

Triple Play & Fixed Mobile Convergence Journal reports that subscribers to triple play services can save up to Euro 16 per month than those that buy services unbundled.

Submitted by: Tariff Consultancy Ltd

Tuesday, 28 April 2009

London, 28th April 2009: The 8th edition of Tariff Consultancy Ltd's (TCL) Triple Play & Fixed Mobile Convergence Journal finds that Triple Play services (n1) continue to offer increased value for the consumers in most markets.

The average price for a Triple Play service in the eight European markets surveyed has declined from Euro 42.30 to Euro 39.20 per month over the last three months – a reduction of 7.3 per cent. Year-on-year the average Triple Play monthly price has declined by Euro 1.3 (a 3.2 per cent decrease) over 12 months.

As a result the price gap between a Triple Play service and its unbundled equivalent continues to widen, with the average saving – as measured by the incumbent's product over eight European countries – now at 28 per cent.

But in individual countries, such as France, Germany and Italy the rates charged by the Triple Play incumbent telecoms operator have become under pressure from alternative operators. Such examples are given below (n2).

Triple Play operators continue to offer increased bundles with their premium Triple Play service. Common features include Video on Demand (VoD) services, time-shifting and premium TV channels. For example, in the Netherland Tele2 has bundled in its Dutch Football channel in its 20MB Triple Play service. In France, Orange has increased the number of TV channels from 60 to 70 channels, and Free has increased the number of included fixed line telephony destination from 70 to 100.

In most countries a number of operators – and in the last quarter including Vodafone (Germany) and O2 (Ireland) – have introduced a Mobile Broadband service based on a USB modem device as part of a complete Broadband offer.

The Fixed Broadband operator is offering a Mobile Broadband service as a way of allowing a consumer or Small Business user to access the internet immediately without the delay caused by the installation of a DSL access line – and as providing back-up to the fixed line.

Commented Margrit Sessions, Managing Director of Tariff Consultancy Ltd, "The latest edition of the Triple Play & Fixed Mobile Convergence Journal illuminates a trend that we have been witnessing for some time.

Operators continue to use short term price promotions to attract new subscribers. Alternative network operators are now forcing the incumbent operators to respond by revising their pricing structures and add more features to maintain a higher price point."

"For the first time we are seeing a range of Mobile Broadband offers also enter the European market as

part of fixed line Broadband service, either using their own network or that of an MVNO. Operators see a mobile component as a means of earning incremental revenue as well as providing a fast turn up of service,” adds Sessions. In Portugal the Mobile Broadband subscriber base has overtaken the number of fixed line Broadband users, which is a trend that is likely to continue over time.

Notes to Editors

(n1) Consisting of a bundle of Telephony, Broadband and TV services

(n 2) Triple Play Service and Pricing Examples.

- In France, Free, now the second largest Broadband operator to Orange, has offered an “all you can eat” Triple Play bundle from Euro 29.90 per month. Orange has now responded with its own Triple Play tariff of Euro 29.90 with a different bundle of services.
- In Germany, T-Home has continued to decrease the tariff of its Triple Play “Entertain” service. Over the last 3 months the average rental price was decreased by Euro 5 per month.
- In Italy, Telecom Italia (TI) has introduced a 3 month promotion to compete against the 2nd largest Italian Broadband operator, Fastweb, which is currently offering a flat rate promotion.

About the Triple Play and Fixed Mobile Convergence Journal

(http://www.telecomspricing.com/product.cfm?ds=telecomspricing_content&prod=299&dept=27&cfid=3810386&cftoken=5728)

Published every 3 months on an annual subscription basis, the Journal reviews all of the main news in Triple Play and FMC services in Europe and worldwide. It also features a unique comparison of Triple Play product pricing from 16 operators in 8 major European countries (including France, Germany, Italy, Netherlands, Spain, Sweden, Switzerland and the UK). The cost of a yearly subscription (single user licence) is £895 GBP's. Further information is available at: www.telecomspricing.com

About Tariff Consultancy Ltd (TCL): TCL is a London-based specialist provider of tariff services, consultancy, reports and subscriber services covering the mobile, fixed line and Data Centre markets on a global basis. Further information on the company and its products is available on the website at: www.telecomspricing.com

Contact Margrit Sessions on +44 777 625 4827 for more information or email to info@telecomspricing.com.

../..