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Teligen Outlook

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Welcome to Teligen's Tariff Outlook Newsletter

Message from the Editor

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

You may notice that we have begun to include some information about Teligen's products and services within your Tariff Outlook newsletter and we hope that this is of some interest to you. If you would like to know more please feel free to click on one of the links to our website where you will find much more information about us (don't forget, you can always send us an e-mail or phone us if you have any questions that remain unanswered).

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, so feel free to contact us - we've put our numbers and e-mail addresses at the foot of each article.

We look forward to hearing from you.

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Consulting



This Week's Top Stories...

- [*BT aligns VoIP pricing*](#)
- [*Telefonica Germany introduces "ADSL pure"*](#)
- [*New OneBroadband business packages from eCompany, UAE*](#)
- [*Telefonica Spain launches the new "Duo Internet + Calls"*](#)
- [*Iceland Telecom changes residential PSTN packages*](#)
- [*ČeskÝ Telecom launches fixed line incentives to sign up new customers*](#)
- [*KPN Netherlands unveils Business Bundles*](#)
- [*Sunrise launches new Mix Packages*](#)

T-Basket – The art of telecom price benchmarking

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-authorised, but takes pricing information from the Teligen Master Tariff Database. It forms the basis of the official OECD

price performance statistics.

To find out more or to request a demonstration, please [click here](#)

VoIP

BT aligns VoIP pricing

UK incumbent operator BT has announced that it has aligned the international calling tariffs for its VoIP products, Broadband Talk and BT Communicator. Calls made to any international destination now cost the same with both products, and the operator claims that the new prices are now market leading on calls to many of those destinations.

The new pricing offers international calls for as low as 1.25 pence per minute to the most popular destinations, a significant saving on both BT's standard charges and on those of alternative VoIP providers. The table below shows some examples of the cheapest per minute charges for both Broadband Talk and BT Communicator, compared with the rates offered by other providers (all charges are in pence per minute, including VAT):

	BT Broadband Talk or Communicator	Dixons Freetalk	SkypeOut	Tesco	Vonage
Australia	1.25	3	1.4	2	3
France	1.25	2	1.4	2	2
Germany	1.25	2	1.4	2	2
Hong Kong	1.25	2	1.4	2	3
Ireland	1.25	2	1.4	2	0
Italy	1.25	2	1.4	2	3
Netherlands	1.25	4	1.4	2	3
New Zealand	1.25	4	1.4	2	4
Portugal	1.25	4	1.4	2	3
Spain	1.25	3	1.4	2	2
USA	1.25	2	1.4	2	2

BT's two VoIP products are likely to meet most of what is required of an Internet phone service – BT Communicator enables the user to make calls via a PC or laptop, using Yahoo! Messenger as a platform; users can choose to either use their computer to actually make the calls, or to make calls via their computer using their home phone. BT Broadband Talk, on the other hand, enables calls to be made through a BT Broadband connection – customers use their home phone and can choose between an evening and weekend plan, or an anytime plan, depending on their usage requirements. BT has also announced that Broadband Talk is now available to customers with any ISP, not just to BT Retail customers.

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Broadband

Telefonica Germany introduces "ADSL pure"

Telefonica Germany has introduced a new DSL flatrate package "ADSL pure" aimed at small and medium sized businesses (SMEs). The monthly rental is €9.90 and an installation price of €49.90 applies. All prices include VAT at 16%. This offer can be combined with any T-DSL connection from 1 to 6 Mbit/s.

Package	ADSL Pure / 1000	ADSL Pure / 2000	ADSL Pure / 6000
Flatrate €/month	€9.90	€9.90	€9.90
Speed Upstream	128k	192k	576k
Speed Downstream	1024k	2048k	6016k

"ADSL pure" comes with additional benefits like three different router/modems, "Web+Mail" packages with up to 500 email addresses and up to two domains, as well as the "Business Security Suite" with virus scanner, firewall and spyware security.

"ADSL pure" replaces the Telefonica's previous SME offer "Business ADSL".

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New OneBroadband business packages from eCompany, UAE

eCompany, the Internet service provider of Etisalat the UAE incumbent, launched new broadband packages in its BusinessOne range on 5th February 2006. The service is aimed at small and medium enterprises (SMEs). The new packages promise customer's up to 35% reduction in monthly rental. Existing customers will have their current package upgraded to the next higher package. The pricing of the packages is as follows (VAT does not apply):

Business One Packages	New Monthly rental / AED	Old Monthly rental / AED
BusinessOne Single User	295.00	350.00
BusinessOne 512K Multi User	595.00	695.00
BusinessOne 1M Multi User	895.00	1,295.00
BusinessOne 2M Multi User	1,295.00	1,995.00

The upgrading of customers will be as follows:

- Customers on 384K single user and multi user package will be upgraded to a 512K package
- Customers on 512K multi user will be upgraded to 1Mb
- Customers on 1Mb multi user will be upgraded to 2Mb
- Customers on 2Mb multi user will remain on the same package with the

reduced monthly rental.

The main benefit of the new packages is a significant increase in data volume caps. Examples of the increase in data volume are that customers on the 512K Single user package will receive 4GB data transfer as opposed to 2GB before. Customers on the 2MB package will receive 24GB on the new package an increase of 4GB from their previous package.

Other benefits of the new packages include increased email storage capacity, increased web hosting and tighter security protection.

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Telefonica Spain launches the new “Duo Internet + Calls”

“Duo Internet + Calls” is a new dial-up Internet access and fixed calls package from Telefonica Spain.

For a monthly charge of €22 (all prices are exclusive of VAT at 16%) customers can surf the net with the dial-up package Tarifa Plana of Internet and make fixed local and national calls at any time, any day of the week.

This product is aimed at customers who are still using a dial-up connection to access the Internet and spend a long time surfing at any time but only make occasional phone calls. The package is also aimed at customers who make a great number of local and national phone calls at any time but surf the Internet occasionally.

Currently customers on the unlimited dial-up package “Tarifa Plana 24 Horas” pay €21 per month.

This new offer is currently available for all Telefonica Spain customers.

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PSTN

Iceland Telecom changes residential PSTN packages

Iceland Telecom recently changed its residential PSTN packages. The pricing structure for the Standard Package has been changed so that the same rates apply at all times. Call set-up charges have now changed and the same call-set up charge now applies to all calls, including calls to other operators. All prices are inclusive of VAT at 24.5%.

	Old call set-up charge	New call set-up charge
Fixed calls to Iceland		

Telecom	3.75	4.75
Fixed calls to other operators	4.15	4.75
Mobile calls to Iceland Telecom	3.75	4.75
Mobile calls to other operators	4.15	4.75

Furthermore, calls to fixed lines have been changed and this change applies to calls to Iceland Telecom and to other operators.

	Old call charges		New call charges
	Standard	Reduced	At all times
Fixed calls to Iceland Telecom	1.85	1.35	1.65
Fixed calls to other operators	2.15	1.55	1.95

As well as changing the pricing structure for the Standard package Iceland Telecom has discontinued the Leisure Package. The Leisure package provided customers with low rates for on-net off-peak fixed calls. However, customers on the Standard Package can now register at Iceland Telecom and receive 1000 free on-net anytime fixed minutes to a chosen number per month.

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ČeskÝ Telecom launches fixed line incentives to sign up new customers

ČeskÝ Telecom, the incumbent operator in the Czech Republic, is offering new customers a number of incentives if they sign up for a new fixed line in February or March 2006. Customers pay just 1 Czkrona for installation during that period and will receive one thousand free calling minutes. These free calling minutes are available for national calls within the fixed network and are valid for 3 months. New subscribers will automatically be put on the "Friends" service, a discount calling plan, and the following value-added services will be provided free of charge: Call Rerouting, Small Conference, Call Waiting and e-billing.

This incentive is being launched to make it more attractive to order a fixed line for broadband Internet and to get new customers onto the Telefon Volno and Volno Plus tariffs, which enable subscribers to call during off-peak hours free of charge.

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Mobile

KPN Netherlands unveils Business Bundles

KPN has launched a range of Business Bundles, which are aimed at small and medium sized companies purchasing between two and 200 SIM cards. Five price plans are available, all of which include a monthly amount which can be put towards voice calls, texts, Internet access as well as roaming calls. Billing is per second after the first minute.

Business Bundle	Minutes Included	Minute Price within bundle	Minute Price outside bundle	SMS charge at all times	Video calling charge at all times
€22.50	150	€0.15	€0.22	€0.15	€0.41
€35	300	€0.12	€0.22	€0.15	€0.41
€50	500	€0.10	€0.22	€0.15	€0.41
€90	1000	€0.09	€0.22	€0.15	€0.41
€130	1500	€0.087	€0.22	€0.15	€0.41

The tariff comes with a number of options:

- **On-net:** free internal calls for €5 per month per SIM
- **Internet GO:** offers a charge of €0.50 per MB in return for a €10 per month subscription. This compares with a standard data tariff of €15 for the first MB and €5 for any subsequent data usage per MB within the month.
- **BlackBerry:** two price plans are available depending on the user's needs

In addition, free 'best price plan' advice is available every six months. Also, group discounts of between 2.5% and 7.5% are awarded depending on monthly spend.

The roaming calls included in the bundle apply to calls made in Europe and the USA using KPN partner networks. These calls will be charged at €0.30 per minute with a call setup charge of €0.59.

By offering a number of services from one bundle, the new KPN tariff continues that trend already set by T-Mobile in both the UK and the Netherlands. T-Mobile recently introduced its Flex tariff to consumers in both countries and has followed this up with the impending launch of its Business-1 plan in the UK. Although this includes international calls, not roaming calls, the advantage for users is the same – not having to worry about separate charges for services, as they are included in the bundle. Price-conscious users may well find that they can save money by analysing their usage pattern and then combining basic bundles and add-ons, but the majority of users will appreciate the convenience offered by this type of plan.

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Sunrise launches new Mix Packages

Sunrise Switzerland has launched two new post-paid packages: Mix 20 and Mix 60. Both packages are inclusive of minutes and text messages and have a flat rate for calls, SMS and MMS. The price details are shown below, in CHF including VAT at 7.6%.

	Mix 20	Mix 60
Monthly Rental	20	40
Inclusive Minutes	20	60
Inclusive SMS	20	40
Voice Calls	0.50	0.40
SMS	0.20	0.20
MMS	0.50	0.50

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