



T-World Cellular

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- gives you access to tariff information for over 150 mobile operators in over 100 countries worldwide.

T-World Cellular is a comprehensive and accurate information service covering cellular tariffs and services worldwide. It collates tariff information on a continuous basis, provided as an off-line tool based on the proven T-World system.

What Can T-World Cellular Do For You?

The service helps our clients to:

- Benchmark their tariffs against other national and international operators
- Benchmark their packages and service options against other operators
- Establish the context within which the wireless markets must be developed
- Understand tariff trends, business models and mobile packages offered across the world - establishing competitive tariffs and tariff plans against national and international competition
- Remain at the forefront of the mobile market - understand leading-edge elements of different operators' and service providers' offerings
- Create pricing packages and business models for multinational clients - and remain competitive
- Forecast future strategies of competitors by helping to determine strategic direction

What Do Clients Receive?

T-World Cellular is an off-line tool based on the proven T-World system, providing comprehensive tools to display and analyse mobile tariff information.

- Information on over **150** operators worldwide and over **1,000** mobile packages
- Standard pricing information (connection fees, rental, call rates etc)
- Details on options, allowances, SMS, MMS, WAP and 3G
- International call prices
- Access to tariff analysts for inquiries (optional, requires additional agreement)
- Executive summaries provide monthly updates of changes to tariffs in the marketplace
- Database updates either on email or CD-Rom, on a weekly or monthly basis
- The T-World Cellular application which includes a wide range of information display options, currency and VAT conversion, and the ability to create direct price comparisons.

As a single comprehensive source of consistent cellular tariff information in a common language, currency and format, T-World Cellular is designed to keep you up to date in an innovative, price-driven, rapidly changing marketplace.

What Type of Companies Should Subscribe To The T-World Cellular Service?

T-World Cellular is an essential tool for:

- Network Operators
- Service Providers
- Content Providers
- Mobile Portals
- Resellers
- Hardware and Software Vendors
- Solution Providers
- Regulatory Bodies
- Financial and Business Analysts

T-World Cellular helps users to gain considerable insight into the mobile market worldwide providing a key advantage over both direct and indirect competitors.

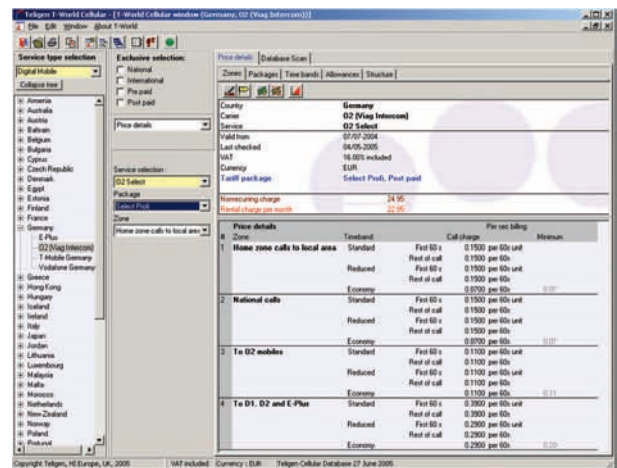
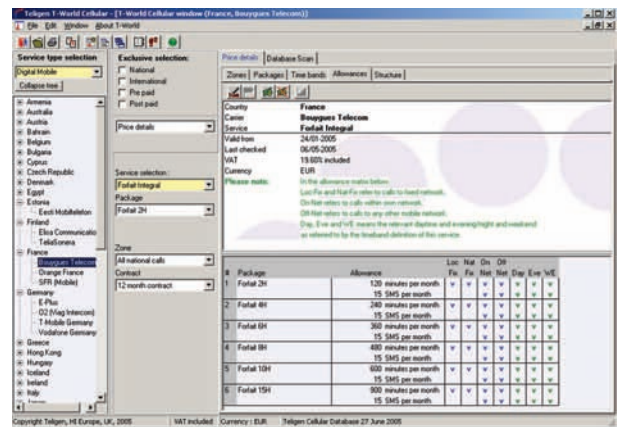
Therefore, T-World Cellular is vital for:

- Strategists
- Forecasters
- Customer Intelligence Managers
- Consumer Insight Managers
- Industry Analysts
- Investment Community
- Pricing / Tariffing Managers
- Brand Managers
- Product Managers
- Market Research Managers
- Development Managers

What Are The Benefits of T-World Cellular?

T-World Cellular has proven to be a vital aid in the preparation of:

- Marketing Strategists
- Pricing Strategists
- Tariff Planning
- Business Plans
- Promotions
- Trends
- Forecasts



Teligen has a long history in the telecoms industry and is an authority on telecoms pricing and tariffs. In addition to T-World Cellular, Teligen can offer price benchmarking, competition analysis, consulting services, off-the-shelf reports and products such as the T-World database. Teligen develops and updates the OECD price baskets and can also offer baskets customised to suit customers' needs.

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