

Research report

Triple-play pricing study 2Q 2009:
getting more for less?

Martin Scott

August 2009



Contents

Slide no.

- 3. Document map – Executive summary**
4. Some economies have started to stabilise, as have prices
- 5. Document map – Introduction and scope**
6. This report examines current and historical broadband, double- and triple-play pricing across Europe
7. Usage profiles model the difference between ‘light’, ‘typical’ and ‘heavy’ users
- 8. Document map – Service speed evolution**
9. The downstream speeds of cable-modem services are pulling away from those of DSL-based services
10. Upstream speeds are increasing more slowly, and cable-modem speeds are fluctuating
11. The price per megabit per second of downstream bandwidth continues to decline
- 12. Document map – Country-by-country pricing comparison**
13. The price of basic fixed broadband varies dramatically across Europe, but there is no east–west split
14. Double-play services are priced inconsistently across Europe, but telcos tend to cost less than cablecos
15. The triple-play price-leaders tend to be telcos that are attempting to enlarge their subscriber bases
- 16. Document map – Promotional pricing**

Slide no.

17. Fixed broadband promotions tend to have the features of one or more of the four basic types
18. The top-ten promotions in terms of cost savings offer price reductions of 20–40%
- 19. Document map – Price premiums for higher speeds, voice and TV**
20. The price premium for ultra-fast broadband appears to be eroding already
21. The price premium for voice and TV services varies significantly between markets
- 22. Document map – Recommendations**
23. Recommendations [1]
24. Recommendations [2]
- 25. Document map – Annex: How to use the data annex**
26. How to use the pivot charts in the data annex
- 27. Document map – Author, copyright and key to acronyms**
28. Authors
29. Copyright
30. Key to acronyms
- 31. Document map – List of figures and tables**
32. List of figures and tables
- 33. Document map – About Analysys Mason**
34. About Analysys Mason
35. Research from Analysys Mason
36. Consulting from Analysys Mason

List of figures and tables

Figure 1: Unweighted mean downstream speed and price for residential fixed broadband access, 2003–2Q 2009

Figure 2: Inputs into the voice usage profile

Figure 3: Unweighted mean downstream broadband speed by access technology, 2003–2Q 2009

Figure 4: Unweighted mean upstream broadband speed by access technology, 2003–2Q 2009

Figure 5: Unweighted mean price per megabit per second for residential fixed broadband access, 2003–2Q 2009

Figure 6: Price per megabit per second of the ten least-expensive services in Europe, 2Q 2009

Figure 7: Price of the least-expensive broadband-only access service for a typical user by country, 2Q 2009

Figure 8: Price of the least-expensive double-play service for a typical user by country, 2Q 2009

Figure 9: Price of the least-expensive triple-play service for a typical user by country, 2Q 2009

Figure 10: The top-ten fixed broadband price promotions, 2Q 2009

Figure 11: Comparison of the median price of different types of fixed broadband service bundle for a typical user, 4Q 2008 and 2Q 2009

Figure 12: Relative pricing of the least-expensive single-, double- and triple-play packages by country, 2Q 2009

Figure 13: How to use the pivot charts in the *Triple-play pricing study* data annex

Table 1: Types of fixed broadband promotion

Document map

Executive summary

Introduction and scope

Service speed evolution

Country-by-country pricing comparison

Promotional pricing

Price premiums for higher speeds, voice and TV

Recommendations

Annex: How to use the data annex

Author, copyright and key to acronyms

List of figures and tables

About Analysys Mason

About Analysys Mason

Analysys Mason is the preferred partner of telecoms, IT and media organisations worldwide. Through our global presence, we deliver strategy advice, operations support and market intelligence to leading commercial and public sector organisations in more than 80 countries. Our clients rely on our consulting and research services to make better business decisions.

The intellectual rigour, operational experience and insight of our people have helped our clients to meet some of the toughest challenges they face within the industry. We have consistently delivered significant and sustainable business benefits to our clients during the past 20 years on issues ranging from advising on operator strategy and tactics, development of national sector regulation, through execution of major financial transactions, to the deployment of public and private network infrastructure.

We are respected worldwide for the exceptional quality of our work, our independence and the flexibility of our teams in responding to client needs. We are passionate about what we do and are committed to delivering excellence to our clients.

Analysys Mason offers two types of service:


- **Consulting:** We work with our clients to provide customised advice and support throughout the business cycle, helping major players to set strategy, plan for change and implement that change. We have worked on a wide range of projects that support our partners and help them to increase revenue, reduce costs, plan for the future and minimise risk.
- **Research:** We offer research programmes and custom research to help our clients to identify key strategic issues, formulate strategies, identify trends and opportunities, and measure performance.

For more information visit our website at www.analysismason.com.

Research from Analysys Mason

Analysys Mason provides a portfolio of research services that help organisations to understand major strategic shifts, as well as country- and region-specific trends, in the global telecoms industry. Through a combination of granular market data and forecasts, and independent qualitative analysis and insight, we enable clients to make informed strategic and tactical decisions, reduce risk and benchmark their business performance.

Analysys Mason's research portfolio

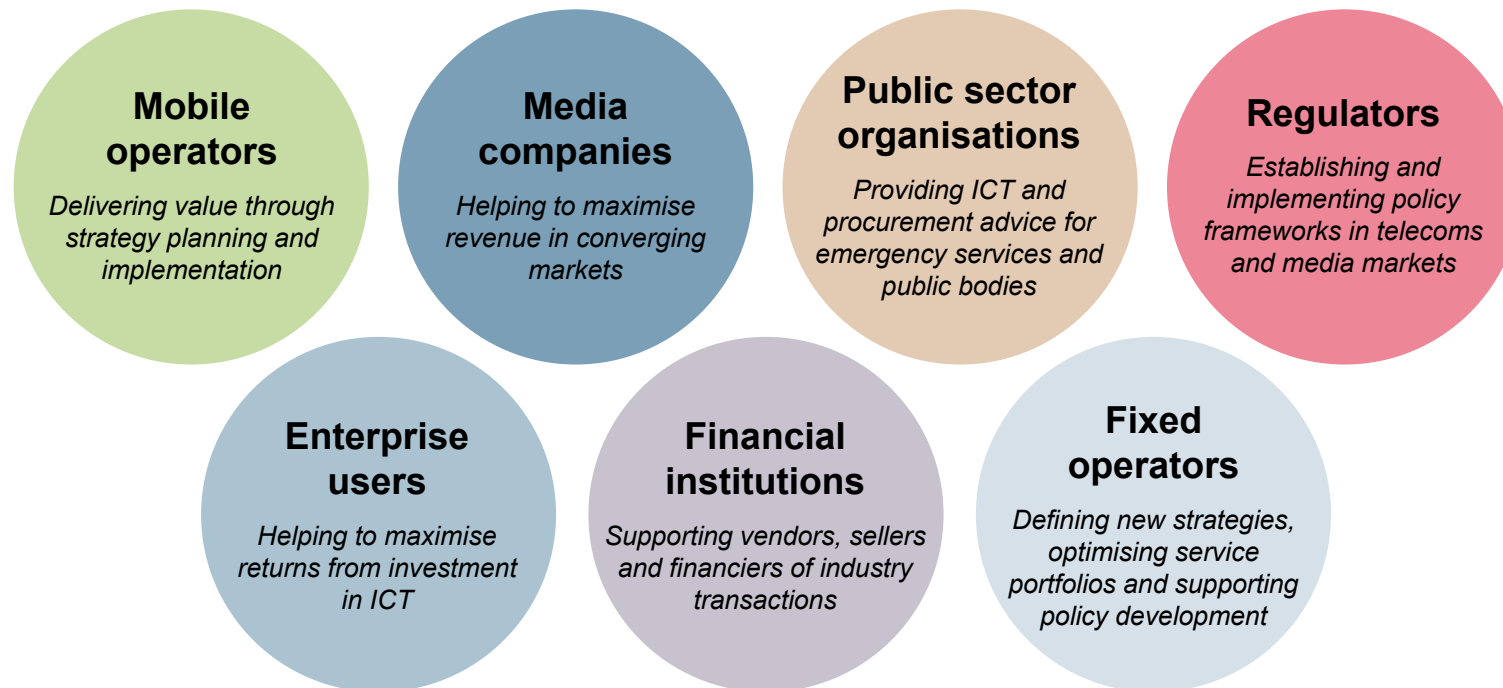
Research streams	Research programmes				
Industry Dynamics	Industry Strategy			Global Growth Markets	
Telecoms Markets	Fixed Broadband	Mobile Broadband	Voice	Consumer Content and Applications	
Telecoms Software 	Service Assurance	Billing and Customer Care	Service Fulfilment	Service Delivery Platform Strategies	
	Telecoms Software Strategies		CSP/Operator Strategies	Infrastructure Solutions	
Technology and Infrastructure	Fixed Networks			Wireless Networks	
Core Data and Forecasts	Country Reports	Telecoms Market Matrix	Core Forecasts	Telecoms Software Market Shares	Telecoms Software Forecasts

For more information about our research programmes and custom research services, please visit www.analysismason.com/research.

Consulting from Analysys Mason

Analysys Mason offers consulting services that span the entire business development cycle from strategy development, through planning and implementation, to review. We help clients in the public and private sectors to make the best possible business decisions on many key issues, including investment, strategy, policy, procurement, network roll-out and market entry.

Analysys Mason advises clients in many industry sectors



For more information about our consulting services, please visit www.analysismason.com/consulting.