

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. TalkTalk is entering the Irish broadband market while Sonera is expanding its broadband offering into Digita's @450 Network. Vodafone Turkey introduced a new prepaid tariff and PCCW in Hong Kong launched a fixed & mobile broadband package. These 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 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 Stančić – Senior Consultant

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Season's Greetings



Tariff Outlook will not be issued during the holiday period but will be back again with many exciting stories in the New Year. We would like to take this opportunity to wish Season Greetings to all our readers.

Consulting



This Weeks Top Stories...

- Ireland – TalkTalk Launches Broadband in Ireland
- Finland – Sonera Expands its Broadband Offering Into Digita's @450 Network
- T-Connect
- Belgium – Proximus Launches Mobile Services for Women
- Zimbabwe – Econet Wireless's Big Price Increase on Call Charges
- Turkey – Vodafone Turkey Introduces a New Prepaid Tariff
- France – New "Orange for iPhone" Plans From Orange
- Hong Kong – PCCW Launches Fixed & Mobile Broadband Package

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

Broadband

Ireland – TalkTalk Launches Broadband in Ireland

The mobile phone retailer Carphone Warehouse is set to step into the Irish broadband market with the launch of three packages under its TalkTalk service, before Christmas.

Consumers will be able to choose the broadband speed that suits them best and bundle with any of the existing TalkTalk packages, Talk1, Talk2 and Talk3.

Two of the packages available will have download speeds of 1Mbps and 2Mbps respectively with the possibility of other speeds also being available. Package prices will be revealed closer to the launch of the service.

Adriana Rodriguez – *Senior Tariff Analyst*

Finland – Sonera Expands Its Broadband Offering Into Digita's @450 Network

Sonera has responded to the increased demand for broadband services in Finland by launching wireless broadband services in Digita's @450 broadband network on December 4, 2007. Sonera Broadband Wireless meet the needs of people in sparsely-populated areas, enabling a data transmission speed of 1 Mbps even outside the coverage area of the current fixed network and 3G network. For residential customers, 1-Mbps Sonera Broadband Wireless access is available at a monthly charge of €49.90.

Catherine Arteaga – *Tariff Analyst*

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 or on telephone number **+44 (0) 20 8263 5440**.

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

Mobile

Belgium – Proximus Launches Mobile Services For Women

Belgium mobile operator Proximus has partnered with a number of women's magazines to launch mobile services targeted at women. Proximus has launched, in cooperation with publisher Sanoma, three prepaid services entitled Fair Mobile, Libelle Mobile and Femmes d'Aujourd'hui Mobile. The mobile websites for the three associated magazines have been re-styled to fit the new offers.

Tamara Stančić – *Senior Consultant*

Zimbabwe – Econet Wireless's Big Price Increase On Call Charges

Zimbabwe's largest mobile operator, Econet Wireless has just announced tariff increases of over 450%. The operator is counting the cost of the harsh effects of the government's controversial price freeze that has been in force for quite a while. Econet claim the sub-economic rates have affected its expansion plans due to reduced revenue and increasing operating costs.

The new tariffs are effective from Thursday 29th November and include an increase of 470% on local calls and over 490% on international calls.

Bernadette Finn – *Manager, Tariff Services*

Turkey – Vodafone Turkey Introduces A New Prepaid Tariff

With the 'Ayrım Yapmayan Tarife' prepaid customers can make calls to Vodafone mobiles, other national mobiles and fixed lines for a discounted charge of 1 credit/unit per minute. Customers need to top up with at least 200 units within 30 days to take advantage of this tariff.

There is a limit of 250 minutes a month on calls to other national mobiles and fixed lines. If the customer exceeds this limit or does not top up with the required amount each 30 days a standard call charge will apply.

Yilmaz Bakay – *Tariff Analyst*

France – New "Orange For iPhone" Plans From Orange

Orange France has developed a range of four "Orange for iPhone" plans, with prices ranging from €49 to €119 a month, and the iPhone available for €399. With this range of offers, Orange is meeting iPhone customers' expectations in terms of voice, SMS and Wifi. All four plans include:

- Visual Voicemail, which allows customers to see a listing of their voicemails, it also enables them to immediately access the messages that interest them most, in the order they want.
- Unlimited access to email and the internet

Orange is also offering the iPhone at €649, without a monthly subscription to customers who do not wish to benefit from one of the four "Orange for iPhone" plans. The cost of unlocking the handset is €100 during the six months following the acquisition of the iPhone, regardless of the package chosen.

Nacera Touileb – *Consultant*

Multiplay

Hong Kong – PCCW Launches Fixed & Mobile Broadband Package

At the end of November PCCW launched two new plans bundling symmetrical direct fibre connections, mobile broadband services and high definition TV (HDTV).

"PCCW 100M" includes Netvigator Fibre Direct 100M (up to 100Mbps down/upload) broadband, wireless connectivity via 3,000 Wi-Fi hotspots, and HDTV. The "PCCW 1000M+" package offers "Netvigator Fibre Direct 1000M" (up to 1Gbps down/upload) broadband with "Netvigator Everywhere" wireless broadband connectivity via PCCW Mobile's HSDPA and W-CDMA networks as well as 3,000 PCCW Wi-Fi hotspots and HDTV.

Prices start at HK \$588 per month.

Angela Toal – *Tariff Analyst*