

BIG OPPORTUNITIES FOR BUSINESSES IN THE UK TELECOMS MARKET

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Topics

- **OFTEL's goal and the business customer**
- **What's happening in the telecoms market**
- **How businesses can get a better deal**
- **What OFTEL is doing**
- **What more needs to be done**

Oftel's Goal and the Business Customer

- OFTEL's goal
- Consumers
- How?
- Best deal for consumers in terms of quality, choice and value for money
- Residential and businesses
 - small
 - medium
 - large
- through “competition plus” strategy

UK Telecoms Market: Big Money, Rapid Growth

£28bn

Fixed Mobile Pay TV Internet Other

Value (£bn)	16.9	5.4	1.9	0.3	4
Customers (m)	33	24	7.5	6	
Customer growth (%)	5	100	20	200	

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What's Happening in Telecommunications for Businesses?

Small Businesses vs Larger Businesses

Use

BT 9 out of 10

8 out of 10

BT

only 2 out of 3

1 out of 4

Lower awareness of advanced services

Lower take up of advanced services

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Internet & Small Businesses - some observations

- 7 in 10 have email, but
- 3 out of 4 don't use the internet to sell and half don't use the internet to buy/order goods
- Achievement of business aims from the use of the internet
 - 4 in 10 for sales
 - 6 in 10 for purchases

How Businesses Can Get A Better Deal From Telecoms

- Through market development and convergence
- ..and
- by businesses being better informed purchasers

Oftel Initiatives That Can Help Business Grow

- Local loop unbundling
- Third generation mobile phones
- Number portability
- Price comparisons
- Quality of service comparisons
- OFTEL Small Business Task Force
- OFTEL Large Business User Panel

How Do Businesses Get An Even Better Deal?

- Use the opportunities of local loop unbundling, third generation mobile phones, etc.,
- Telecoms companies need to provide better information to users
- Big business needs to be ‘competition champions’ in telecoms purchasing
- Support set up of small business telecoms/internet advice website
- Tell OFTEL if competition isn’t working