

Welcome to Teligen's Tariff Outlook Newsletter

Message From The Editor

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

This week we bring you a sizeable Tariff Outlook bursting with stories. Eircom in Ireland is increasing its charges for the first time in three years and Forthnet in Greece can now offer customers calls over its own network. Also Telia in Sweden and both PT and Vodafone in Portugal launch multiplay offerings. MVNO Trendcall in the Netherlands adjusts its roaming charges to comply with EU standards. Those are just a few of the many stories we cover in this issue. We hope you enjoy the read!

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.

Please feel free to contact the editor if you have any questions about a particular story, or even just to give us your comments.

We look forward to hearing from you.

Jóhanna Helgadóttir – Senior Consultant

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

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

Consulting



This Weeks Top Stories...

- Eircom, Ireland, Increases Prices
- Unlimited Calls From Forthnet, Greece, Through Its Private Network
- Batelco, Bahrain, Cuts Cost of Business Broadband
- AT&T, USA, Introduces \$10 Per Month Broadband Package
- Unwired, Australia, Launches Pre-Paid Broadband Service
- Vodafone Portugal Launches Fixed-Line Voice, Broadband Service
- Telia, Sweden, Launches Triple Play
- PT, Portugal, Launches Triple-Play Offer Meo
- Telecom Italia Launching HSUPA, 50Mbps Broadband Service
- Teligen Tariff Consultancy – A Case Study
- AT&T, USA, Launches Video Share Service For 3G Users
- Trendcall, Netherlands, Adjusts Prices To EU Standards
- Telenor, Norway, Re-Launches Mobile Broadband
- Telia, Sweden, Launches Unlimited Mobile Surfing For Fixed Monthly Fee
- Mobikom, Austria, Introduced New Data Roaming Tariffs
- Vodafone Germany Expands At Home Service With Turkey Option

PSTN

Eircom, Ireland, Increases Prices

Irish incumbent operator eircom has announced plans to increase its phone charges by an average 3.6%. Monthly rental charges will increase by 4.9% while local and national call charges will also be revised. This is the first time in three years that eircom has increased prices and the operator blames the rise on increasing business costs. These prices become effective on 30th July, 2007.

Bernadette Finn – *Manager, Tariff Services*

Unlimited Calls From Forthnet, Greece, Through Its Private Network

Forthnet in Greece can now offer its residential customers unlimited telephony over its own network, therefore releasing customers totally from OTE's, the Greek incumbent, fixed charges.

The new service includes unlimited local and long-distance calls, 24 hours a day, 7 days a week, as well as offering customers low prices for calls to national mobile numbers and international destinations.

The new service is also available in areas not yet covered by the company's private network.

Nacera Touileb – *Senior Analyst*

Broadband

Batelco, Bahrain, Cuts Cost Of Business Broadband

Batelco the incumbent fixed operator in Bahrain has announced plans to cut the prices of its business broadband packages. The firm revealed that it plans to reduce the rate of its Inet Dedicated Access service (offering download speeds of up to 100Mbps) by up to 50%, and halve the price of its SME-focused Broadband Business package to BHD20 per month.

These revised tariffs have been submitted to the regulator, which must first approve them before they can be implemented.

Bernadette Finn – *Manager, Tariff Services*

French Broadband Subscribers Get Unlimited Calls And Video On Demand

AT&T, USA, Introduces \$10 Per Month Broadband Package

AT&T announced that it is going to offer a \$10 per month broadband package to some of its customer base. The offer will be available online only and requires a one year minimum contract. The download speed of the service will be 768Kb.

An alternative for some customers will be a \$20 a month broadband package with the same speed but no minimum contract and a \$75 cashback to new customers.

Jóhanna Helgadóttir – *Senior Consultant*

Unwired, Australia, Launches Pre-Paid Broadband Service

Australian telecom company UnWired announced that it will launch new pre-paid wireless broadband packages on 21st June 2007. The service will operate in the same way as pre-paid mobile phones. Customers will purchase vouchers to use the service ranging from A\$9.95 for seven days access and 150MB of usage to A\$99.95 for 75 days and 2.5GB usage. Users will also need the Unwired pre-paid starter kit.

Angela Toal – *Tariff Analyst*

Multiplay

Vodafone Portugal Launches Fixed-Line Voice And Broadband Service

Vodafone Portugal has launched a bundled service of fixed-line voice and broadband Internet.

In a statement Vodafone said that the new service, called Vodafone Casa Duplex ADSL, is aimed at residential customers, with prices starting at €19.90 per month and Internet access speeds up to 24 Mbps.

Vodafone Portugal also offers individual fixed-line voice and mobile internet services aimed at residential users.

Adriana Rodriguez – *Tariff Analyst*

Telia Sweden Launches Triple Play

On Monday June 18th 2.4 million Swedish households can choose between three different triple play packages with broadband, digital TV and IP telephony. ADSL broadband customers will be the first to be able to use the service but Telia is aiming to offer the same service to customers connected with fibre LAN.

There are three packages on offer, with download speeds of 2Mb, 8Mb and 24Mb and prices range from SEK349 to SEK419 a month. VAT at 25% included.

Jóhanna Helgadóttir – *Senior Consultant*

PT, Portugal, Launches Triple-Play Offer Meo

PT is launching a new Triple Play offer of TV, Internet and Telephone for a one-off charge.

Included in the package is basic access to Internet with download speeds up to 8MB and unlimited wireless national and international surfing. Also, telephone access without monthly charges and unlimited PT calls at any time.

Adriana Rodriguez – *Tariff Analyst*

Telecom Italia Launching HSUPA, 50Mbps Broadband Service

Telecom Italia has announced that it is going to extend its product portfolio from this autumn. This includes the fixed-mobile service Unico with a minimum broadband speed of 5 Mbps, a next-generation network with broadband speeds of more than 50 Mbps and an upgrade in mobile internet speeds with the launch of HSUPA.

From July the company's mobile unit, TIM will start upgrading its HSDPA network to HSUPA, with broadband speeds passing from 3.6Mbps to 7.2Mbps.

Tamara Stancic – *Consultant*

Consultancy

Teligen Tariff Consultancy – A Case Study

As experts in the field of telecoms tariffs, Teligen is often asked to assist in the development of prices for new services and the restructuring of existing prices.

An Eastern European incumbent operator procured the help of Teligen to analyse the options for tariff restructuring within a rather limiting regulatory framework. Teligen provided an in-depth analysis of the current situation, highlighting the vulnerable areas of the tariffs, and in turn providing a range of suggestions for where the tariffs could be enhanced inside the existing framework. Teligen also provided different future scenarios for changes in legislation and prices, and at the end of the study ran a full day workshop where all relevant staff were able to discuss the proposals and ask questions.

Teligen believes in providing advice beyond the immediate scope of a study, in order to foster new ideas and allow for discussions around the subject at hand. Direct access to key consultants within the Teligen team can be a fundamental factor for many clients, and with Teligen's ongoing focus on tariffs we are able to cover not only the topics of the specific study, but to also draw on our wide-ranging experience with tariffs in general.

Halvor Sannæs – *Director Tariff Service*

Mobile

AT&T, USA, Launches Video Share Service For 3G Users

AT&T announced on 19th June 2007 that it has launched a Video Share service for mobile customers. The service will enable users to send live, one-way video feeds during phone conversations. The service is initially available in Atlanta, Dallas and San Antonio and will be extended in late July to the rest of AT&T's 3G mobile network. Packages will cost between US \$4.99 and US \$9.99 a month. There will also be a pay-as-you-go option for US \$0.35 a minute.

AT&T said this is another step toward offering converged services of telephone, video and Internet technology. The company's ultimate aim is to offer video-sharing technology on mobile phones, PCs and televisions.

Angela Toal – *Tariff Analyst*

Trendcall, Netherlands, adjusts prices to EU standards

British-Dutch MVNO Trendcall is to follow the EU's decision and set a maximum charge for roaming calls. The tariff that is being offered to Dutch customers is aimed at customers who travel a lot.

Receiving and making calls on this new tariff is just below the set maximums from the EU of €0.29 for receiving calls and €0.60 for making calls.

Ansfried Lekkerkerker – *Tariff Analyst*

Telenor, Norway, Re-Launches Mobile Broadband

The new service "Mobilt Bredbånd" from Telenor allows users to connect their PC to the Internet virtually everywhere. The system will choose between the GSB, EDGE, 3G and WLAN services, and later this year the Turbo-3G network will be available with speeds up to 3.6 Mb/s. A special USB modem is available from Telenor or their dealers.

The subscription for "Mobilt Bredbånd" allows unlimited usage in the evenings and weekends for a fixed monthly fee, and the special summer offer allows free Internet access all day round through to the end of August.

Halvor Sannæs – *Director Tariff Service*

Telia, Sweden, Launches Unlimited Mobile Surfing For Fixed Monthly Fee

On June 25th 2007, Telia, the Swedish incumbent, launched a new unlimited volume wireless broadband service for a monthly fee of SEK 199. This is an expansion of the company's existing evening and weekend, unlimited use, fixed rate package.

The new offer also includes usage at Telia's surf zones from Telia Homerun (WLAN) in airports, train stations, hotels and service stations.

Angela Toal – *Tariff Analyst*

Mobikom, Austria, Introduces New Data Roaming Tariffs

Mobikom Austria, the mobile arm of Telekom Austria, has lowered its charges for mobile data roaming. The operator introduced three new tariffs – A1 Europedata, A1 Breitband Roaming, and A1 BlackBerry Roaming. The data roaming packages range from Flat-rate to near-flat-rate.

A1 Europedata tariff comes without monthly rental. Users pay for each 100KB of usage. A1 Breitband Roaming consist of four tariffs: small, medium, large and daily. Data for the four packages varies from 15 MB to 180MB and the monthly cost starts at €30. A1 BlackBerry Roaming has two tariffs: large and small. The small version gives users 1.5MB and with the large one they receive 5MB.

Tamara Stancic – *Consultant*

Vodafone Germany Expands At Home Service With Turkey Option

Vodafone Germany has added to its range of At Home packages, which offer a preferential rate for calls made from a specified home zone.

Vodafone's "Turkey at home" package includes unlimited calls from home to fixed lines in Germany and Turkey as well as to the Vodafone network in Germany. A different option offers a flat rate for calls to fixed line and to Vodafone from anywhere in Germany.

Another operator targeting the sizeable Turkish community in Western Europe is KPN, with its Ay Yildiz price plan. This is available in Germany, Belgium and the Netherlands.

Cora Hackwith – *Consultant*