

Welcome to Teligen's Tariff Outlook Newsletter

Message From The Editor

Welcome to Tariff Outlook, the newsletter brought to you every fortnight by Teligen's team of tariff analysts and consultants.

In this issue we are bringing you once again a wide variety of telecoms pricing news.

Fixed telephony prices came down in Norway and mobile termination rates fell in New Zealand, both as a result of regulatory intervention. Deutsche Telekom has adjusted its triple play packages to increase their competitiveness and Belgian provider Telenet has expanded its packages to a wider area, which now includes Brussels. New broadband services were launched in Germany by Congstar and in Ireland by O2.

Those are just some of the news items we bring you in this issue of Tariff Outlook. If these stories, or any others featured in this update are of interest, further details of the tariffs and services can be found in our comprehensive subscription based databases, the T-Products. Just click on www.teligen.com for more information and to 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 aim, as always, is to provide you with up to the minute telecoms tariff news. That being said, Tariff Outlook not only gives us the opportunity to communicate with you on a regular basis but equally for you to tell us what you think. Therefore, we would appreciate any comments or suggestions 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. The Editor's details for this issue are below.

We look forward to hearing from you.

Cora Hackwith – *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

Consulting



This Weeks Top Stories...

- Norway - Regulator Orders Telenor to lower operator switch prices
- Italy - BT Offers International Calling Card
- Ireland - O2 Launches Wireless Broadband Service
- Germany - Deutsche Telekom Unveils Discount Brand
- Teligen Tariff Consultancy – A Case Study
- UAE - Etisalat Offers Discount Plans for Business Customers
- New Zealand - Vodafone Reduce Cost of Landline-to-Mobile Calls
- Italy - Vodafone Unveils Libero tariffs
- Qatar - New "Friends and Family" service from Qtel
- UK - O2 to Abandon i-mode Service
- Belgium – Telenet Expands Telephony Offer
- Germany - Deutsche Telekom Re-vamps Triple Play Packages

PSTN

Norwegian Regulator Orders Telenor to Lower Operator Switch Prices

The Norwegian telecoms regulator NPT has ordered Telenor to lower the prices it charges other operators when customers, both business and residential, switch providers. Currently the charge is at NOK 147. From 1st October 2007 the charge is to be reduced to no higher than NOK 50 per switch.

The customer's new operator decides if it will pass this charge directly on to the customer.

Jóhanna Helgadóttir – *Senior Consultant*

Italy – BT Offers International Calling Card

BT Italia, which provides communications services and solutions to business and government clients, is launching an international phone card. The BT Dream Card is aimed at expatriates living in Italy and anyone else who frequently needs to call abroad. The card can be used throughout Italy, using private or public fixed phones and mobile phones, with no connection charge and based on a per minute call rate.

For example, after purchasing the card, customers can get 5000 minutes worth of conversation to Poland, 2000 minutes to Brazil and 400 minutes to Romania, which will be charged at local call rates.

Adriana Rodriguez – *Tariff Analyst*

Broadband

Ireland – O2 Launches Wireless Broadband Service

O2 Ireland has this month launched "O2 Broadband" which will offer wireless broadband at speeds of up to 3.6Mbps. The O2 Broadband service will allow up to 10GB of data to be downloaded via a wireless USB modem as standard per month, with no additional charges for occasional usage in excess of this.

The service will cost between €30 and €40 per month with a special introductory offer for the first 3 months of €20. Existing O2 post-paid customers will get a 25% discount on this offer. The USB modem will be priced from €69.

Bernadette Finn – *Manager, Tariff Services*

Deutsche Telekom Unveils Discount Brand

On 17 July this year, Deutsche Telekom introduced its Congstar discount brand to the German market. Congstar DSL services can be subscribed to on a monthly basis without minimum contract duration. Congstar Surf includes a DSL 2000 connection for €14.99. A Congstar discount mobile brand, which offers a flat rate, was introduced on the same day.

Ansfried Lekkerkerker – *Tariff Analyst*

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

Consultancy

Teligen Tariff Consultancy – A Case Study

The provision of information on promotions in the fast-changing mobile world is another area where Teligen has built up extensive experience.

An international mobile operator required an overview of promotions in all of the European countries where it had operations. The overview had to be comprehensive as well as structured in such a way that the client would be able to sort promotions by type, duration, significance and other criteria. Over time, this led to a better understanding of each competitor's focus and marketplace strategy.

In response to its client's demand, Teligen provided the monthly detailed overview as well as a one-page executive summary for each country, with links to the more extensive information contained in the main document.

In addition to the monthly overview, Teligen also submitted pro-active alerts based on daily market monitoring to help the client keep abreast of competitive activity in a notoriously fast-moving market environment.

Cora Hackwith – *Consultant*

Mobile

Etisalat Offers Discount Plans for Business Customers

On 15th July, UAE incumbent operator Etisalat launched discount schemes for small and medium businesses.

All of Etisalat's business customers can now save up to 35% on international call charges by subscribing to the new "Business 24x7 GSM" package. The monthly rental for this package depends on the number of mobile lines registered. Users can make international calls to all destinations at their usual off-peak rate, which will apply at any time of day. A number of businesses-oriented value-added services are also included.

In addition, corporate customers will be able to save up to 15% on local calls made from their post-paid mobiles when they sign up for "Group Discount". All mobiles and landlines should be registered under the company name to benefit from these discounts.

Nacera Touileb – *Senior Analyst*

Vodafone New Zealand Reduce Cost of Landline-to-Mobile Calls

Following the Government's reduction of mobile termination rates, Vodafone has reduced the cost of all landline to mobile calls for its ihug home phone customers. Since 1st July, customers pay 39 cents per minute, a reduction of between 13% and 20% compared to previous prices.

Angela Toal – *Tariff Analyst*

Italy - Vodafone Unveils Libero Tariffs

Vodafone has introduced two new mobile tariffs to the Italian market under the name Libero.

Stile Libero offers a single flat rate for calls to mobiles and fixed lines. The tariff attracts a call setup charge and billing is per 30 seconds. Tempo Libero charges differently at peak and off-peak times. Per-minute prices exceed those of Stile Libero, but billing is per second and there is no call set-up fee.

Customers signing up before the end of August will benefit from a summer promotion offering free on-net calls and video calls.

Cora Hackwith – *Consultant*

New “Friends and Family” Service From Otel

Otel, Qatar’s incumbent operator, has introduced a new “Friends and Family” discount. This scheme enables customers to choose three international numbers and save 25% on every call, at any time of the day. A one-time set up fee and a monthly service fee apply.

“Friends and Family” is already available to GSM post-paid customers and will be made available to pre-paid users at a later stage.

Nacera Touileb – *Senior Analyst*

O2 UK To Abandon i-mode Service

It has been reported in the UK that mobile operator O2 intends to discontinue its i-mode service due to a lack of attractive handsets and low take-up by customers. Since its introduction two years ago, the service has only attracted 260,000 users in the UK, despite offers such as free e-mail and picture messaging, which normally costs 25p inclusive of VAT.

The operator is expected to continue to support i-mode for the next two years but will not introduce any new devices. Existing customers will be encouraged to switch to other mobile internet services such as O2 Active. Like i-mode, this costs £3 for one MB of data on a pay-as-you-use basis, with bolt-ons available that reduce the cost to 50p per MB for the highest value bundle.

I-mode is doing well in Ireland, using a similar pricing structure, and O2 will continue to offer it to that market.

Tamara Stancic – *Consultant*

Multi-Play

Belgium – Telenet Expands Telephony Offer

Following its takeover of UPC Belgium, Telenet has announced it is now offering cable telephony in the cities of Brussels and Leuven.

This means that tariff plans such as FreePhone and FreePhone 24, which offer unlimited calls either off-peak or at any time of day, will now be available for the first time. Furthermore, customers can subscribe to triple play bundles which, according to the provider, will represent a 25% saving on the total telecoms bill. It is worth noting that the television offering for Brussels will be tailored to users’ language preference and ethnic background.

Cora Hackwith – *Consultant*

Deutsche Telekom Re-vamps Triple Play Packages

Deutsche Telekom has increased the value included in its triple play packs to make them more competitive. The packages, which consist of a fixed line, Internet connection and television, have also been re-named. T-Home Classic, T-Home Complete Basic and T-Home Complete Plus are available for monthly rentals starting at €49.95.

Ansfried Lekkerkerker – *Tariff Analyst*