

NEW ZEALAND'S STUDENTS

Mobile traffic is on-net regardless of provider dominant in their city

AUCKLAND

2 university main campuses 61,000 students
2 other university campuses
2 institutes of technology and polytechnics

HAMILTON

1 university campus 12,000 students
1 institute of technology/polytechnic

PALMERSTON NORTH

1 university campus 35,000 students
1 institute of technology/polytechnic

WELLINGTON

1 university main campus 22,000 students
2 other university campuses
4 institutes of technology and polytechnics

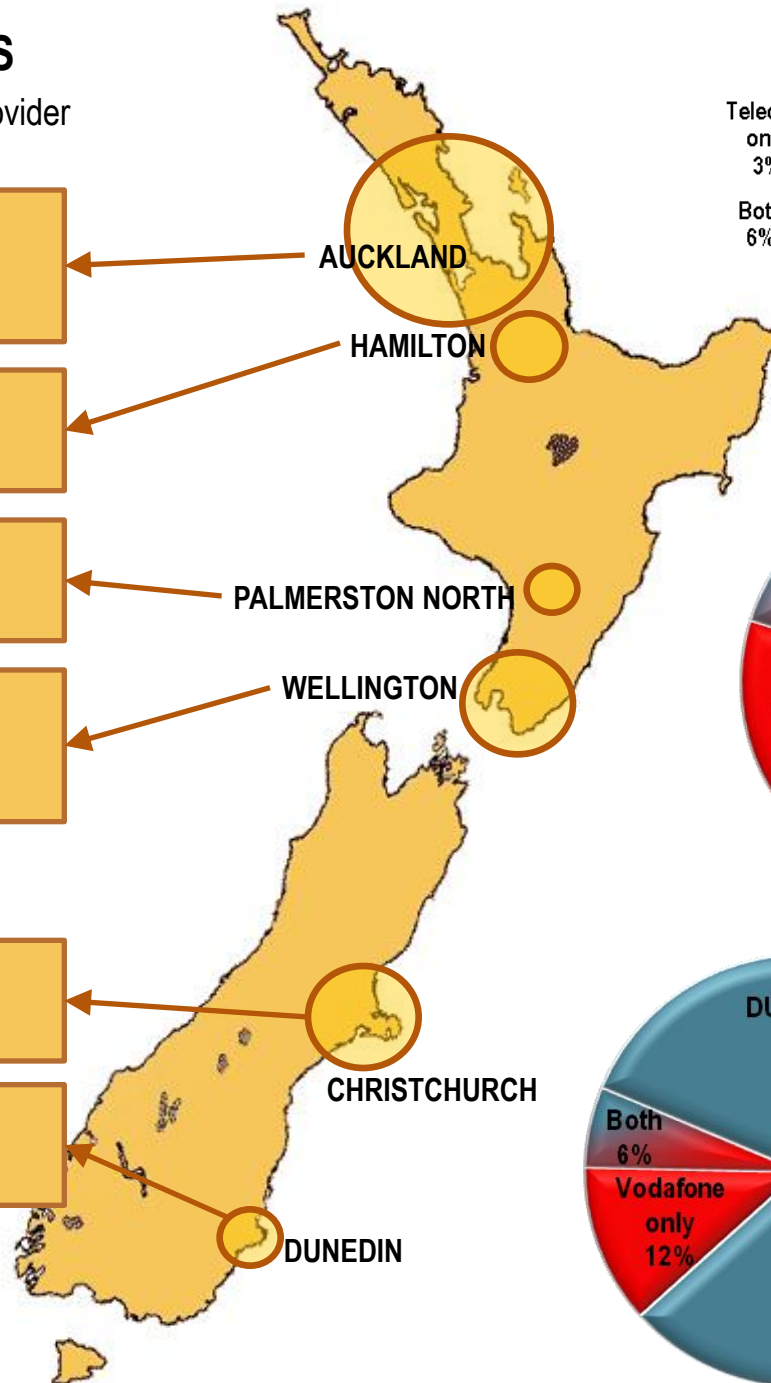
CHRISTCHURCH

2 university main campuses 21,000 students
1 institute of technology/polytechnic

DUNEDIN

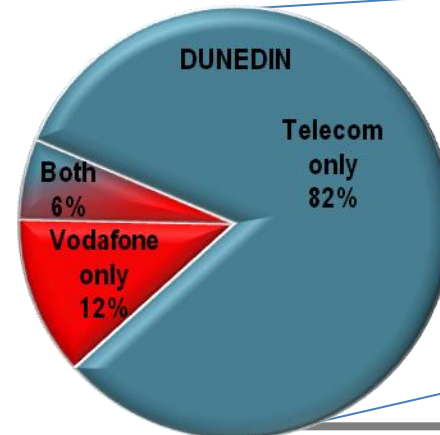
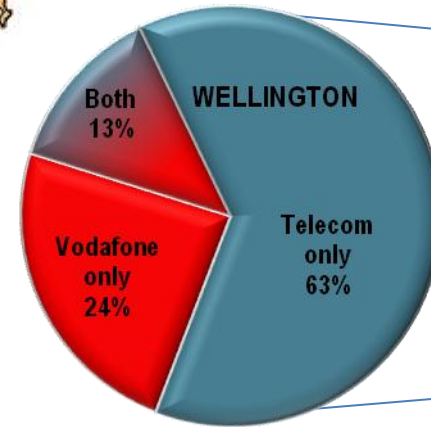
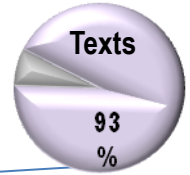
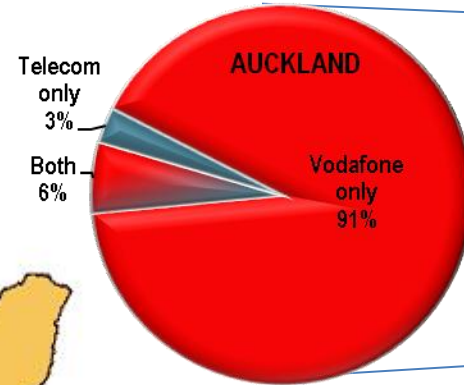
1 university main campus 21,000 students
1 institute of technology/polytechnic

Area of circle for each city represents population



Share of phones

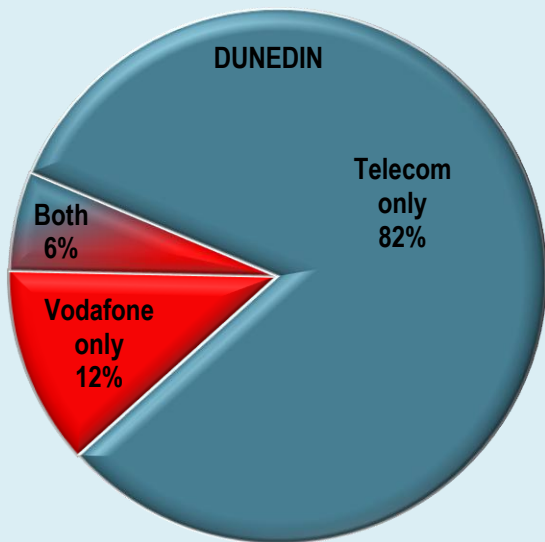
Share of traffic on-net



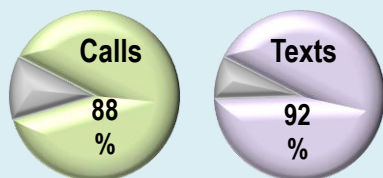
High termination rates trap mobile users...

Dunedin students case study

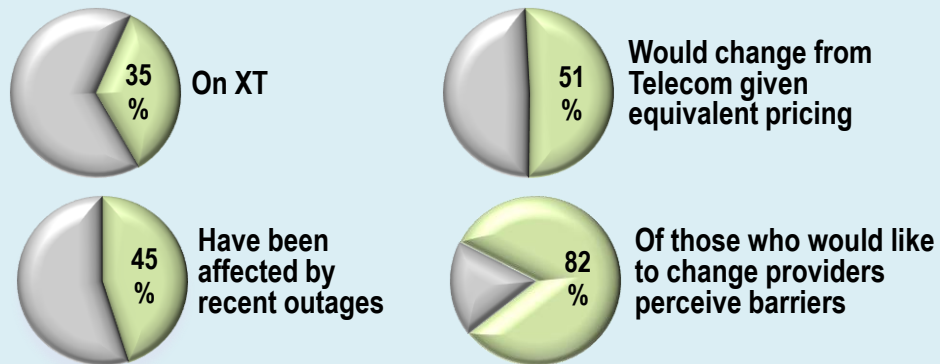
Most Dunedin students are on Telecom



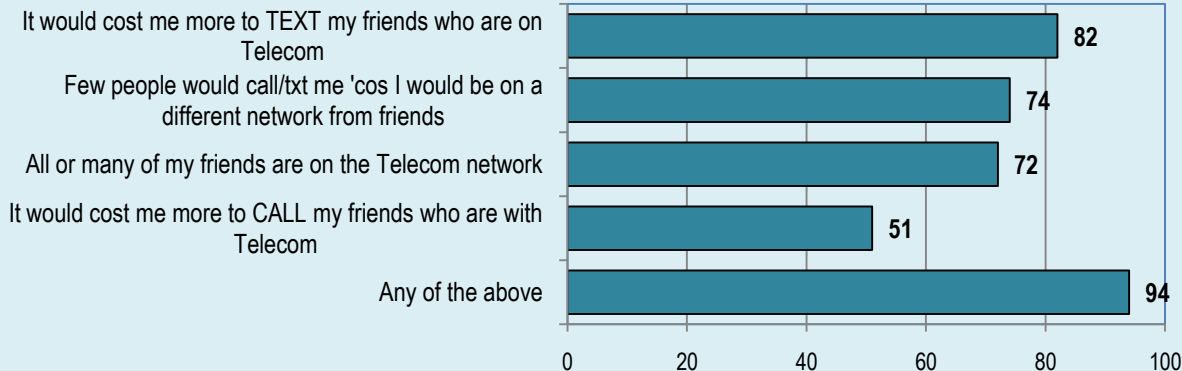
Dunedin student mobile traffic is almost entirely on-net



Dunedin students on Telecom



Barriers to switching off Telecom



Base: Those who perceive barriers to switching off Telecom

...because of off-net price discrimination

Technical underpinnings

Market share and on-net traffic

- Face-to-face interviews with 120 students in Dunedin in May 2009 (also 120 students in Auckland in Sept08, and Wellington in Oct09)
- Traffic share results based on analysis of call and text logs in students' phones giving very large sample base and high accuracy
- ($\pm 3.0\%$ for calls made and $\pm 1.7\%$ for texts sent for Dunedin results)

Dunedin students on Telecom trapped by high termination rates

- Face-to-face interviews with 150 students with Telecom mobiles at Otago University on 3 March 2010
- Wider confidence limits than for earlier study because of smaller sample sizes, but key results totally robust, statistically reliable and "beyond all reasonable doubt"
- 82% perceive barriers to switching off Telecom:
 - Base is 72 students who would like to switch off Telecom
 - The odds are less than 1 in ten million that the survey would have found a result of 82% or more if the true population result was 50%
- 82% identify higher costs to text friends as a barrier to switching off Telecom:
 - Base is 97 students who identify there are barriers to switching
 - The odds are less than 1 in a billion that the survey would have found a result of 82% or more if the true population result was 50%