June 2015

FACTSHEET

MYCONNECTION SG IMPROVES INFORMATION TRANSPARENCY AND QUALITY OF EXPERIENCE FOR CONSUMERS

MyConnection SG is a mobile application that utilises **_voluntary crowdsourcing_** to improve the quality of experience for mobile broadband users. MyConnection SG gathers usage experience from users' mobile phones, such as broadband speed[1], latency and coverage on mobile cellular networks such as 2G, 3G and 4G, as well as on Wi-Fi networks. This allows IDA to have a better understanding of mobile broadband performance, and provides information on consumers' usage experience.

Results from the pilot

Since the start of the pilot in October 2014, around 4,000 users have shared their individual mobile experience with IDA, and the app has gathered more than 50 million data points.

The results showed that mobile users had good 3G service coverage experience island-wide, while coverage experience on 4G had been improving. Typical data download speed experienced by 80% of 4G participants was good, between 5.1 and 42.4 Mbps, with a peak speed of 87.7 Mbps. At these speeds, users can expect good experience for social networking, video streaming and online gaming. Typical data download speeds on 4G were about 5 times faster than 3G with much shorter latency[2] (about 4 times shorter) when establishing a connection. Data download speed on Wireless@SG services was also higher than the expected 2Mbps of bandwidth provided at public areas, achieving a peak speed of 8.5Mbps.

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[1] Otherwise known as throughput, this measures the rate at which a certain file size is successfully transferred. It is measured in megabits per second (Mbps).

[2] Latency measures the response time or time taken to establish a network connection from an end-user to a destination. Readings are taken for server hosted locally.

MyConnection SG has helped to identify areas with high utilisation as well as potential cellular blind spots. The results have been shared with the mobile telecommunication operators to address areas where data coverage needs to improve. Overall, the data from MyConnection SG will help plan for efficient upgrades for a better user experience.

IDA is publishing the MyConnection SG results to increase information transparency to help consumers make informed choices on their mobile broadband plans.

IDA is satisfied with the outcome of the pilot and will be implementing MyConnection SG as a longer-term measure. IDA aims to launch the official release of the app by end 2015.

As we expand the reach of MyConnection SG, we encourage consumers to join us in our crowd sourcing efforts and download MyConnection SG to share their mobile experience. IDA will make these reports available every six months.

MyConnection SG is available on both the Apple App Store for iPhone users, and the Google Play Store for Android users. The pilot will end on 30 June 2015.

Features of the App

(1) Crowdsourced Information on Mobile Broadband Experience

MyConnection SG will periodically collect the following information in the background:

Data Performance	Voice Performance	Device Identifiers
(1) Session throughput (2) Latency (3) Packet loss per session (4) Data volume utilised	(1) Voice Call Success Rate (2) Voice Call Drop (3) Experienced Network Coverage	(1) Manufacturer and model (2) Operating System (3) Location Information*

* Users are advised to turn on the "location" feature of their mobile phones for more accurate data and feedback to IDA.

Information collection for MyConnection SG is anonymised, and no personal data which can be used to identify an individual will be collected (e.g. Mobile number, IMEI, photographs or video images, personal email address or online profiles).

(2) Speed Test

Users can use a single data stream for testing of a user's broadband speed. Please refer to Figure 1 below for a screenshot.

### **(3) Connection to Popular Website and Apps**

MyConnection SG will also allow participants to view their connection performance to the following popular websites and apps[3] - Facebook, Youtube, Google, Twitter, Mediacorp and Gmail. Please refer to Figure 2 below for a screenshot.

(4) User-submitted Experience Survey

Users can also submit their mobile broadband experience through a survey on their location (e.g. in a train, bus, indoor or outdoor environment), how they feel about

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[3] Based on Nielsen Digital Index 2013 and Alexa September 2014 for the ranking of most accessed sites/apps in Singapore. This list will change as it is subject to the availability of websites and apps.

their broadband experience and their experience with certain call and data performance. Please refer to Figure 3 below for a screenshot.

Figure 1	**Figure 2**	**Figure 3**
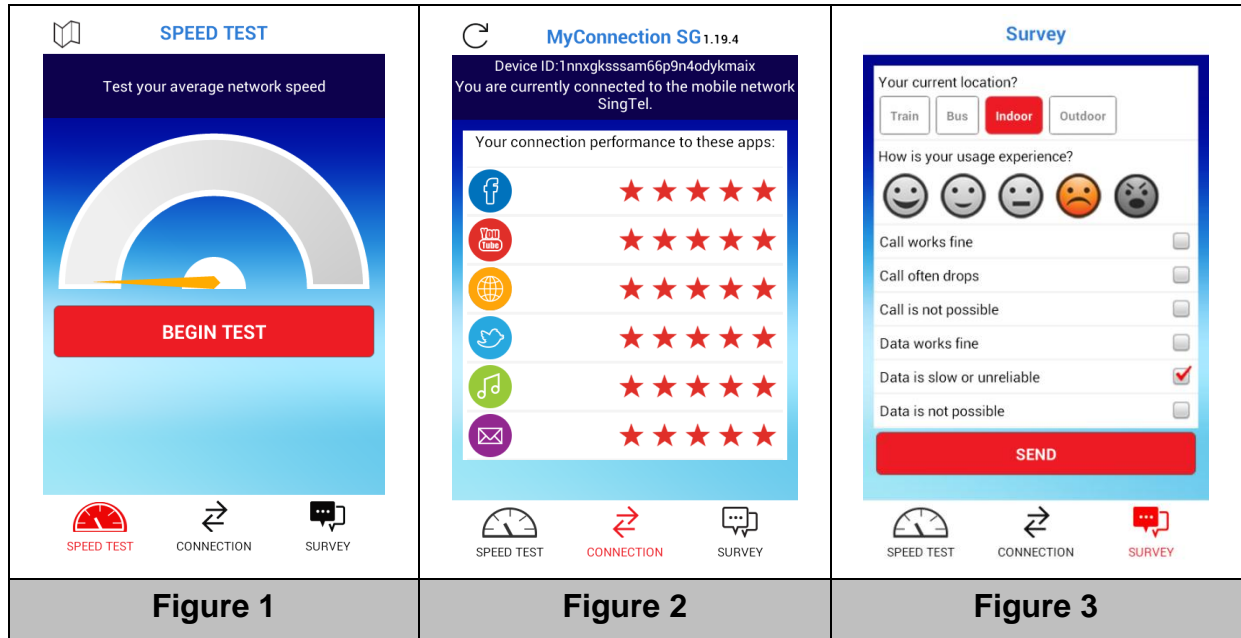
MyConnection SG is jointly developed with Ciqual Ltd. Ciqual Ltd was founded in 2007 and is based in Edinburgh, United Kingdom with an additional office in Australia. They have provided such mobile applications to overseas operators in Shanghai, Qatar and Finland.

For media clarifications, please contact:

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