**Ofcom Technology Tracker Half 1 2016**

**Explanatory note for updated data tables (March 2017)**

The updated Ofcom Technology Tracker data tables include new analysis for consumers taking bundles of communications services, and those purchasing standalone products, based on the providers they use. The revised definitions are set out below:

**New approach to defining standalone services** – from Half 1 2016 onwards

Standalone take-up data and analysis among standalone customers, is now based on consumers only using a stated supplier for the purchase of one communications service.  For example, purchase of standalone landline means the consumer does not use the landline supplier for any other service. This excludes those who ‘don’t know’ their supplier for one or more services. Previously, standalone take-up was derived from consumers self-reporting which services, if any, they took as part of a bundle.

**New approach to calculating proportion of consumers taking bundles** – from Half 1 2016 onwards

Ofcom’s bundling analysis from the Technology Tracker was revised in 2016 to report the proportion of UK adults purchasing multiple services from a single provider, based on the stated main provider used for each service. Previously, the data related to the proportion of customers self-reporting a bundle of services. For bundles that include a landline element, analysis for 2016 now also includes those who pay line rental in addition to their broadband service as a bundle. Prior to 2016, those who reported they did not ‘have a landline that could be used to make and receive calls’, but that did pay line rental as part of their broadband contract, were not reported as taking a bundle.