international voice traffic on the part of business users will have a considerable affect on the management of ETC, with a notable decline in revenue per subscriber in the fixed phone sector.

Revenue per fixed phone subscriber, which stood at USD 215 in 2002/03, is expected to fall to USD 145 in 2020/21.

Revenue per mobile phone subscriber, which stood at USD 459 in 2002/03, is expected to fall to USD 157 in 2020/21.

The questions and results of the interviews are shown in this section.