

## 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.

We have a bumper edition for you this week with pricing news from all corners of the globe. Flat rate plans are back in vogue with new offerings in Romania and a separate fixed and mobile offering available in Germany. We also report on a number of new multi play services being offered in Ireland, Colombia, UK and the USA. One common element we noticed this time is that many of these new services are a result of joint collaboration between operators in the fixed and mobile marketplace.

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.

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.

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

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### 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.

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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)

## Consulting



### This Weeks Top Stories...

- Greece – OTE's Converged Plans Face Trouble
- Portugal – ONI To Drop Residential And SME Services
- Romania – Romtelecom Launches Flat-Rate Plans For Business
- UAE – New Ecentrex Service For Businesses From Etisalat
- Germany – Deutsche Telekom Worldwide Calls For A Flatrate
- UK – Orange Announces Move Into Fixed-Line Market
- Colombia – Telefónica And Movistar Introduce Residential Fixed-Mobile Plan
- Ireland – Perlico Unveils Broadband Bundle Packages
- USA – Verizon Approved To Offer Bundles In Washington State
- T-Connect
- Teligen Tariff Consultancy – A Case Study
- Belgium – BASE Introduce Limited Edition Package
- Mozambique – mCel Announce Price Increases
- Austria – Mobilkom Offers New Mobile Broadband Options
- Greece – Cosmote Launches Home Zone Service
- Germany – ALDI Unveils Flat Rate Option

## PSTN

### Greece – OTE's Converged Plans Face Trouble

The Greek regulator, EETT has not approved the new retail telephony package "OTE Talk" announced earlier this month by OTE the incumbent in Greece.

According to the regulator this package would lead to a profit margin squeeze for competitors and represented an abuse of OTE's dominant position in the market. OTE had announced that it would launch new fixed line packages offering unlimited local and national long-distance calls alongside the introduction of an SMS service for fixed line numbers; a new proposed fixed-to-mobile substitution package is still under examination by the EETT.

**Adriana Rodriguez** – *Tariff Analyst*

### Portugal – ONI Drop Residential and SME Services

In March, ONI the second telecom operator in Portugal announced that from the 15th of October they will stop their Residential and Small Business Services to concentrate on the Business Markets and Operators only.

Novis, another significant operator in Portugal, will take over the above mentioned services and there will be a transition period where the prices will remain the same as before until further notice.

**Adriana Rodriguez** – *Tariff Analyst*

### Romania – RomTelecom Launch Flat-Rate Plans for Business Users

Romanian operator Romtelecom will offer a range of flat-fee unlimited fixed line calling plans for business clients from October 15th. The plans range in price from €13 to €180 a month and offer local and national calls at the fixed rate of €0.027 per minute at all times. The operator says these plans offer discounts of up to 46% compared to normal calling rates.

**Angela Toal** – *Tariff Analyst*

### UAE – New eCentrex Service for Businesses From Etisalat

Etisalat, the UAE incumbent operator has announced that it will soon launch eCentrex service for companies with multiple branches across the UAE.

eCentrex is a new calling service across PCs and desk phones which enables employees within a company to make free calls between all their branches. It also offers several value added features such as call conferencing, video calling and multiple call line appearances. The service is bundled in three separate packages; each package offers different features and is priced on a monthly basis depending on the number of connections needed by the company.

**Nacera Touileb** – *Senior Analyst*

### Germany – Deutsche Telekom Offer Worldwide Calls For a Flat Rate

On 17 September Deutsche Telekom introduced changes to the CountryFlat tariff, in which customers can make free calls for a monthly charge to foreign (home phone) destinations.

CountryFlat is being expanded with 18 more, mainly EU based, countries for the same price of €3.95 a month. Previously, this package only consisted of neighbouring countries to Germany.

Moreover, Deutsche Telekom introduced the new CountryFlatRate II. For a monthly charge of €14.95 customers can make free calls to home phone connections in countries like Turkey, Russia, China and many other international destinations.

**Yilmaz Bakay** – *Tariff Analyst*

## Multiplay

### UK – Orange Announces Move Into Fixed-line Market

On Tuesday 25th September, Orange UK signed a managed network deal with BT Wholesale. This marks its move into the UK fixed line market. BT will provide wholesale landline services to customers of Orange's Home Max broadband package. Although the service is being offered by Orange it will be managed and maintained by BT Wholesale.

Customers can choose to take the full Home Max package which includes fixed-line connection, 8Mbps broadband, and a wireless router at £24 per month, with Orange mobile subscribers paying a monthly rental of £9. Or if they want to keep their existing fixed-line operator they can take out the Home Starter package which comes at £12 per month. Current Orange mobile subscribers pay £5 per month.

**Jóhanna Helgadóttir** – *Senior Consultant*

### Colombia – Telefónica and Móvistar Introduce Residential Fixed-Mobile Plan

Colombian Telecom "Telco" and Cellco Movistar, both owned by Telefónica Spain, have introduced a joint calling plan aimed at the residential market, called Plan Familiar Telefónica (Family plan Telefónica).

The package allows the operators fixed line subscribers in any of the 998 cities throughout the country and the subscribers of mobile operator Movistar to make calls between themselves with a rate of COL PESO 69 (USD 0.03) per minute. The post-paid monthly rental charges start from COL PESO 59,900 and include free voice mail and free Caller ID. Telco has offered a similar plan to corporations and SMEs, but this is the first time it has targeted the residential market.

**Catherine Arteaga** – *Tariff Analyst*

### Ireland – Perlico Unveils Broadband Bundle Packages

Ireland's broadband provider Perlico revealed its new "Freedom" bundle packages on 13th September 2007. The bundles include line rental, unlimited local and national calls and a 1Mb broadband internet connection for €46.99 a month. The same package with a 2Mb broadband connection is also available.

**Angela Toal** – *Tariff Analyst*

### USA – Verizon Gets Approval to Offer Bundles in Washington State

The US operator Verizon has been given approval to offer discounted bundles of voice, video, high speed data and wireless services in Washington State. The approval is valid from 21st September.

Verizon plans to offer its Freedom Essentials (voice and 768K DSL) service for \$59.98 a month. Customers can also add the Freedom Essential bundle to DirecTV and 450 minutes on Verizon wireless and that will cost \$139.99 per month.

Another offering, the FiOS Internet (5 Mbps download/2 Mbps upload) plus Verizon Freedom Essentials voice bundle begins at \$69.99 per month. The FiOS will be available to customers at the end of 2007.

**Jóhanna Helgadóttir** – *Senior Consultant*

## T-Connect

It is finally here! A product that will help you to find your way through the Broadband pricing jungle and support you with your day-to-day business activities.

T-Connect has been developed to capture the ever changing Broadband market and its many different structures. T-Connect is a single source of broadband price and service information covering 30 European countries and over 300 tariff packages in its standard version. T-Connect can also be tailored to your specific data coverage requirements.

If you are looking for the best offer available in a country, or wish to see how price levels in one country compare with the prices in another, T-Connect will provide you with the facts and benchmarking results based on proven methodology.

T-Connect is an interactive system that allows you to tailor the benchmarking parameters to your requirements, and also lets you generate results based on different methodologies. Teligen's price benchmarking experience is unrivalled in the business. We have been offering databases and systems for comparing prices of telecoms services since 1991, and have been providing the OECD Price Benchmarking results continually since 1995.

To find out more about T-Connect please contact us either at [sales@teligen.com](mailto:sales@teligen.com) or on telephone number **00 44 208 263 5440**.

## Consultancy

### Teligen Tariff Consultancy – A Case Study

When several competing companies have common interests it can often be problematic to share information. In such cases Teligen can act as the "middle man", ensuring that results are produced without any source data being disclosed.

Teligen has worked with several groups of operators or service providers over the years, from being the central collection point for information, to analysing the data and producing the intended results. With the use of Non Disclosure Agreements (NDAs) for each participating company, Teligen can collect price information from each participant for their own or other providers' services; this information is not disclosed to the other participants, and Teligen can ensure that the output data cannot be used to identify the specific price information of an individual participant.

Such methods have been used successfully in cases where, for example, several operating companies have common interests in approaching a regulator, or where a group of operating companies need to establish whether their prices are within an acceptable range of established price benchmarks (such as the OECD baskets, for example). Teligen has considerable experience in this type of study, right back to our launch in 1976.

**Halvor Sannæs** – *Director Tariff Service*

## Mobile

### Belgium – BASE Introduces Limited Edition Package

Belgian mobile operator BASE is offering Gold, a "limited edition" price plan that includes 7.5 hours of calls to all fixed and mobile networks in the country. BASE said that Gold, which costs €40 per month on a 24-month contract, will be available to the first 10,000 applicants. They will have to purchase a new SIM card, the cost of which will be deducted from their first bill.

A flat rate applies for voice calls after expiry of the 7.5 hours included. Rollover is not allowed.

**Cora Hackwith** – *Consultant*

### **Mozambique – mCel Raise Prices**

mCel, Mozambique's major mobile operator, has announced a 12.4% price increase on its services. These changes took effect on October 1st, 2007. Vodacom Mozambique is understood to be imposing a similar price increase. These changes have been approved by the regulator, INCM.

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

### **Austria – Mobilkom Offers Three New Mobile Broadband Options**

Mobilkom Austria has added a mobile broadband service to its B-Free packages. For €129.90, the B-Free Breitband starter pack includes a Vodafone Mobile Connect laptop modem and a SIM with 1GB worth of data. This will allow users to surf the net at speeds of up to 7.2Mbps, using the operator's EDGE, UMTS and HSDPA network.

After expiry of the inclusive 1GB, users can sign up to a monthly renewable 150MB or 1GB. A pay-as-you-use tariff is also available.

**Cora Hackwith** – *Consultant*

### **Greece – Cosmote Launches Home Zone Service**

Greek mobile operator Cosmote has introduced Cosmote ONEphon, a home zone service. For a monthly charge, customers get 200 minutes of calls to fixed lines when using their mobile phone at home. All calls thereafter are billed at fixed-line rates. Customers are told before each call, whether they are in the geographic limits of the home zone. The service is available with Cosmote postpaid plans and is available from Cosmote's retail network.

**Tamara Stančić** – *Consultant*

### **Germany – ALDI Unveils Flat Rate Option**

On 20 September ALDI, the German low-cost supermarket group, unveiled a new Flat rate option for their ALDI Talk prepaid offer in Germany.

For a monthly charge of €14.99 ALDI mobile customers can make free calls to national fixed lines and to same network. While SMS to the same network is free, SMS and calls to other mobile networks are charged at €0.14 cent per minute / per SMS.

ALDI cooperates with E-plus and Medion Mobile. The mobile phone market has attracted a number of new entrants in Germany from outside the telecom sector. As well as Aldi, fierce rival Lidl, low-cost pharmacy chain Schlecker and shopping group Tchibo also offer mobile services.

**Yilmaz Bakay** – *Tariff Analyst*