CUTS International

Information Disclosure

Consumer Broadband Labels

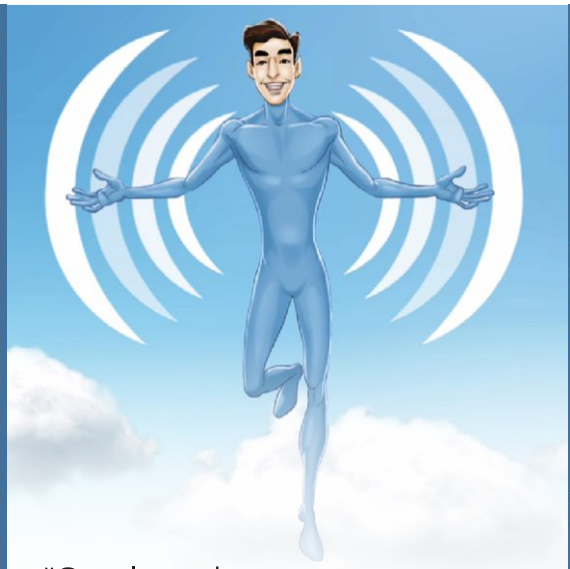
CONSUMER BROADBAND LABEL

QoE Parameter	Download (in Mbps)	Upload (in Mbps)
Max Speed	1.8	1.2
Average Speed	1.2	1.0
Social networking	★★★★☆	
Video streaming	★★★★★	
HD video	★☆☆☆☆	
Mapping apps	★★☆☆☆	
Web browsing	★★★★☆	
Messaging apps	★★★☆☆	
Voice calling	★★★★★	

Data pricing	Limit	Upgrade
Rs 100/pm	1 GB	5p / MB
Rs 200/pm	2 GB	5p / MB

Guidance notes:
- Choose a plan based on your needs
- 5min of Youtube streaming @ 240p will consume 15MB of data
- 5min of Facebook browsing will consume XXX of data
- Example: With a 1GB plan, you can watch 30 Youtube videos of 5min each, and spend XXX minutes on Facebook

DRAFT



"Get closer than ever to your customers. So close that you tell them what they need well before they realise it themselves."

Steve Jobs

CONSUMER BROADBAND LABEL

QoS Parameters	Download	Upload
Max Speed	1.8 Mbps	1.2 Mbps
Average Speed	1.2 Mbps	1.0 Mbps
Latency	32ms	
Availability	89%	75%
DNS delay	289ms	
Stability: Mean Time Between Switch	2.1s	3.5s

Service quality	Assessment
Activation time	10 hours max. 3.5 hours avg
Coverage	Bih… Overall: 7…% Rural: 56% Urban: 89% National: 18/22 circles
Performance improvement over last year	Speed: ++ (25%) Latency: No change Stability: - (10%) Coverage: +++ (50%)

Network improvement practices	
Content Delivery Networks	Enhanced performance for Facebook, Youtube
Data compression proxies	Ad blocker, image compression
Available capacity for new users	65% utilization
Goals for 2017	Coverage inc. to 95% Avg. speed to 1.5Mbps

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Qualitative Label

Quantitative labels would represent the Quality of Service (QoS) for broadband service in a star format, where number of stars will correspond to a scale of 1-5. This is similar to the Star Rating for Electrical Appliances by Bureau of Energy Efficiency. A 5-star rating would reflect the best possible QoS, while 1-Star would represent a poor service. This label would however require establishment of a standard methodology for calculation of star based rating.

Benefits

- Easily comprehensible for common consumers
- Covers major usage patterns (Social Networking, Video streaming etc.) for consumers

Challenges

- Lacks information on technical parameters
- Not too detailed, only provides an overview of QoS
- Induces subjectivity in measurements, if framed without a standard methodology

Quantitative Label

Quantitative label would represent QoS in a numeric format, for the technical parameters as stated in the standards of "Quality of Service for Wireless Data Services Regulation, 2012" by Telecom Regulatory Authority of India (TRAI). New and relevant parameters may be added to the list, as per the evolution of technology. The QoS for each parameter may highlight the maximum, minimum or average measurements.

Benefits

- Comprehensible for consumers possessing technical know-how of broadband services
- States the QoS in absolute terms, reducing subjectivity in measurements

Challenges

- Only highlights key QoS parameters
- Precisely gauging the QoS for certain parameters could be difficult

The Initiative

- Advocates for complete information disclosure of broadband services via broadband labels
- Brings together regulator, service providers & non-state actors to work on information disclosure mechanism
- Creates a network of stakeholders and increases their long-term capacity/awareness

Envisaged Outcomes

- Change in attitude of consumers and other stakeholders towards importance of broadband labels
- Well informed, educated and responsible stakeholders for broadband services
- Adequate information and awareness about consumer rights and obligations for availing broadband services

Activities

Mr R.S. Sharma, TRAI Chairman, speaking about need for broadband labels (New Delhi, April 2017)

Focused Group Discussion with Stakeholders (Jaipur, June 2017)

Reflections from Media

Broadband's prototype to check if you're getting money's worth

Lucknow (PNS): Consumers' Guild organised a focused group discussion in Lucknow to highlight the

ety organisations (CSOs) in creating awareness for this initiative.

'Since many years broadband se

ट्राई में कर सकते हैं ब्रॉडबैंड सेवाओं के संबंध में शिकायत

भोपाल | यदि आप ब्रॉडबैंड सेवाओं को लेकर संतुष्ट नहीं हैं तो टेलीकॉम रेगुलेटरी अथॉरिटी ऑफ इंडिया की वेबसाइट पर शिकायत कर सकते हैं। इसके लिए साइट पर एप भी हैं। ट्राई के डिप्टी एडवाइजर राकेश कुमार

टेलीकाम क्षेत्र की चुनौतियों पर हुई चर्चा

भोपाल,देशबन्धु। नेशनल सेन्टर फॉर ह्यूमन सेटलमेंट्स एण्ड एनवायरनमेंट ने कंज्यूमर यूनिटी एण्ड ट्रस्ट इन्टरनेशनल के साथ साझेदारी में आज ब्रॉडबैंड लेबल पर एक विषय केन्द्रित समूह चर्चा का आयोजन

अथॉरिटी भोपाल में पदस्थ डिप्टी एड राकेश कुमार तिवारी ने कहा कि ऐसा क्षेत्र है जिसका निरन्तर विस्तार है, ट्राई इस बात के लिये प्रतिबद्ध टेलिकाम सेवा प्रदाता बेहतर उपभोक्ताओं को उपलब्ध कराए

इंटरनेट स्पीड की पूरी जानकारी दें कंपनियां

मोबाइल कंपनियों की मनमानी से डाटा स्पीड का संकट

लखनऊ। मोबाइल कंपनियां और इंटर सेवा प्रदाता ऑपरेटर्स अपनी मनमानी में लगे हैं। इसकी वजह से डाटा स्पीड के कम होने की समस्या का हल नहीं निकल पा रहा है। कंज्यूमर गिल्ड की शुक्रवार को ब्राडबैंड सेवाओं की गुणवत्ता पर आयोजित संगोष्ठी में इस समस्या को मुद्दा बनाया गया। कंज्यूमर गिल्ड और कट्स इंटरनेशनल ने संयुक्त रूप से संगोष्ठी का आयोजन गोमतीनगर स्थित एक होटल में किया। इसमें कट्स इंटरनेशनल के अधिकारी राहुल सिंह ने बताया कि ज्यादातर उपभोक्ता इंटरनेट सेवाओं में डाटा स्पीड की समस्या से जूझ रहे हैं। हाल ही में ट्राई द्वारा इस पर एक सर्वे भी कराया। हाल ही में ट्राई द्वारा एक कन्सलटेंशन पेपर भी जारी किया गया। इस पर इंटरनेट उपभोक्ताओं से राय मांगी गई थी। इस विषय पर आगामी समय पर ट्राई द्वारा समस्त हित धारकों से चर्चा करके बेहतर डाटा स्पीड उपलब्ध

Key Achievements

- Public consultation initiated by the TRAI, considering inputs from CUTS, to improve data speeds and information disclosure mechanism to help consumers in making informed choice for broadband services
- CSO Network: Engagement with the industry and regulator at a pan India level.
- Partnerships between CSO and premier Research organisations: Broadband Label Designs prepared jointly by CUTS and IIT-Delhi

Op-eds

Need to address quality of service issues
Live Mint, October 30, 2017

Dissatisfied TRAI Quality of Service Assessment amplifies need for Broadband Labels: CUTS
KNN, August 10, 2017

Effective consumer broadband labels need of the hour
Medianama, August 10, 2017

TRAI Initiates Public Consultation on Labelling Broadband Services in India
BWCIO, June 21, 2017

Need 'broadband labelling' to safeguard consumer interest: TRAI
PTI, April 07, 2017

Better, faster Net options needed
The Asian Age, February 10, 2017

Our Partners

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