

Welcome to Teligen's Tariff Outlook Newsletter

Message From The Editor

Welcome to Tariff Outlook, a fortnightly newsletter brought to you free-of-charge by Teligen's team of tariff analysts and consultants.

This issue of Tariff Outlook covers again a variety of news across all telecom sectors. The Canadian Regulator announced new pricing rules this month and Swisscom is about to offer a VDSL services. BT is re-vamping its Talk Time bundles and in The Netherlands Vodafone and Orange are going to offer mobile TV. Those are just some of the exciting stories in this issue of Tariff Outlook.

If these stories, or any others featured in our newsletter are of interest, further details of the tariffs and services can be found in our comprehensive subscription based databases, the T-Products. Go to: www.teligen.com for further details and request a copy of our demo CD. You will also notice that we have included a short case study looking at an example of Teligen's consultancy services – if you are interested in learning more about this, just click on the banner on the right.

Our continuing aim is to provide you with up to the minute pricing news and tariff developments. That being said, Tariff Outlook not only serves as an opportunity for us to communicate with you on a regular basis but equally for you to tell us what you think. As such, we would really appreciate any feedback you may have that will help us deliver a newsletter that provides you with real value.

Please feel free to contact us either to obtain further information about any particular story or to give us your feedback. Please see the contact details below the name of the editor.

We look forward to hearing from you.

Tamara Stancic – Consultant

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Need to benchmark prices between different markets and services?

Why not consider T-Basket, the industry recognised tool. T-Basket offers a unique insight into the price relationships between telecom services in OECD (Organisation for Economic Co-operation and Development) member countries. It uses basket methodologies that are OECD based and OECD-authorized, taking pricing information from the Teligen Master Tariff Database. It forms the basis of the official OECD price performance statistics. This unique tool uses proven methodologies to show you numerically and graphically whether an operator's prices are in line with those in the most competitive markets, the most industrialised markets, and those with close geographical or geopolitical proximity.

To find out more or to request a demonstration, http://www.teligen.com/t_basket.asp

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T-World Total is the most advanced information system and calculation tool of its kind. It will answer your questions about tariffs, their structures and levels. It will allow you to compare prices among operators and countries in customisable list formats. In addition it has an in-built Analyser, with an integrated global location database. It allows the user to show price developments of a call with duration, or a circuit with distance and it also allows easy calculation of national distances and corresponding circuit prices. With so much to offer this makes T-World Total the only choice for your market intelligence needs.

To find out more or to request a demonstration, http://www.teligen.com/t_world_total.asp

Consulting



This Weeks Top Stories...

- Canada – Canadian Regulator Announces New Pricing Rules
- Switzerland – Swisscom To Offer VDSL Service
- Croatia – T-Hrvatski Telekom Announced Triple Play Pilot
- Uzbekistan – Sarkor Telekom Introduces New Ultra Plan
- Teligen Tariff Consultancy – A Case Study
- UK – BT Re-Vamps Talk Time Bundles
- Czech Republic – O2 Telefonica Offers Discount Scheme For SMEs
- Netherlands – Vodafone And Orange Offer Mobile TV
- France – Neuf Cegetel Has Launched "100% Neuf Box On Fibre"

PSTN

Canada – Regulator Announces New Pricing Rules

The Canadian regulator CRTC has announced new pricing rules which relax some of the existing tariff controls for the country's incumbent local telephony operators. These operators include Bell Canada, TELUS, SaskTel, MTS and Bell Aliant.

From the 1st June 2007, the CRTC will allow the former monopolies to increase the price of local telephony services in rural areas by 5% but has left the price cap intact for urban areas. Cable operators and other new entrants to regional local telephony markets are not subject to price regulation.

Bernadette Finn – *Manager Tariff Services*

Broadband

Switzerland – Swisscom To Offer VDSL Service

From 1st July 2007, Swisscom is to add a VDSL package to its existing Bluewin ADSL service. VDSL stands for Very High Speed DSL and is typically available over short distances. The operator claims that the new VDSL service will have a downstream speed of up to 15,000Kbps and an upstream speed of 1,000Kbps. This will allow customers to use services such as Bluewin High Definition television.

A monthly charge of CHF 89 (incl. VAT) will apply. In addition, there will be a one-off activation charge for the modification of the in-house network.

Cora Hackwith – *Consultant*

Croatia – T-Hrvatski Telekom Announced Triple Play Pilot

Croatian incumbent telco T-Hrvatski Telekom announced it plans for a Triple Play pilot. After introducing MAXdsl and MAXtv, the company is planning to offer triple-play packages featuring DSL internet access, IPTV and VoIP telephony after the pilot and the latest in autumn. The VoIP service is expected to be priced cheaper than existing fixed line packages.

Tamara Stancic – *Consultant*

Uzbekistan – Sarkor Telekom Introduces New Ultra Plan

Sarkor Telekom, the Uzbekistan operator, has announced that it is extending its eXtreme Internet Access tariff plan range with the new Ultra plan. The new ADSL plan has upload speeds of 128Kb and each customer receives 600Mb of prepaid traffic. During the month of May Sarkor Telekom is rewarding each new female subscriber with a gift of \$8.

Johanna Helgadottir – *Senior Consultant*

Consultancy

Teligen Tariff Consultancy – A Case Study

Teligen has a longstanding reputation for high quality price benchmarking, and this has been utilised by many operators and regulators around the world.

One operator in a major country commissioned Teligen to establish the price relationships between its own telephone services, the services of other operators in the same country, and corresponding services in other comparable countries. The OECD price benchmarking methodology was used as a template, but Teligen provided an extended range of service and price elements, and national usage profiles were developed based on traffic information from national operators.

The results from this exercise were used successfully in the price cap negotiations with the national regulator, countering allegations of national telephone services being significantly more expensive than similar services in other countries. The level of detail in both the tariff data covered and the results produced by the price benchmarking were helpful in establishing the price relationships within the country and between countries, for a range of different types of customers and levels of usage.

Price benchmarking results are often easy to discredit if they are not supported by thorough methodology and know-how, or if any details of the process are withheld by the consultant. The methodology used by Teligen is open and easy to understand, but still comprehensive enough to cater for the majority of tariff structures and a wide variety of usage profiles. Teligen has extensive experience in building and utilising bespoke price benchmarking tools and is able to tailor the methodology to the client's needs, while maintaining the all-important neutrality and transparency of the price benchmarking process.

Halvor Sannæs – *Director Tariff Service*

Mobile

UK – BT Re-Vamps Talk Time Bundles

The mobile arm of UK incumbent BT has re-launched its Talk Time bundles. These now include between 120 and 1000 minutes, although potential customers are invited to contact the operator if they require a higher value bundle of up to 2500 minutes.

An unlimited SMS bundle can be added to the price plan, with a monthly charge payable by handset.

Cora Hackwith – *Consultant*

Czech Republic – O2 Telefonica Offers Discount Scheme For SMEs

O2 Telefonica has launched a discount package for SMEs called 'My Firm' where customers can make unlimited calls to between two and five O2 mobile numbers for a flat monthly fee. Subscribers pay a one-time activation fee of CZK 23.80 (incl. VAT) for each SIM card in the group.

Also, having used up their free minutes and units included in their tariff customers can call for free to activate the service.

Adriana Rodriguez – *Tariff Analyst*

Netherlands – Vodafone And Orange Offer Mobile TV

Vodafone and Orange UMTS customers in the Netherlands will shortly have the opportunity to watch television via their mobile phone. In addition to a number of Dutch channels, a few international channels including BBC World and EuroNews will be available as well. This service will be provided from 1st June 2007, for which customers will be charged €7.50 a month. Both operators will also be offering a trial option: for €0.50 per ten minutes customers can see whether the service is of interest to them.

The Dutch incumbent KPN will be providing a mobile TV service too, although that will not hit the market until the third quarter of this year.

Ansfried Lekkerkerker – *Tariff Analyst*

Multi-Play

France – Neuf Cegetel Has Launched “100% Neuf Box On Fibre”

Neuf Cegetel has recently launched its fibre optics solution “100% Neuf Box on fibre” package for its residential customers in Paris.

The new package offers customers a fast broadband connection of an upload and download speed of 50MB with unlimited mailboxes, Neuf phone line, unlimited calls to landlines in France and more than 30 other destinations and Neuf TV HD “high-definition” digital television. “100% Neuf Box on fibre” is available for €29.90 (incl. VAT) per month.

Nacera Touileb – *Senior Analyst*