

## 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 issue of Tariff Outlook covers a variety of news across all telecom sectors. The Icelandic incumbent Siminn has increased fixed call charges while Vodafone is offering an alternative to WiFi. T-Mobile USA expands its home zone service nationwide and Proximus in Belgium launches multiplay bundles. Those are just some of the 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](http://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 for 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](http://www.teligen.com/t_basket.asp)

#### Want up-to-date tariff information at the touch of button?

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](http://www.teligen.com/t_world_total.asp)

## Consulting



### This Weeks Top Stories...

- Iceland – Síminn Increases Fixed Call Charges
- UK – TalkTalk Cuts Price of Talk2 International Plan
- Greece – Forthnet Reduces Charges For Calls To National Mobiles
- UK – Vodafone Offers Alternative To WiFi
- South Africa – Telkom Launches WiMAX Broadband Service
- Teligen Tariff Consultancy – A Case Study
- UK – O2 Launches New SIM-Only Price Plans
- Finland – Sonera Lowers Roaming Rates Within The EU
- France – Bouygues Unveils Convergent Business Solutions
- USA – T-Mobile USA Expands Home Zone Service Nationwide
- Belgium – Proximus Launches Multiplay Bundles
- Greece – Vodafone to Offer Triple Play

## PSTN

### Iceland – Síminn Increases Fixed Call Charges

Síminn, the Icelandic incumbent, increased its fixed call charges on 1st July. Calls from fixed to fixed were increased by 5.7% while calls from fixed to Síminn GSM mobiles increased by 6.25%.

**Jóhanna Helgadóttir** – *Senior Consultant*

### UK – TalkTalk Cuts Price of Talk2 International Plan

TalkTalk, the fixed line service from The Carphone Warehouse, cut the price for fixed international calls. The reduction applies to all calls on Talk2 International made over the landline or through a broadband connection. Moreover, unlimited evening and weekend calls to the UK and calls to 36 destinations abroad, all day, every day, are included in this plan.

**Adriana Rodriguez** – *Tariff Analyst*

### Greece – Forthnet Reduces Charges for Calls to National Mobiles

On June 24th, Greek incumbent operator Forthnet announced a reduction to its charges for calls to all national mobile numbers. The call charge reductions to various national mobile operators are between 3.5% and 5%.

**Nacera Touileb** – *Senior Analyst*

## Broadband

### UK – Vodafone Offers Alternative to WiFi

From July 2nd, laptop users have been given a new alternative to WiFi when Vodafone introduced its new tariff 'Vodafone Connect Abroad'. The tariff offers lower roaming prices for wireless roaming across Vodafone subsidiaries in Europe, Egypt, Australia and New Zealand, and with partners in France, Switzerland, Austria and Belgium.

Customers can access the internet, emails or business network as many times as they choose in a period of 24 hours on any Vodafone or partner network included in the offer.

**Ansfried Lekkerkerker** – *Tariff Analyst*

### South Africa – Telkom Launches WiMAX Broadband Service

South African fixed-line operator Telkom is now offering a broadband service using WiMAX technology. The service is targeted at customers who do not have access to its ADSL network. Voice services will be added at a later date.

Four broadband services are available, ranging from 512 Kbps to 3 Mbps. WiMAX is initially available in Johannesburg, Pretoria, Cape Town and Durban areas and will be expanded to another 10 cities.

**Tamara Stancic** – *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 – O2 Launches New SIM-Only Price Plans

O2 launched a new range of pay monthly, SIM-only tariffs in the UK on 3rd July. Known as O2 Simplicity, the plans can be cancelled at any time with 30 days notice. Customers will be offered the same deals on inclusive minutes and SMS as with regular contracts, but at a reduced price. For example, on an 18-month contract for 400 texts and 200 minutes customers would normally pay £25 per month but with Simplicity this is reduced to only £15 per month.

**Angela Toal** – *Tariff Analyst*

### Finland – Sonera Lowers Roaming Rates within the EU

The Finnish incumbent Sonera has announced that is going to offer the regulated EU roaming rates automatically to all its customers. This will come into effect on August 30th 2007. As well as dropping rates within the EU Sonera is going to drop rates to a selected number of countries outside the EU e.g. Switzerland.

The EU information society has issued a brochure with ten tips to benefit from lower call rates for travelers within the EU. [http://ec.europa.eu/information\\_society/newsroom/cf/itemdetail.cfm?item\\_id=3503](http://ec.europa.eu/information_society/newsroom/cf/itemdetail.cfm?item_id=3503).

**Jóhanna Helgadóttir** – *Senior Consultant*

### France – Bouygues Unveils Convergent Business Solutions

French operator Bouygues is now offering three new convergent tariffs to the business market: Synchro, Mobile Synchro and Fixe Synchro.

All price plans offer unlimited in-account calls. In addition, depending on the tariff selected, users can benefit from unlimited calls to fixed lines, VoIP calling from their PCs, one single telephone number and abbreviated dialing.

Monthly charges range between €30 and €45 exclusive of VAT. The same out-of-bundle calling charges applies to all three tariffs.

**Cora Hackwith** – *Consultant*

### USA – T-Mobile USA Expands Home Zone Service Nationwide

T-Mobile USA has expanded its home zone service nationwide. T-Mobile HotSpot @Home offers users unlimited calls from a Wi-Fi connection at home and from all of T-Mobile's 8,500 hot spots.

Away from the hot spots, users get coverage over the GSM mobile network.

The operator is offering two new phones for the service, the Samsung t409 and the Nokia 6086.

**Tamara Stancic** – *Consultant*

## Multi-Play

### Belgium – Proximus Launches Multiplay Bundles

Following Belgacom's purchase of Vodafone's 25% stake in Belgian operator Proximus, the operator is now able to introduce combined service bundles.

Two packages have been unveiled: Internet + Mobile and Internet + TV + Mobile. Both include Belgacom's ADSL Go subscription and a Smile €10 mobile plan. The triple play pack also includes Belgacom's TV Classic service. Proximus claims that annual savings will amount to €81 and €170 respectively compared with purchasing these services separately.

**Cora Hackwith** – *Consultant*

### Greece – Vodafone to offer triple play

Vodafone has just announced a new range of fixed, mobile and ADSL bundled packages in Greece. The new service dubbed Vodafone 3 in 1 is available as a combined offering or individually to all current and new mobile subscribers. The ADSL option will offer speeds up to 12Mbps for downloads and up to 1 Mbps for uploads. Prices start from €18 per month for a basic package including free equipment and no monthly usage charges.

**Bernadette Finn** – *Manager, Tariff Services*