



Telecom Retail Pricing

Fixed Broadband & Mobile Services Benchmark

Market & Data Reports

Analysing and comparing telecom prices is both a complex and sensitive subject, involving many and varied parameters. To help readers deepen their understanding of these parameters and the impact they have on pricing, IDATE has produced a detailed report on the leading fixed broadband access and mobile service providers' pricing schemes in the major European markets and in the United States, drawing on an exclusive database.

Key questions

- What discounts are offered according to contract length?
- What differences are there between "classic" and SIM-only offers, and between buying in a shop and buying online?
- What impact do possible set up calls and time credits have on the real price of mobile calls?
- How can bonuses and discounts be accounted for?
- Is the principle of flat rate billing a ubiquitous part of fixed broadband offers? Have triple-play bundles become the norm?
- What differences are there between ADSL, cable modem and very high-speed access prices?

> Database included

- + 500 pricing schemes for 42 vendors in France, Germany, Italy, Spain, the UK and the United States:
 - fixed broadband services
 - post-paid and prepaid mobile services





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Distinct line strategies

3.1.1. Line strategies

- Broad product ranges for very flexible use
- Streamlined offers
- High volume offers

3.1.2. Mobile market pricing principles: towards a more streamlined model?

- Criteria governing voice price segmentation
- Data: volume and time-based billing
- Flat rates versus time-based billing

3.2. Internet access offers

Relative similarity across Europe

3.2.1. Broadband only vs. bundling strategies

- Very few broadband only offers in Europe
- USA versus Europe: different players, different price points

3.2.2. FTTx access offers: content comparable to ADSL offers

- Disparate rates: Europe, Asia, USA
- Will the prices charged encourage ADSL users to switch to fibre?

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- Prepaid cards: lifespan

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- Time billing methods
- Distinction according to numbers called
- Peak/off-peak calling systems

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- Distinction according to numbers called
- Distinction according to size and type of message

- Distinction according to message number rank
 - Peak/off-peak calling systems
- ##### 4.1.6. Principles governing data services billing
- Time billing methods

4.2. Fixed broadband services

4.2.1. Contract lengths

- No commitment subscriptions to attract customers
- Minimum contract length to secure customer loyalty?
- Reflecting the national culture?

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- Wi-Fi router/Ethernet router
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- STB

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- Increasingly ubiquitous flat rates

4.2.4. Purchasing

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- Time billing methods
- Peak/off-peak calling systems
- Distinction according to numbers called

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5.2.1. Basic pricing

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- 5.2.4. 5 hours of voice calls + 250 SMS
- 5.2.5. 10 hours of voice calls + 500 SMS

5.3. Fixed broadband access rates

5.3.1. Broadband access only (Internet)

- Downstream rate below 2 Mbps
- Downstream rate up to 8 Mbps
- Downstream rate above 8 Mbps

5.3.2. Broadband double play (Internet access + unlimited calling)

- Downstream rate below 8 Mbps
- Downstream rate above 8 Mbps

5.3.3. Broadband triple play bundle

- Downstream rate below 8 Mbps

Report (PDF) +
Database (Excel):
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Database (Excel)

Detailed information on the examined operators' rate plans, factoring in the key pricing variables:

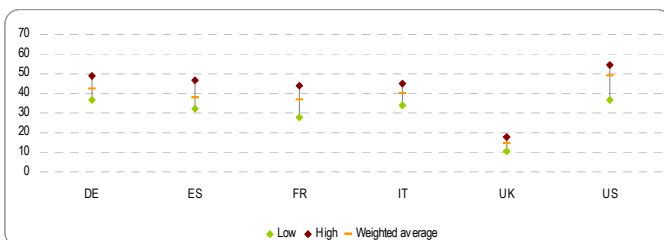
Countries and Operators examined

France	Germany	Italy	Spain	United Kingdom	USA
<ul style="list-style-type: none"> • Bouygues Telecom • Free (Iliad) • Numericable • Orange • SFR 	<ul style="list-style-type: none"> • Alice (HanseNet / Telecom Italia) • Arcor (Vodafone) • E-Plus (KPN) • O2 (Telefónica) • T-Mobile (Deutsche Telekom) • Vodafone • 1&1 (Freenet) 	<ul style="list-style-type: none"> • Alice (Telecom Italia) • FastWeb (Swisscom) • TIM (Telecom Italia) • Tiscali • 3 (Hutchison Whampoa) • Vodafone • Wind (Orascom) 	<ul style="list-style-type: none"> • Movistar • Ono • Orange • Telefónica • Vodafone • Ya.Com (France Telecom) • Yoigo (TeliaSonera) 	<ul style="list-style-type: none"> • BT • O2 (Telefónica) • Orange • Talk Talk (Carphone Warehouse) • Tiscali • T-Mobile (Deutsche Telekom) • Virgin Media • Vodafone 	<ul style="list-style-type: none"> • AT&T • Comcast • Sprint Nextel • Verizon • Verizon Wireless • T-Mobile USA (Deutsche Telekom) • Time Warner Cable

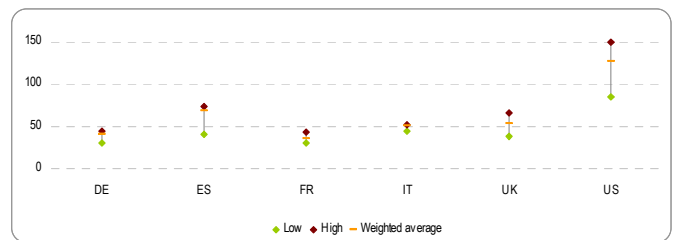
Basic pricing structure for each operator, by type of service

Mobiles	Fixed broadband
<ul style="list-style-type: none"> • Activation fee • Monthly rental (post-paid)/Package price (prepaid) • Contract length (post-paid)/Card validity (prepaid) • Minutes included • Text messages included • Price per minute/message: <ul style="list-style-type: none"> - Call <ul style="list-style-type: none"> . to voicemail . on-net . off-net . to fixed - Text message - Picture/Multimedia message - Internet 	<ul style="list-style-type: none"> • Activation fee • Monthly rental: <ul style="list-style-type: none"> - Internet access - Telephony - TV • CPE price/rental: <ul style="list-style-type: none"> - Modem - TV STB • Contract length • Price per minute/programme: <ul style="list-style-type: none"> - Voice calls - TV channels

Mobile service basket for 2.5 hours voice calls + 100 SMS a month
(in euros, incl.VAT) - SIM card only offers or with default handset



Broadband triple play basket a month
(in euros, incl.VAT) – with downstream speed of over 8 Mbps



Source: IDATE