Telco Technical Information

Basic Information

Telco taxonomy is based on **Eskimi DMP (Data Management Platform)**. Eskimi DMP takes information which is received from bid request when doing digital advertising. Core information consists of users who are browsing online.

If the country isn't in the Telco Taxonomy it might be that DMP isn't enabled for this country. DMP can be enabled by Gabriele. Keep in mind that DMP stats will be generated only next month. So you will get your taxonomy only then.

DMP statistics are calculated **once a month** and generated for **the past month**. DMP stats calculation is needed to recalculate users, to check if new users appeared or some users are not valid anymore.

Users are excluded after **30 days from the last seen time**.

Telco taxonomy is based on **device IDs** that are received from bid requests. Device IDs are **more stable** user identifiers than cookies and they can be used on various third-party platforms *(Facebook, DV360, Adform, etc.)*.

Segment Explanation

Telco taxonomy is publically available here:

https://docs.google.com/spreadsheets/d/1px7TD56o9f_SxU2RDV8150aRQC9NCevKpvdigINSI6I/edit?usp=sharing

You can export the google sheet and change the sheets based on your needs. Do not do changes to the online document.

Valid Device ID - means that the user was seen within 30 day period.

Unique Device ID - indicates one device ID, but it doesn't represent the unique person. As a person can have more devices.

Overlap - some users (device IDs) can be found in two or more sheets. As they are found under both/more segments.

Total Number - sheet indicates *valid* and *unique* device IDs in the country. Some device IDs may be found online without an operator or ISP. This is why the amount of these two sheets won't resonate with the total number of device IDs.

All Mobile Operator Uses - sheet indicates valid and unique device IDs that were seen connected to a Mobile Network Operator (MNO).

All ISP Uses - sheet indicates *valid* and *unique* device IDs that were seen connected to an Internet Service Providers (ISP). An Internet Service Provider (ISP) is the industry term for the company that can provide you with access to the Internet.

Operators By Country - sheet indicates *valid* device IDs that were seen connected to a specific MNO in the country. Keep in mind that some users may be under two or more operators as they are multi-sims. This is why the sum of device IDs won't match the total amount of all mobile operator users.

ISPs By Country - sheet indicates *valid* device IDs that were seen connected to a specific ISP in the country. Most of the time users are using one ISP (there are a small number of exceptions). This is why the sum of ISPs by Country will match All ISP Users.

All SIM Users - sheet indicates *valid* and *unique* device IDs that were seen with a SIM card. This number resonates with all mobile operator users as if the user is seen connected to an operator the relevant SIM card is attributed.

All Multi-SIM Users - sheet indicates *valid* and *unique* device IDs using more than 2 SIM cards for the mobile internet. Different SIM cards were used not necessarily at the same time. This information is not related to the user's device type (dual, triple SIM)*.

SIM Amount By Country - sheet indicates how many SIM cards are used by *unique* and *valid* users. This number will closely resonate with all SIM users.

Lost SIMs By Operator, Country - sheet indicates how many users stopped using Mobile Network Operator (MNO) SIM card for mobile data in the past 14 days. This data is NOT about mobile number portability (MNP) when the real phone number is migrated from one network to another.

SIM Type By Operator, Country - sheet indicates how many users use Mobile Network Operator (MNO) SIM cards as the primary, secondary, tertiary, quaternary SIMs for internet access. The secondary, tertiary, quaternary SIM is indicated as seen less often using the mobile internet in the comparison with the other SIMs.

Connection By Operator, Country - sheet indicates how many different how many Mobile Network Operator (MNO) clients are using which network type. Keep in mind that this section indicates how many device IDs were connected to a specific connection network (2G, 3G, 4G). However, it doesn't indicate that the device can only support one or another connection. One device ID can be found under one, two, or all connections.

Migrations By Country - sheet indicates the latest migrations in the mobile data (internet) usage pattern. **shows** the current SIM card used for mobile data. **FROM** shows the latest previous SIM card used for mobile data access. We consider only one-month migrations. The user is considered as migrated if the user is actively using an operator and the previous operator was seen 14 days ago.

MultiSIM Pairs By Country - sheet indicates the main SIM pairs used in the market for mobile data usage. The sequence in the naming doesn't mean that one Mobile Network Operator (MNO) is the first and another second. There is no relation between the naming and primary-secondary positioning in the sheet.

Operator & ISP Pairs By Country - sheet indicates unique and valid users that were seen using particular Mobile Network Operator (MNO) **and** Internet Service Provider (ISP). So it means that the user was seen using both of these connections.

ISP Pairs By Country - sheet indicates the main ISP pairs used in the market for internet usage. The sequence in the naming doesn't mean that one Internet Service Provider (ISP)is the first and another second. There is no relation between the naming and primary-secondary positioning in the sheet. As mentioned previously users will rarely use more than one ISP this is why the amount of users is insignificant or close to 0 in some countries.

All Migrations By Country - sheet indicates all migrations that happened during the past month. It is a sum of migrations in the country.

SEC (Social Economic Class) - social economic class that the user is attributed to based on their browsing activity, location, device and other signals.

Device Brand - the device brand that the user uses.

Device Model - the device model that the user uses.

Device Price - the device price that the user uses.

Device Release Year/Month - the time period when the device was released which the user uses.