



PacNOG 10<sup>th</sup>



*Nouméa, New Caledonia 21<sup>st</sup> -26<sup>th</sup> November 2011*

ICT in New Caledonia :  
discussion and overview  
of key indicators and  
trends

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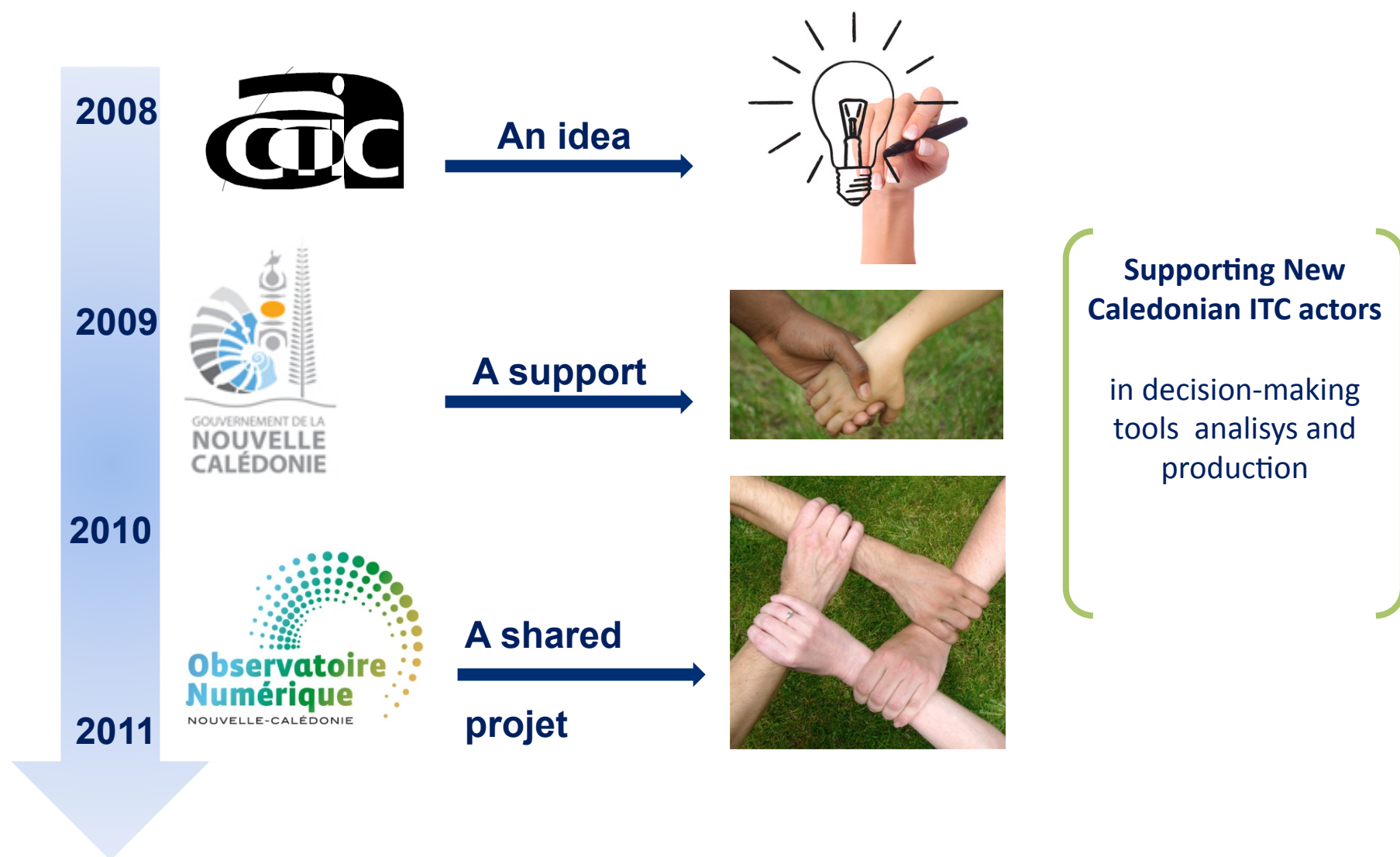


The Digital Observatory

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1. Genesis
2. Missions

# 1. The genesis of Digital Observatory



## 2. Building a digital Observatory for New Caledonia

### Two missions

#### Mission n°1 : Observing and Monitoring

How?

**Collecting and highlighting** data, interviews, researches,...

**Perform** data analysis ; market, case and feasibilities studies

**Producing** key figures, newsletters, reports, videos...

**Technology watch**...

**Sharing** results



#### Mission n°2 : Give supports to networking

How?

**Organizing and facilitating** workshops, conferences, meeting,...

**Conceiving** innovative actions to share ideas and visions, getting feedbacks,...

**Professional** talks

**Sharing** informations and best practices



For who?

**Everyone**

Administrations, public decision, policies makers,...

Enterprises, professionals

Civil society



### 3. The New Caledonia Digital Barometer

From  
inspiration...



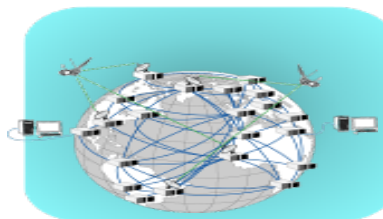
*Special 2011 mission :*

*Measuring New Caledonia “digital divide”  
with regard to opportunities to access  
ICT and to the use of the Internet.*



... to local analyses of digital reality

Networks&Infrastructures



Services



Use



Economy sector





ICT in NC – overview of key indicators

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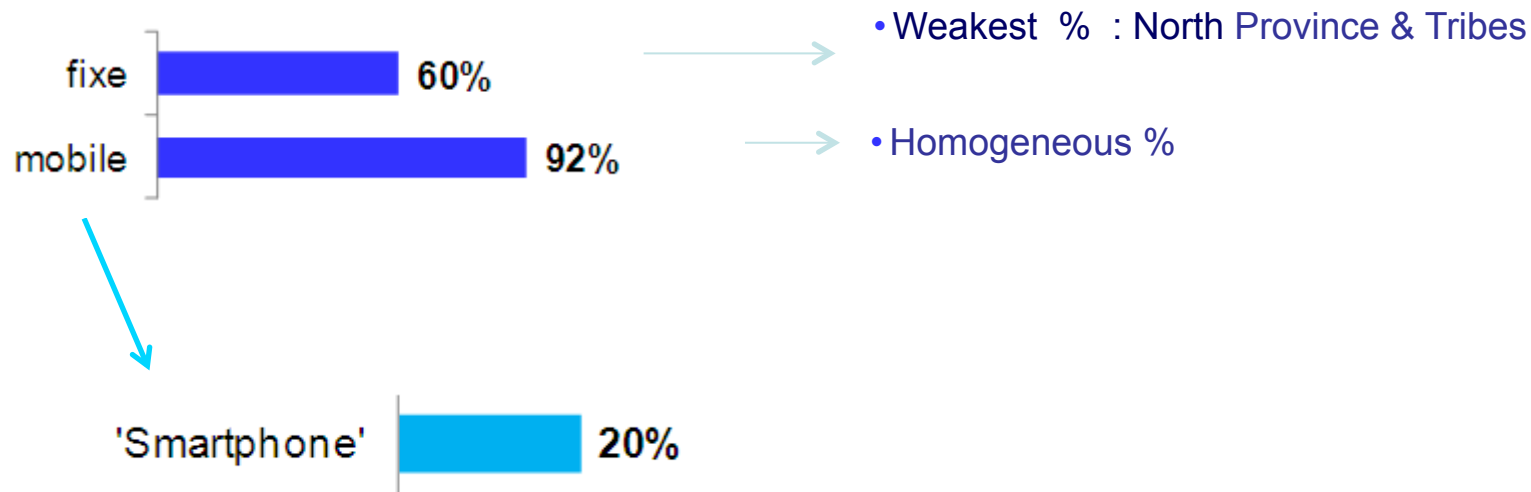
1. Households 2011 survey
2. ICT sector in New Caledonia



# Households equipments and trends : fixe and mobile telephone

October 2011 survey - base 1003 interviewed

## Telephone equipment



Base : 926 mobile owners

## Smartphone users' profile

### More equipped

- Europeans

### Less equipped

- Workers, Retirees
- Melanesians

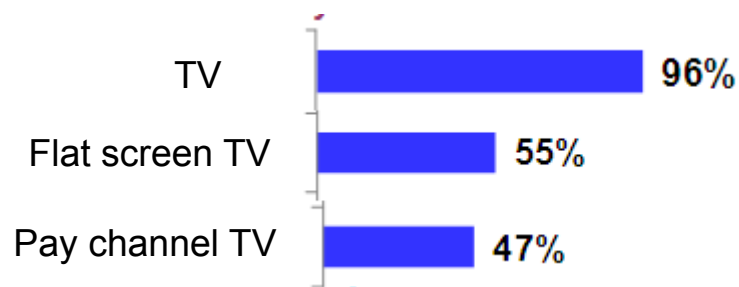
- Less equipment getting older
- More equipment with higher diplomas

→ 95% of NC population can be joined by telephone

→ Every 5 mobiles, 1 smartphone

# Households equipments and trends : television

*October 2011 survey - base 1003 interviewed*



## More equipped

- Europeans,

## Less equipped

- North East Province,
- Workers, Unemployed
- Oceanians

- 96% have at least 1 TV
- Every 2 -- > 1 flat screen
- Homogeneous % (geo & ethnic groups)

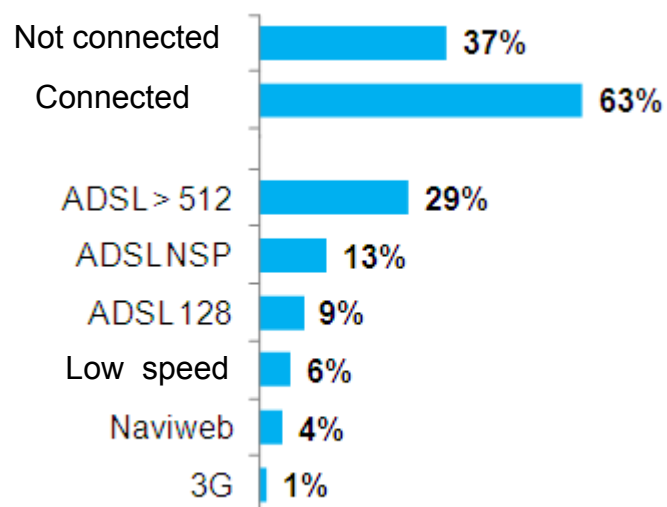


# Households equipments and trends : Internet connection

October 2011 survey - base 1003 interviewed



-> one or more than 1 pc



## More equipped

- Grand Nouméa
- Europeans
- Households with children

## Less equipped

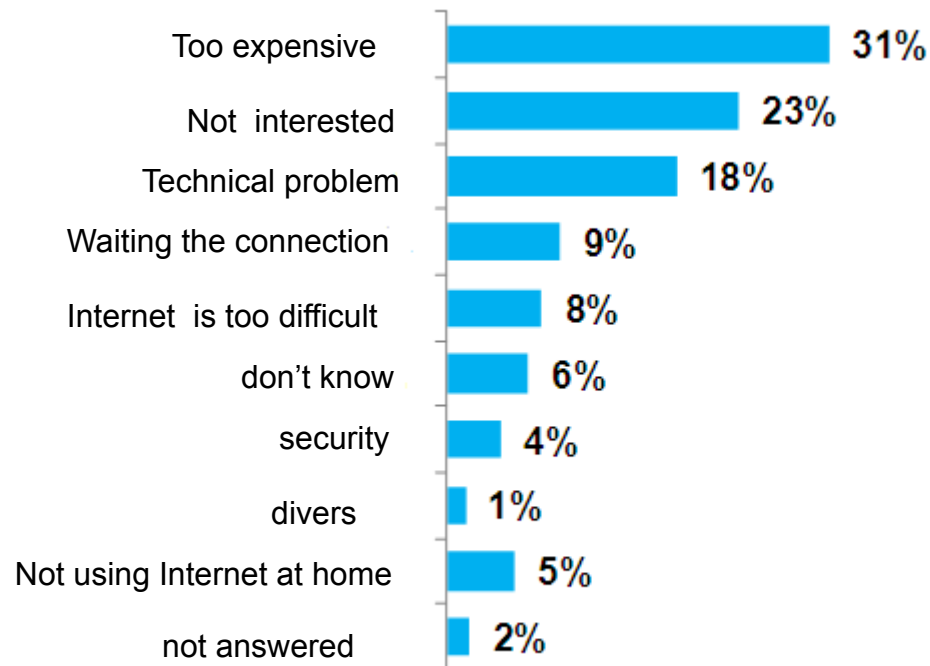
- North East Province,
- Workers,
- Oceanians

# Reasons

**37% of households « pc equipped » has not an Internet connexion (52% of global households )**

## Reasons

*Base : 277 households*



- North Province & Loyalty slands Province & Tribes
- buying pc, moving, waiting for the install ...

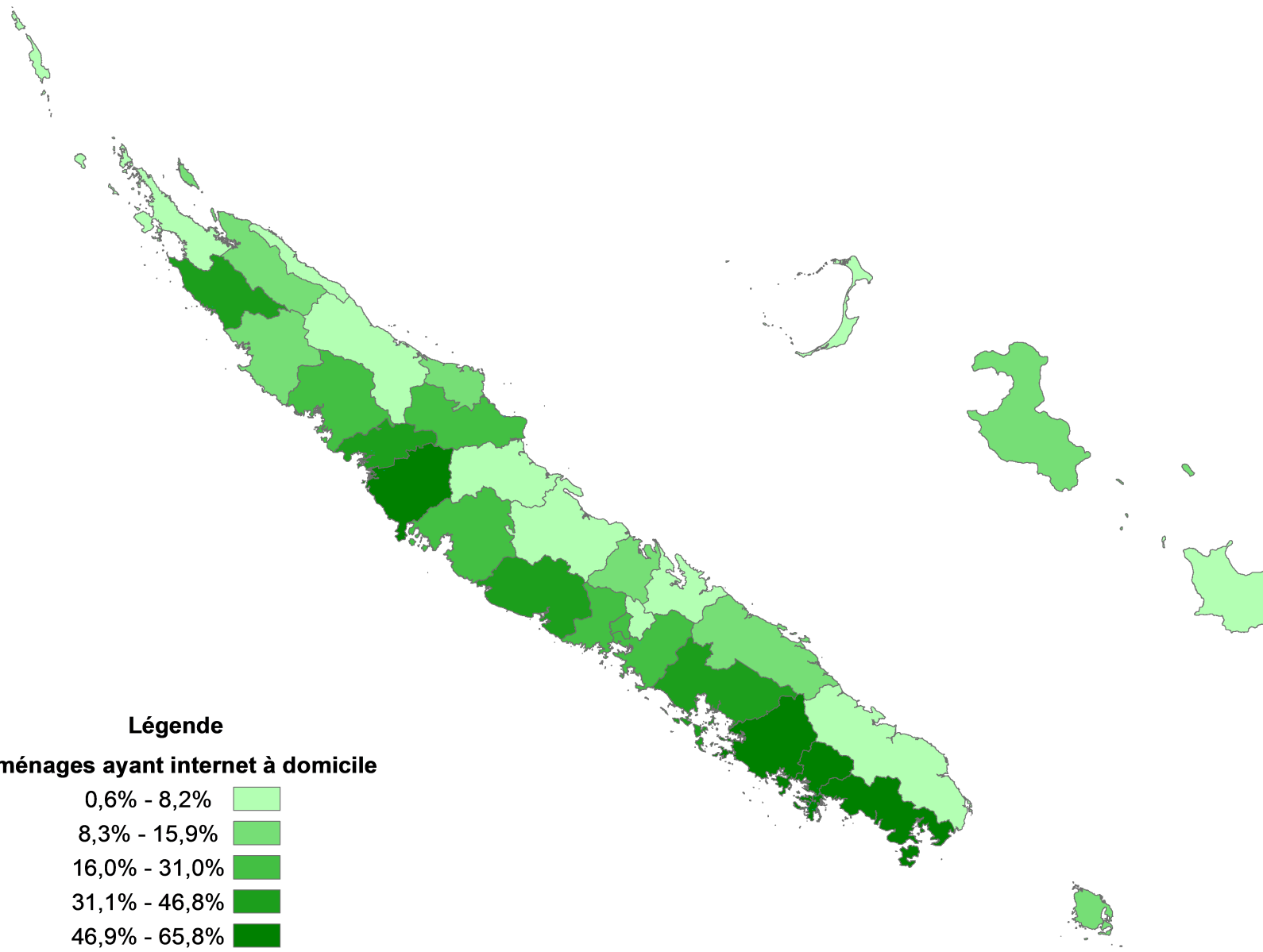
- Rural areas and elders

- neighbours / job / cybercafé connections

# % of Households Internet connections

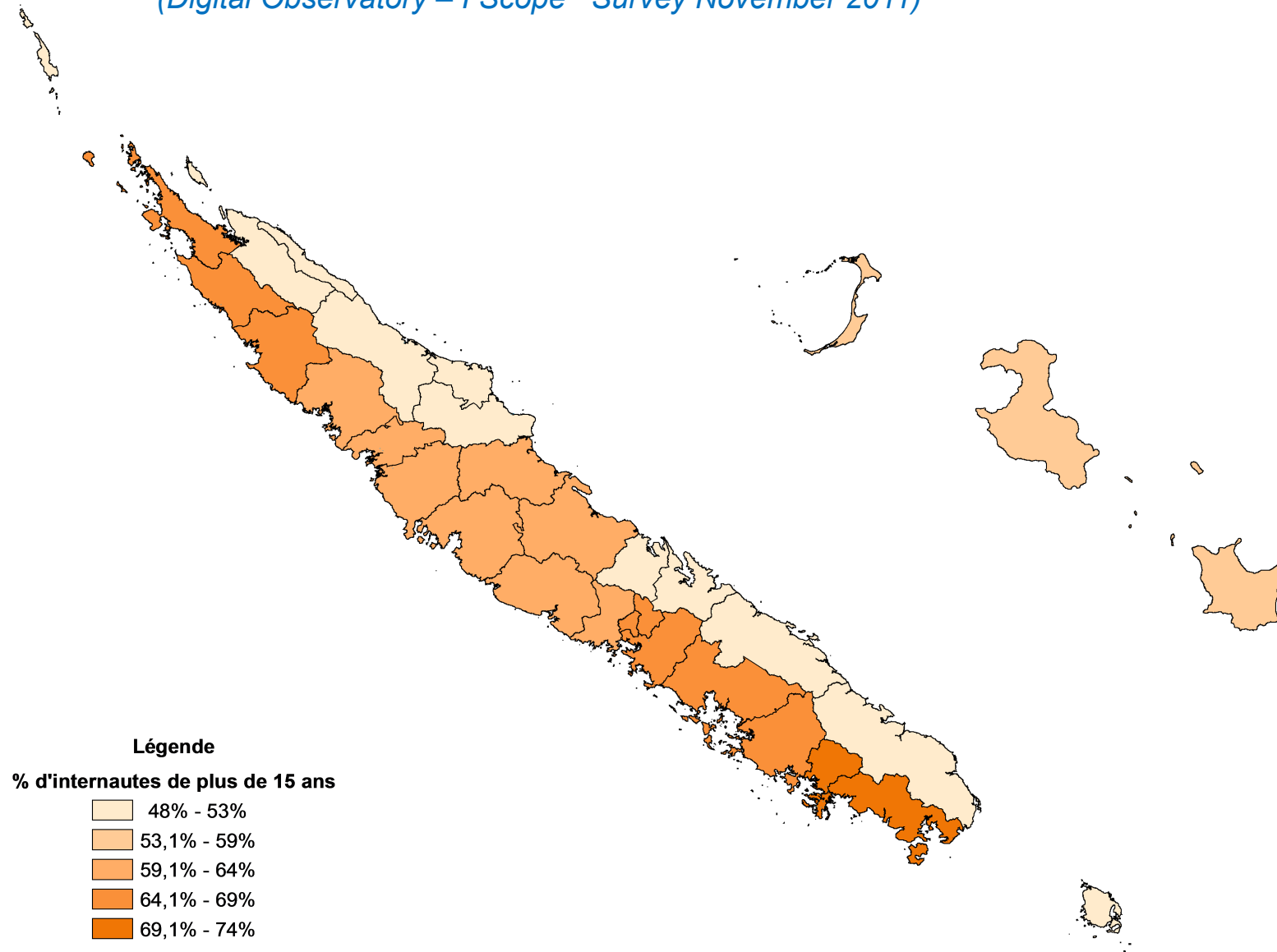
OPT sept.2011, (47% of NC households).

245 580 person at 27 juil 2009 (source ISEE)



# Internet users geo distribution (>15yo)

(Digital Observatory – I Scope Survey November 2011)

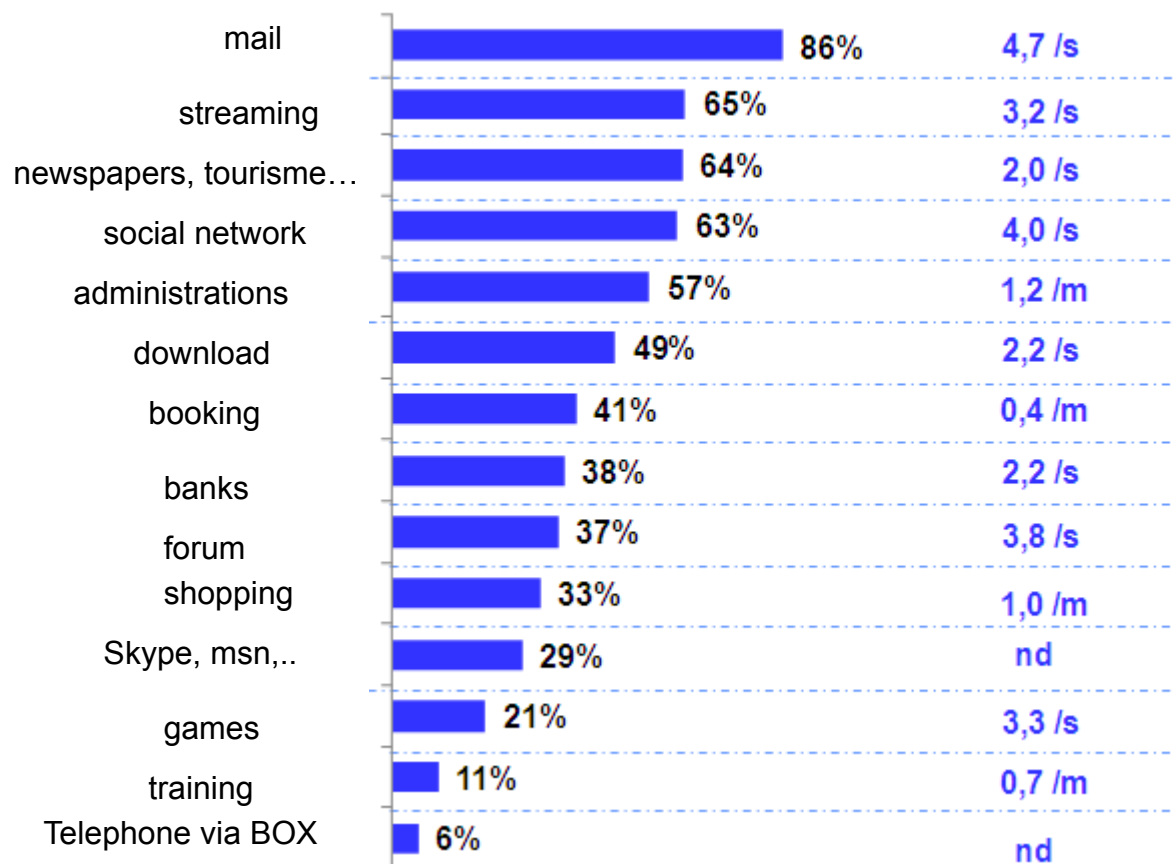


# Internet use

## Internet use (>15yo)

Base : 674 internet users

Average of connections  
(week = : /s; ou month = : /m)



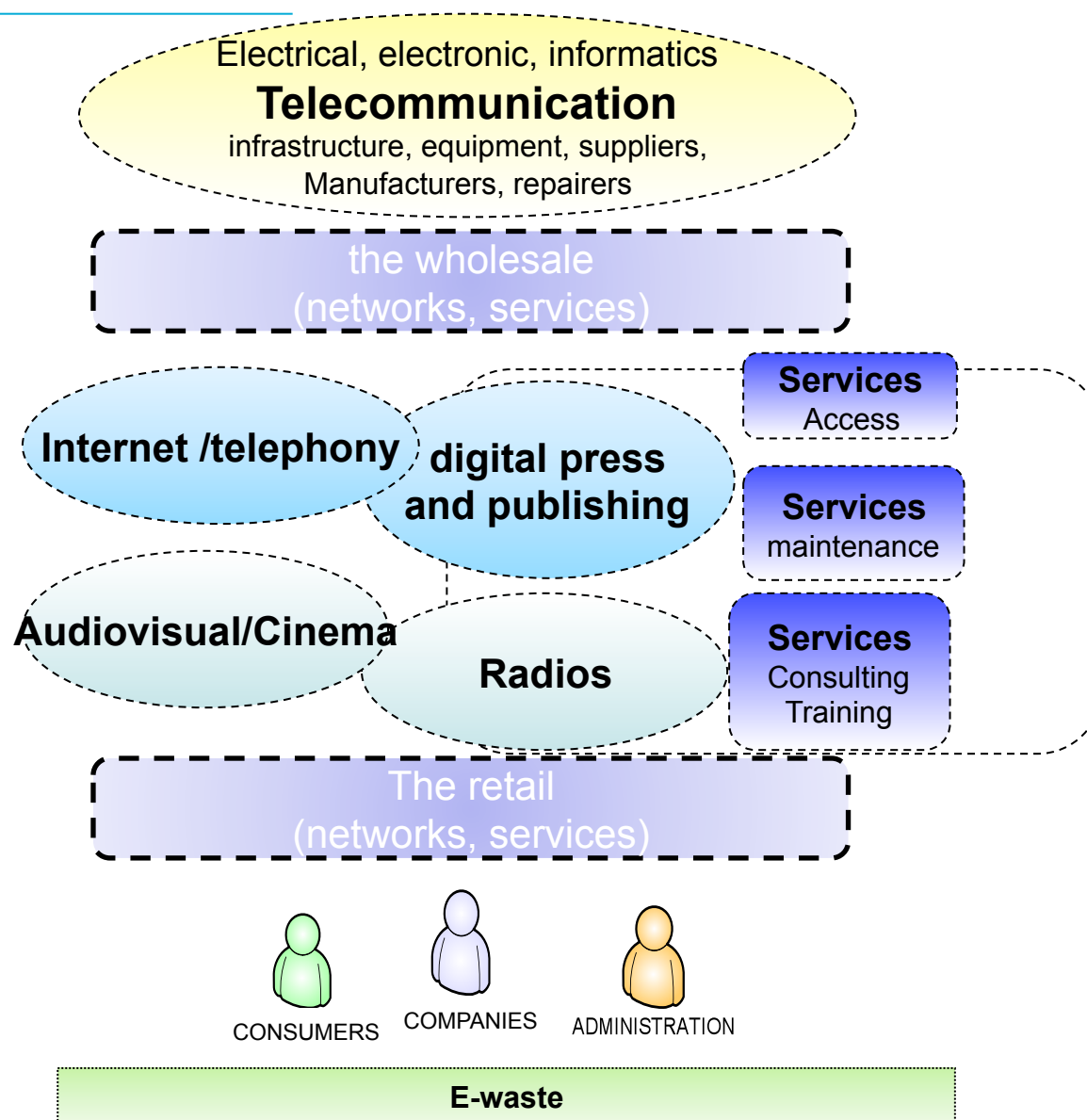
→ 99% of internet users practice social networks, forums, mail

→ 86% of internet users download, use streaming, play games, buy or book online

→ 45% of internet users use Internet to phone

# The ICT sector in New Caledonia

The Digital services of New Caledonia have to be defined....



## Companies and ICT

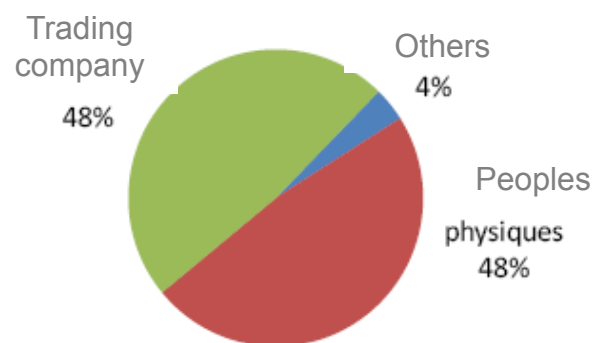
( ISEE march 2011)

**52 608** companies in New-Caledonia



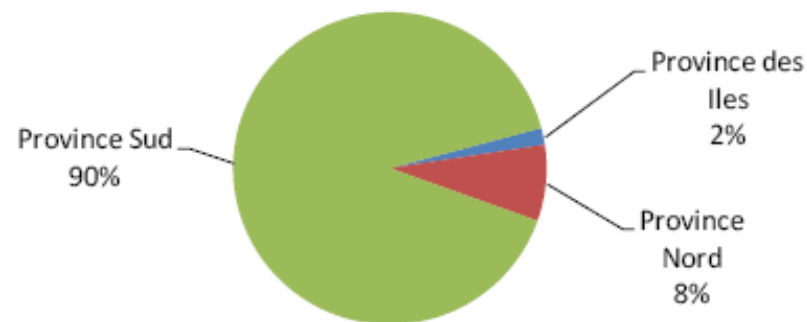
**965** Companies by private-law in the ICT sector

**Status of the ICT companies in New-Caledonia**



(Source ISEE- Mars 2011)

**The distribution of the companies in New-Caledonia**



(Source ISEE- Mars 2011)



## Employment and ICT

In New-Caledonia **95%** of the companies have less then **10 employees**.

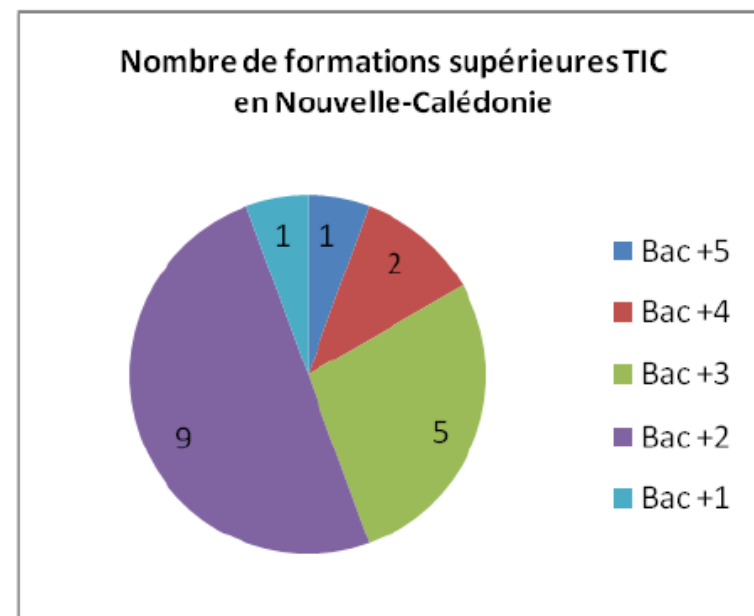
In the Digital services there is:

- **2400** employees on average
- So **less than 4%** of the private sector employment

## ICT training

**In 2008 : 25** private organisms offering non-degree training (i.e. office automation education)

**In 2011 : 18** ICT superior and degree trainings, provided by : university, consular chambers...



# Audiovisual & television

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## Networks

Satellite, DTT, ADSL

## Television

- France Television with 8 DTT channels
- Canal with a pay TV bouquet
- End 2011, 97% of the 67 400 households will be covered by the DTT

## Radio

- 4 private radios
- 1 public radio

## Advertising

In 2010 the advertising turnover was in between of 2,8 and 3 billion CFP  
(31,637,000 ~ 33,897,000 USD)  
(source : CSA, avril 2011)

### Advertising agencies

- 15 agencies
- Advertising income in 2010 : 2 billion CFP (~ 22,589,000 USD)



## Services

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### WEB Hosting

- **5** internet providers sell internet hosting solutions
- **39** companies manage domain names.

### Domains « .nc » managed by OPT

- **2982** domains « .nc » in november 2011

## E-waste

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**1 700 T** per year (professionals estimation)

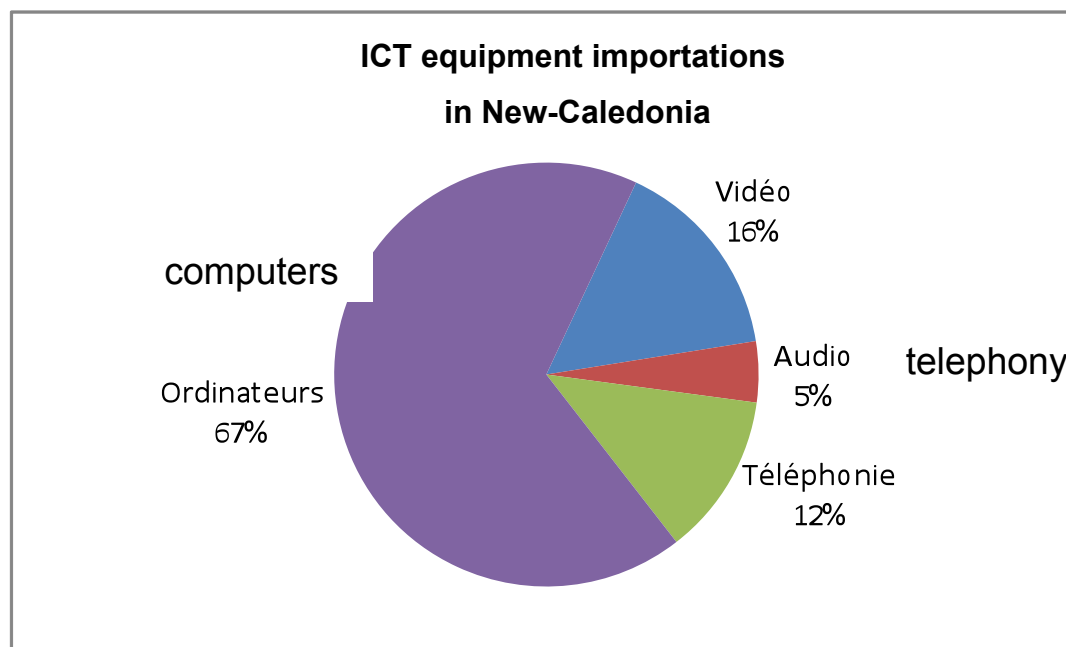
# ICT trading

## Importations

Equipment importations in 2010 = **16,2 billion CFP** of purchase = **5,4%** of all the importations  
(~ 182,970,000 USD)

## B to C

**52%** ICT trading in B to C = equipment and soft or hardware trading





The Digital Observatory web site

<http://observatoire-numerique.nc>

# Digital Observatory web site



[Welcome Newsletters](#)

## Newsletters

- [News'ON 1: Launch observatory 3G conference in Noumea ...](#)
- [News'ON 2: Digital Education](#)
- [News'ON 3: Digital People](#)
- [News'ON 4: Digital Innovation, social networks](#)
- [News'ON 5: Green Energy, Recycling of ICT](#)
- [News'ON 6: ICT sector and digital economy](#)



# Digital Observatory web site



**Observatoire Numérique**  
NOUVELLE-CALÉDONIE

Pour une dynamique numérique

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## Key figures

### Statut des entreprises privées TIC en Nouvelle-Calédonie



Early indicators of the digital sector in New Caledonia can be expressed in number of firms, by weight in imports by weight in employment.

Tags: [industry](#) [Digital Economy](#)

[Read more](#)

### Indicators of eco-responsibility for ICT

Published on 28/09/2011 in [Key Figures](#)



Some key indicators of ICT and their impacts in terms of waste and energy consumption. 20-50000000 e-waste are generated worldwide each year, now accounting for 4% of municipal waste (source: Gesi).

Tags: [WEEE](#) [recycling](#) [Green IT](#)

[Read more](#)

### The Internet Service Providers in New Caledonia

Published on 23/08/2011 in [Key Figures](#)



40,944 Internet subscribers in July 2011 with five Internet Service Providers Caledonian. 17 160 subscribers in Lagoon, 11 696 in Can'l, MLS in 7223, 2820 and 2045 in Nautilus in InternetNC.

Tags: [ISP](#)

[Read more](#)

### Fixed and mobile telephony

Published on 23/07/2011 in [Key Figures](#)



In 2010, there were 72,000 fixed telephone lines. 57% of households have a landline.

Tags: [Telephony](#)

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### Coming up



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Thank you for your attention

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