



Arinda Internet  
[www.arinda.com.au](http://www.arinda.com.au)  
1300 882 780

# Internet Systems

## Usage Statistics

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**Internet Kiosks**

**Wireless HotSpots**

**In-Room Broadband Systems**

A brief overview of typical usage statistics for the various public internet access systems

**Internet Kiosks & Internet Café User Terminals**

Internet kiosks and internet café user terminals are typically coin-operated or access-code operated. Average user session length is short - typically 15 to 30 minutes. Customers typically use these terminals to browse the internet and check email. Gaming café terminals with online gaming functionality can often use a lot more internet traffic than a standard internet terminal.

<b>Internet Kiosks – Average Usage Statistics</b>	
Average user session length	15 to 30 minutes
Typical pricing	From \$2 for 10 minutes down to \$4 per hour Printing @ 10-30c / page
Average deployment price / capital per user terminal	\$4,000 to \$7,500
Average gross annual revenue per user terminal	\$2,000 to \$10,000
Peak usage periods	Evenings, nights and early morning
Average download traffic usage per user terminal per month	3GB to 5GB
Recommended internet connection download speed per terminal	minimum 512 kbs

### Wireless HotSpots

The key point of difference with wireless hotspots as opposed to internet kiosks or internet café terminals is that the customer uses their own laptop or other personal device to access the internet.

Wireless HotSpots can be operated in free-use or pay-per-use setups. Pay-per-use systems can accept credit card payments online, or can be combined with an automated self-serve paystation, accepting coins and notes. It is also possible to manually process payments and issue access codes or tickets.

Wireless hotspots allow plans to be created with both download and time limits.

Average user session length on wireless hotspots is longer than for internet kiosks, at about 1 hour.

Customers typically use wireless internet services for email, work, study, chatting, watching videos, and general downloads.

**Usage rates and stats depend entirely on the type of site at which the hotspot is deployed.**

<b>Wireless HotSpots – Average Usage Statistics</b>	
Average user session length and downloads	1 hour / 20MB
Typical pricing	\$4 to \$12 per hour \$12 to \$24 per day \$30 to \$100 per month
Average deployment price / capital per deployment	\$800 to \$8000
Average gross annual revenue per wireless hotspot	\$2,000
Peak usage periods	varies
Recommended internet connection download speed per hotspot	Minimum 1.5Mbs ADLS2+ recommended

### In-Room Broadband

In-room internet systems are used to deliver high-speed internet access directly to each room within apartment blocks, hotels, motels and other high-rise buildings.

As with wireless hotspots, the customer uses their own laptop to access the internet.

In-room internet systems can be operated in free-use or pay-per-use setups. Pay-per-use systems can accept credit card payments online, or can be linked to a property management system so that guests pay on check-out. It is also possible to manually process payments and issue access codes or tickets.

In-room broadband systems allow plans to be created with both download and time limits.

Average user session length on in-room broadband systems is longer than for wireless hotspots and internet kiosks, at about 2 hours.

On average, 25% of occupied rooms will use the internet service. This means that you can calculate the number of likely simultaneous users (for determining the internet connection speed required) by multiplying the number of rooms by the average occupancy rate and then by 25%.

Customers typically use wireless internet services for email, work, study, and downloads.

**Usage rates and stats depend entirely on the type of site at which the system is deployed.**

<i>In-Room Internet Systems – Average Usage Statistics</i>	
Typical usage rate as a percentage of occupied rooms	25%
Average user session length and downloads	2 hours / 50MB
Typical pricing	\$12 to \$24 per day \$30 to \$100 per month
Average deployment price / capital per room (based on 24 rooms or more)	\$400
Average gross annual revenue per room	\$165
Peak usage periods	Evenings and nights
Recommended internet connection download speed per simultaneous user	min 512kbs / user