

International price benchmarking charts 2013

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Figure 2.1



Summary of households and baskets used in the analysis

'Typical household type'		Fixed voice	Mobile voice	Mobile messaging	Mobile data	Fixed line broadband	Mobile broadband	Television
1	A low use household with basic needs	Low use	Low use	None	None	None	None	Free-to-air
2	A broadband household with basic needs	Medium use	Low use	Low use	None	Low use	None	Free-to-air
3	A mobile 'power user'	None	High use	High use	High use	None	High use	Basic pay-TV with PVR
4	A family household with multiple needs	High use	Medium use	High use	Medium use	High use	None	Basic pay-TV with HD & PVR
5	An affluent two person household	Low use	High use	Medium use	Low use	Medium use superfast	None	Premium pay-TV with HD & PVR

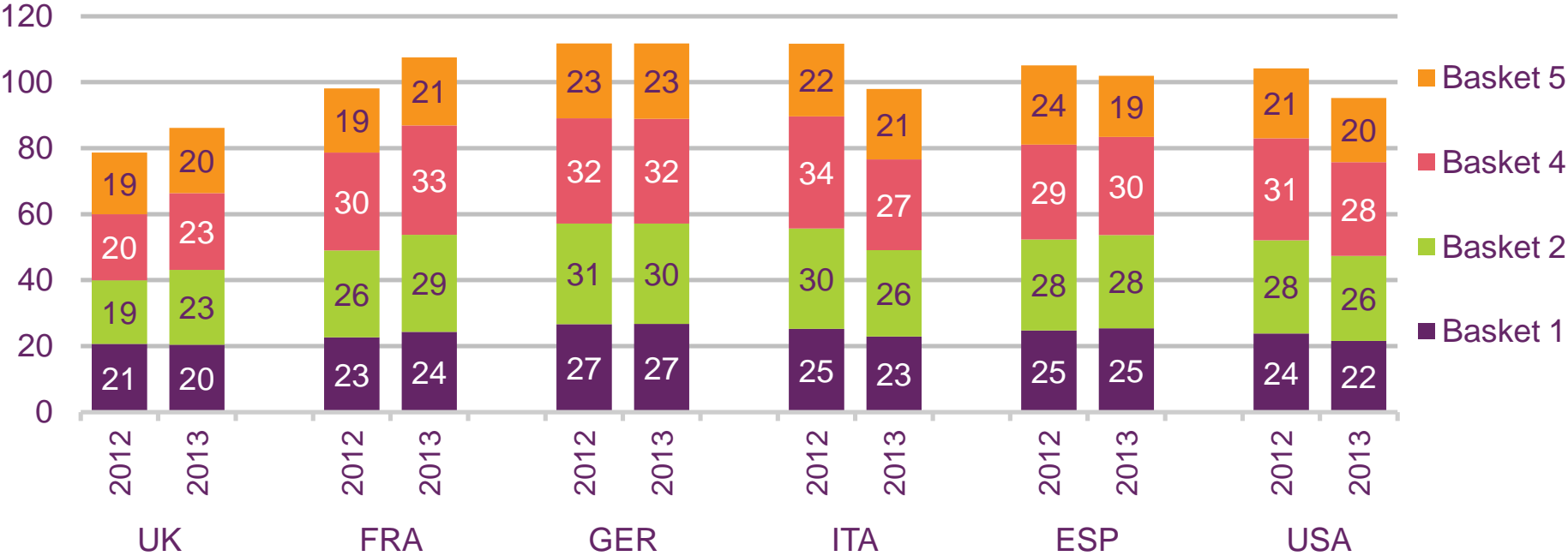
Source: Ofcom

Figure 2.2



Comparative single service 'weighted average' fixed-line voice pricing

Monthly cost (£)

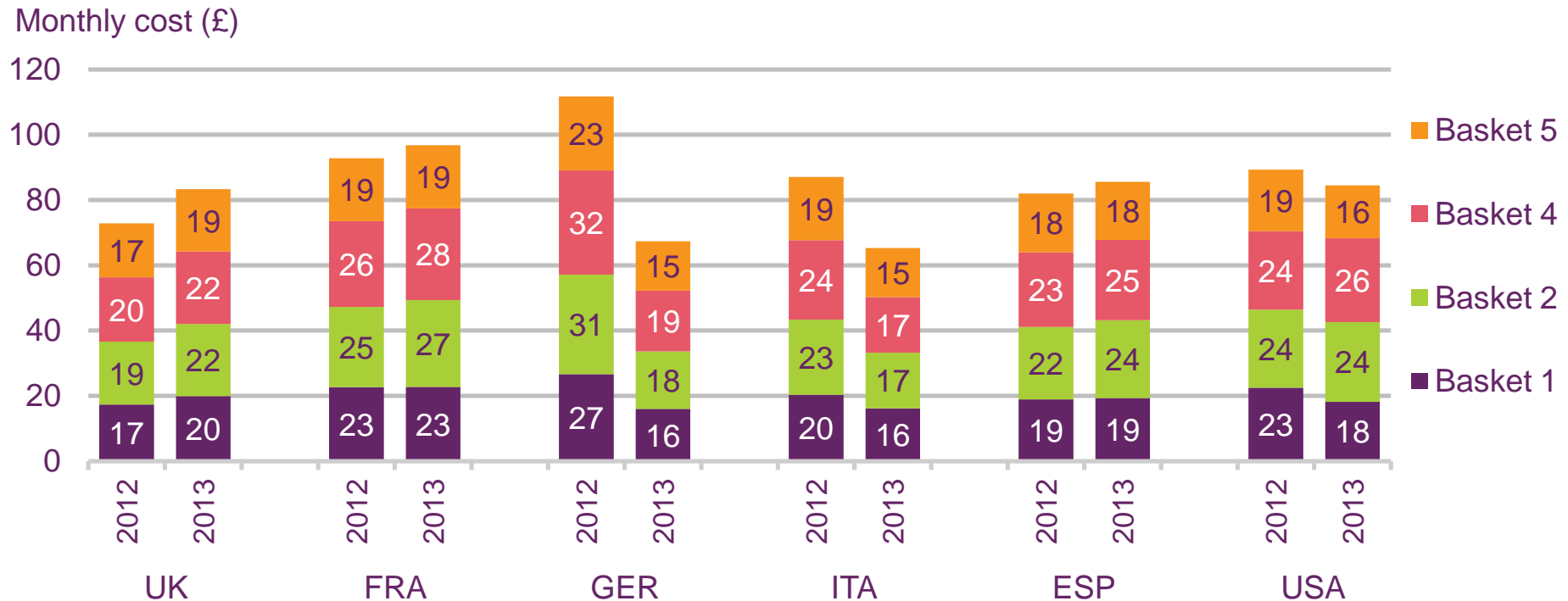


Source: Ofcom using data supplied by Teligen

Note: Weighted average of best-value tariff from each of the three largest operators by market share in each country; July 2012 and July 2013; PPP adjusted

Figure 2.3

Comparative single service 'best offer' fixed-line voice pricing



Source: Ofcom using data supplied by Teligen

Note: Lowest tariff available for the fixed-line voice component of each basket from any of the three largest operators by market share in each country, July 2012 and July 2013; PPP adjusted

Figure 2.4



Summary of mobile connection usage profiles

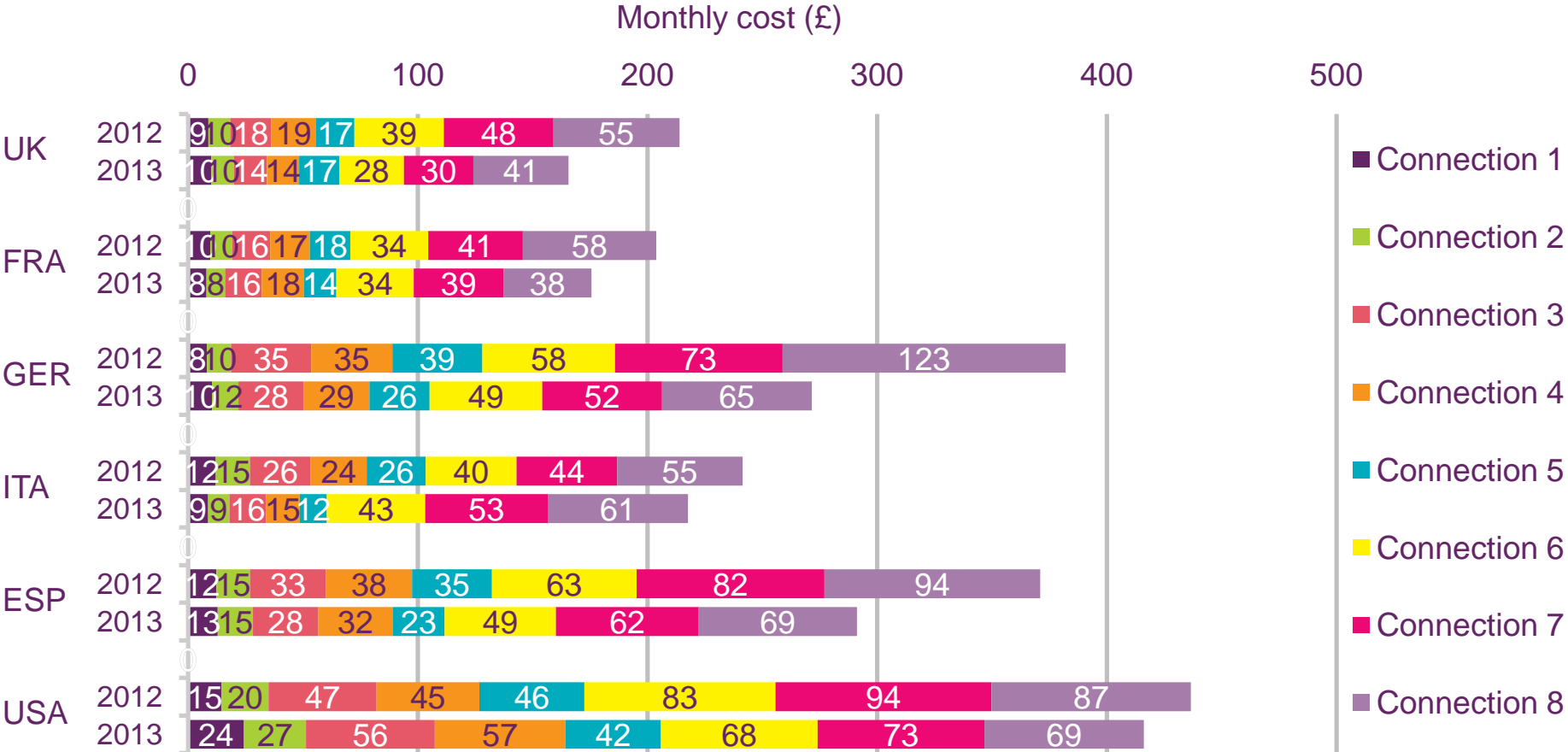
	Basket	Handset type	Outbound voice minutes per month	Outbound SMS per month	Data use per month
Connection 1	Household 1 handsets 1 and 2	Basic	50	None	None
Connection 2	Household 2 handsets 1 and 2	Basic	50	25	None
Connection 3	Household 4 handset 2	Intermediate	150	250	50MB
Connection 4	Household 5 handset 2	Intermediate	200	50	200MB
Connection 5	Household 4 handsets 3 and 4	Intermediate	100	300	400MB
Connection 6	Household 4 handset 1	Advanced	250	100	300MB
Connection 7	Household 5 handset 1	Advanced	300	150	400MB
Connection 8	Household 3 handset 1	Advanced	500	200	1GB

Source: Ofcom

Figure 2.5



Comparative single service 'weighted average' mobile pricing



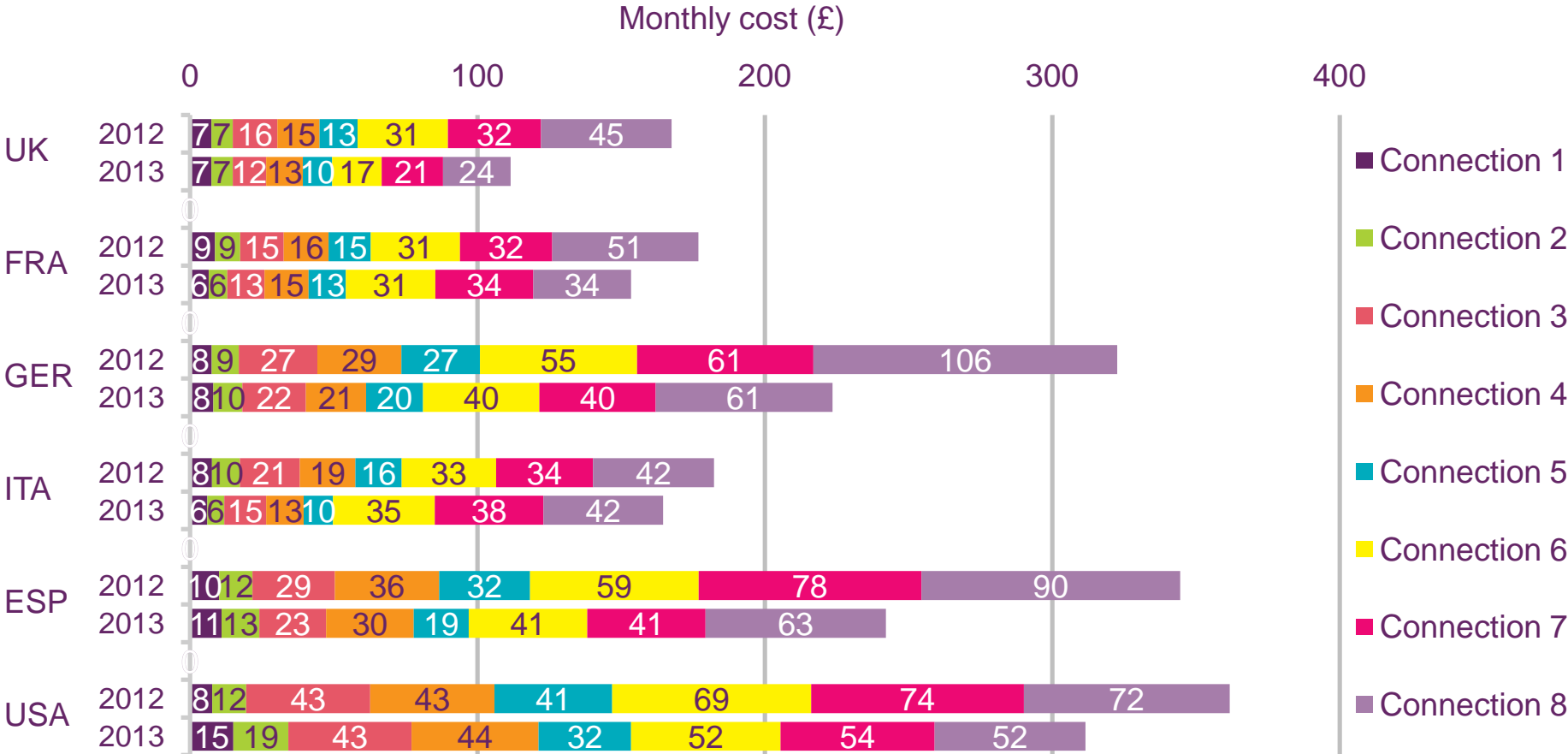
Source: Ofcom using data supplied by Teligen

Note: Weighted average of best-value tariff from each of the three largest operators by market share in each country; July 2012 and July 2013; PPP adjusted

Figure 2.6



Comparative single service 'best offer' mobile pricing



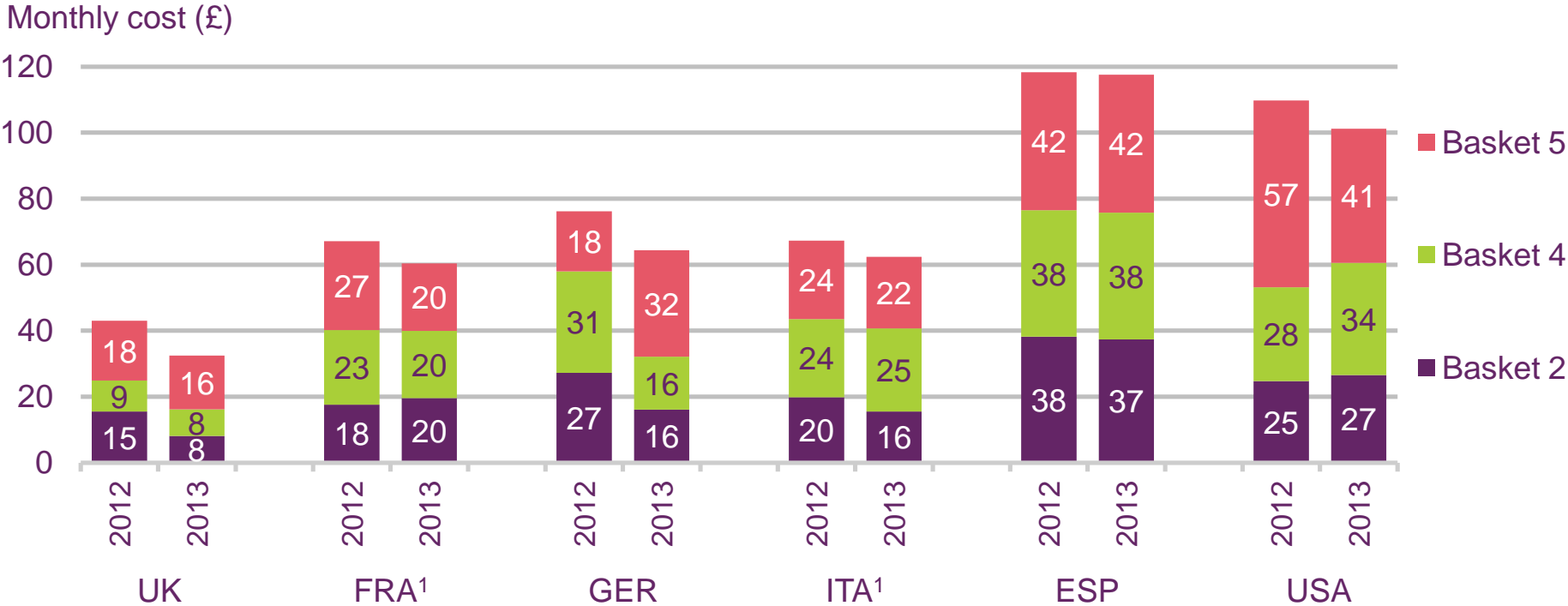
Source: Ofcom using data supplied by Teligen

Note: Lowest tariff available for the mobile phone component of each basket from any of the three largest operators by market share in each country, July 2012 and July 2013; PPP adjusted

Figure 2.7



Comparative single-service 'weighted average' fixed-line broadband pricing

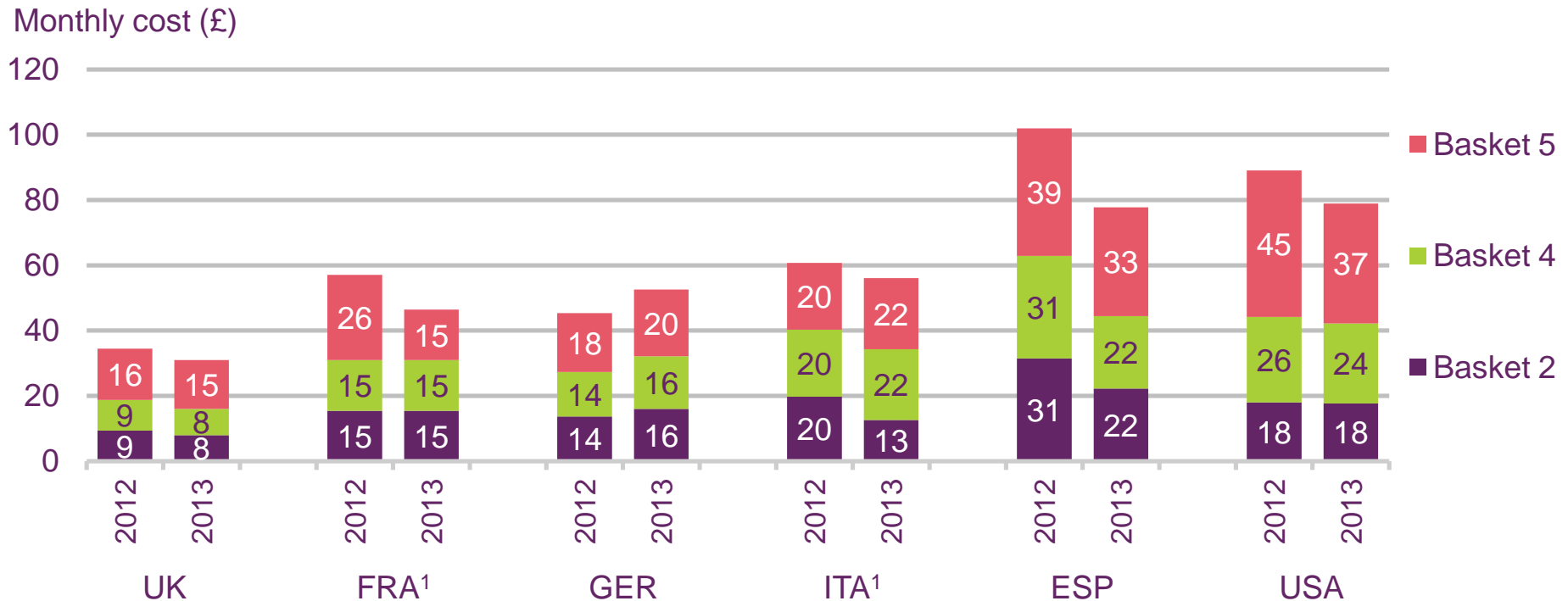


Source: Ofcom using data supplied by Teligen

Note: Weighted average of best-value tariff from each of the three largest operators by market share in each country; July 2012 and July 2013; PPP adjusted; ¹ In France in 2013 and Italy in 2012 Basket 5 includes a connection below 30Mbit/s because none of the ISPs included in our pricing model offered a suitable superfast service

Figure 2.8

Comparative single-service 'best offer' fixed-line broadband pricing



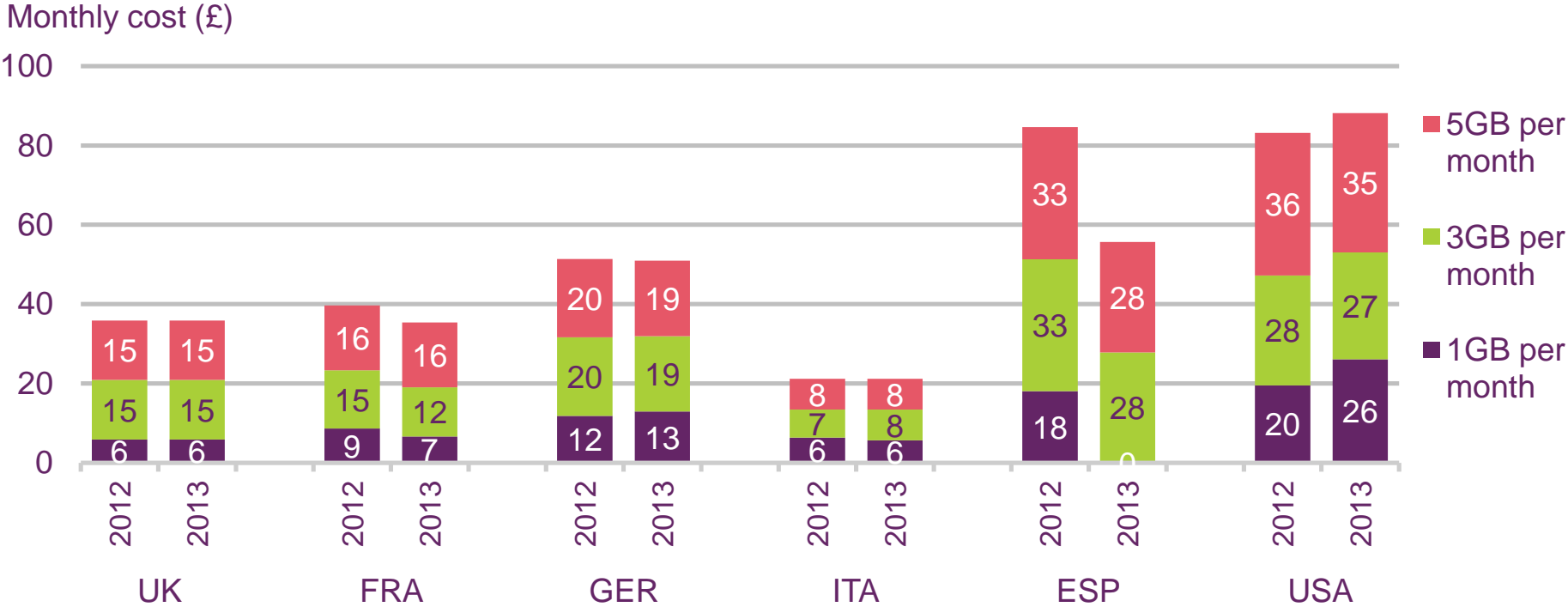
Source: Ofcom using data supplied by Teligen

Note: July 2012 and July 2013; PPP adjusted; ¹ In France in 2012 and 2013 and Italy in 2012 Basket 5 includes a connection below 30Mbit/s because none of the ISPs included in our pricing model offered a suitable superfast service

Figure 2.9



Comparative single service 'best offer' mobile broadband pricing

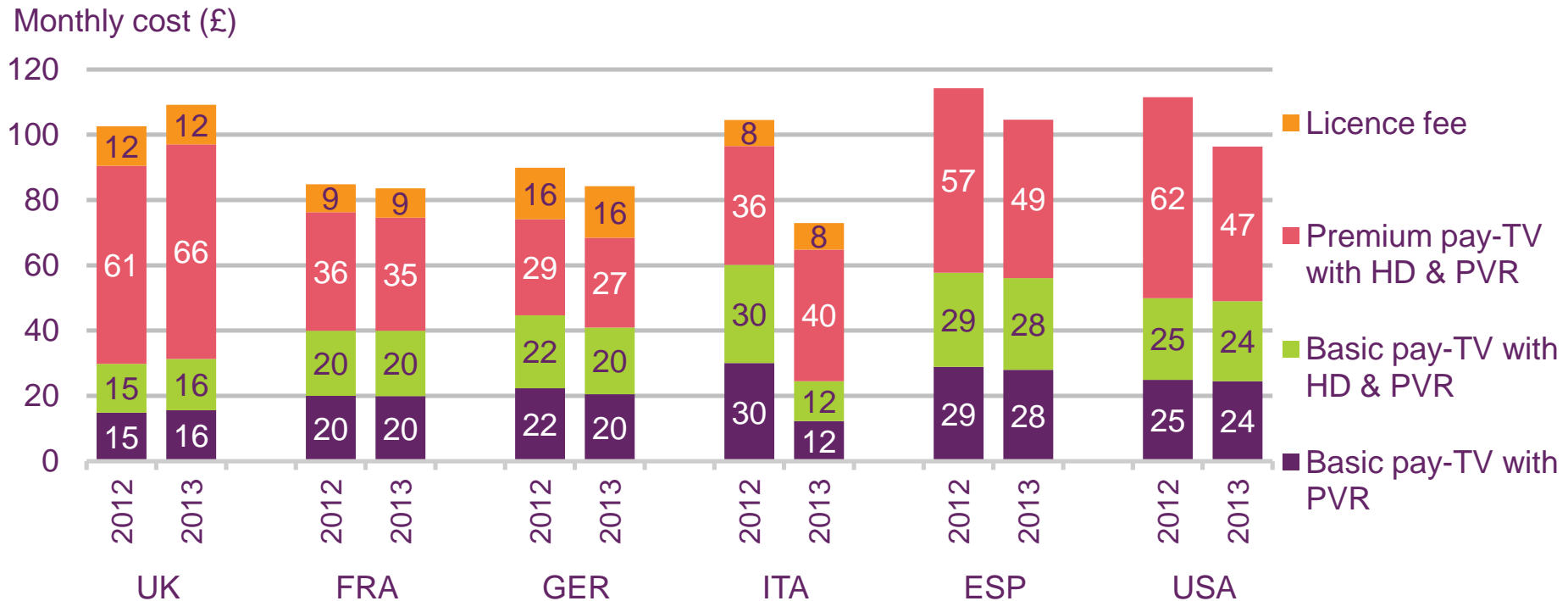


Source: Ofcom using data supplied by Teligen

Note: Weighted average of best-value tariff from each of the three largest operators by market share in each country; July 2012 and July 2013; PPP adjusted

Figure 2.10

Comparative single-service TV pricing



Source: Ofcom using data supplied by Teligen

Note: Basic pay-TV is defined as the minimum price required to purchase a pay-TV package which includes channels not available over free-to-air TV; premium TV is defined as the best package of top-league football (NFL in the US and a top price film/entertainment package); lowest tariff available for the pay-TV component of each basket from any of the three largest operators by market share in each country, July 2012 and July 2013;

Figure 2.11



Composition of Basket 1

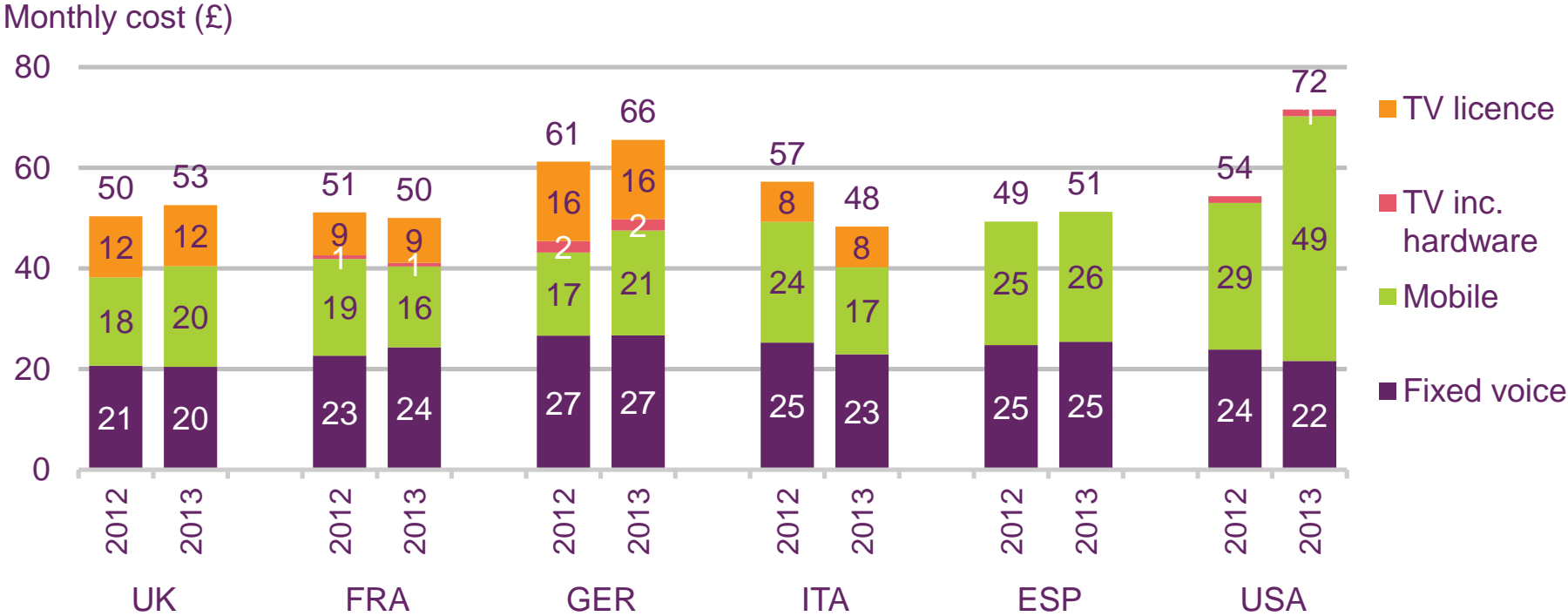
Fixed-line voice	Fixed broadband	Mobile	Mobile broadband	Television
300 call minutes	None	Connection 1 50 call minutes Connection 2 50 call minutes	None	Free-to-air

Source: Ofcom

Figure 2.12



Basket 1: 'weighted average' single-service pricing



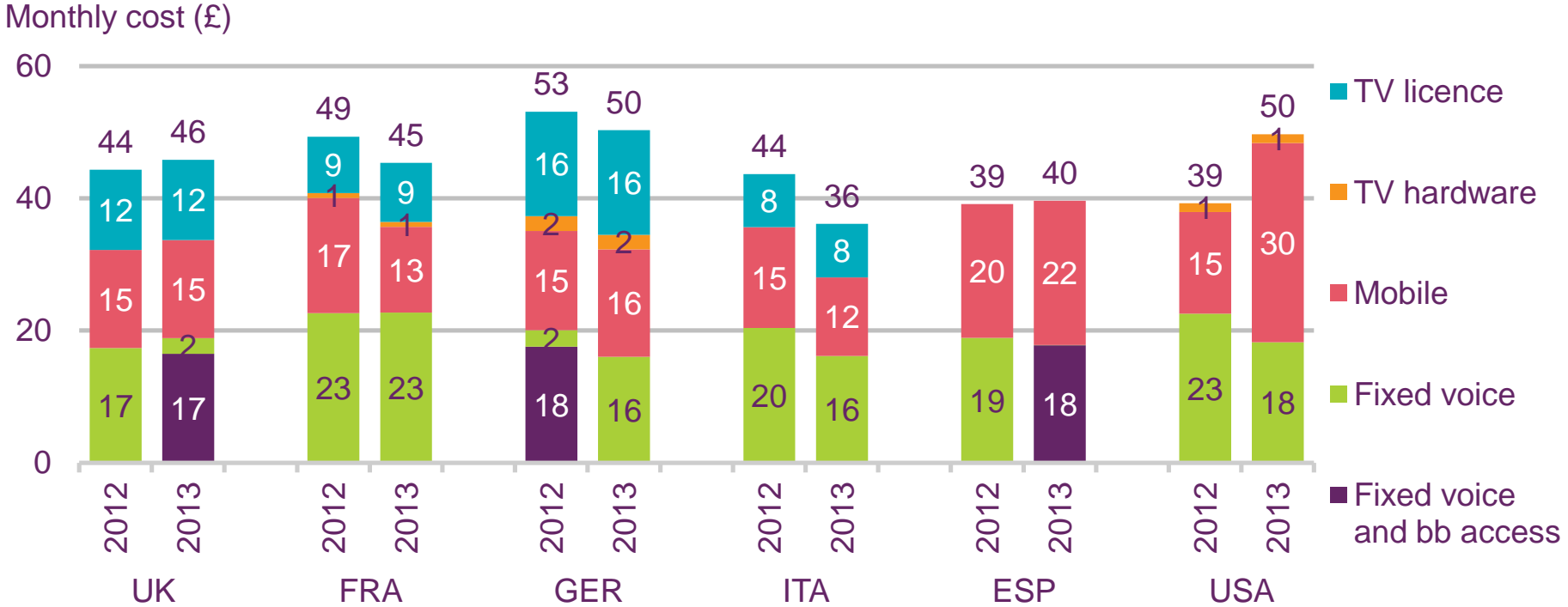
Source: Ofcom using data supplied by Teligen

Note: Weighted average of best-value tariff from each of the three largest operators by market share in each country; July 2012 and July 2013; PPP adjusted

Figure 2.13



Basket 1: comparative 'best offer' pricing



Source: Ofcom using data supplied by Teligen

Note: Lowest tariff available for each service type from any of the largest operators by market share in each country, July 2012 and July 2013; PPP adjusted; where a service is included in a bundle any additional usage charges are recorded separately against the relevant service

Figure 2.14



Composition of Basket 2

Fixed-line voice	Fixed broadband	Mobile	Mobile broadband	Television
400 call minutes	Minimum 4Mbit/s headline speed 15GB data	Connection 1 50 call minutes 25 SMS Connection 2 50 call minutes 25 SMS	None	Free-to-air

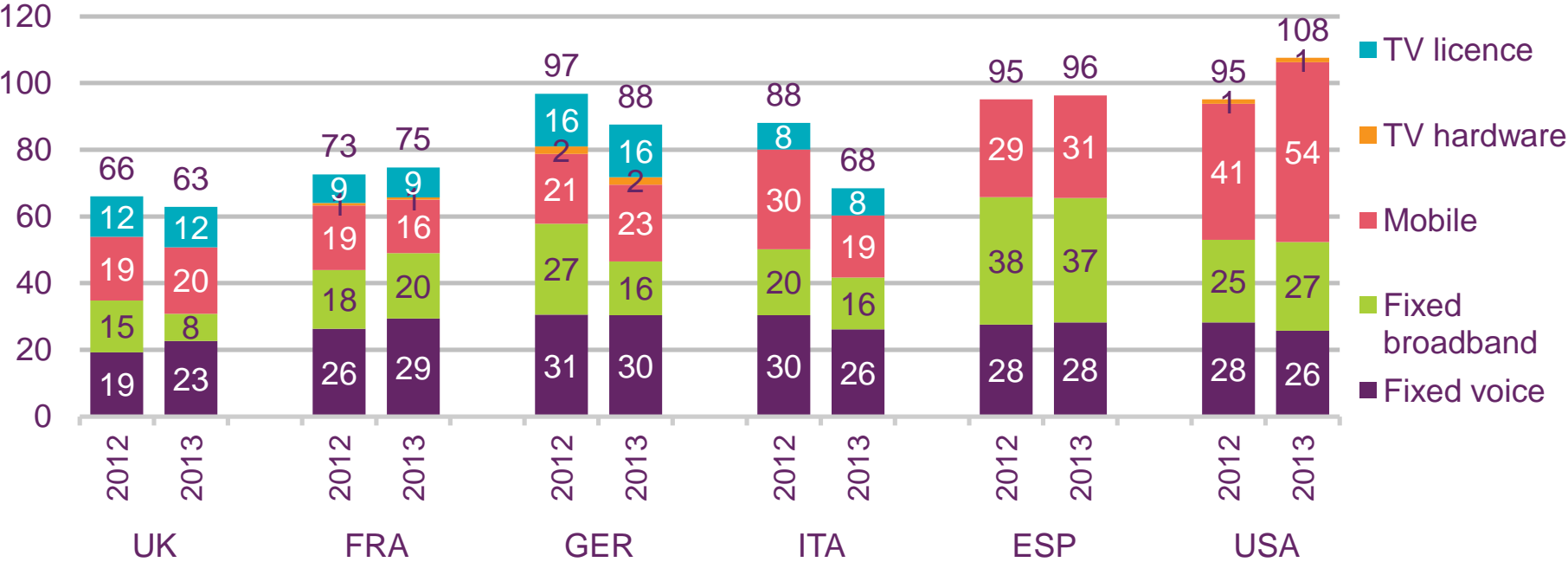
Source: Ofcom

Figure 2.15



Basket 2: 'weighted average' single-service pricing

Monthly cost (£)



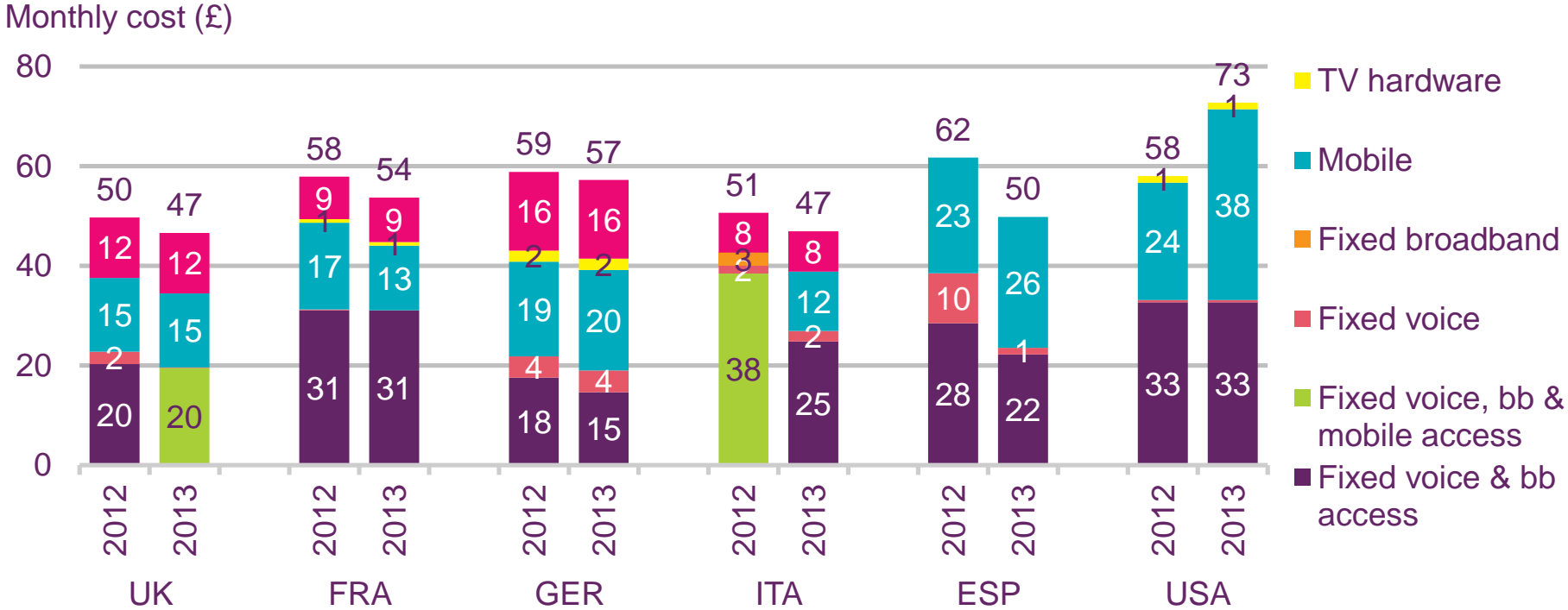
Source: Ofcom using data supplied by Teligen

Note: Weighted average of best-value tariff from each of the three largest operators by market share in each country; July 2012 and July 2013; PPP adjusted

Figure 2.16



Basket 2: comparative 'best offer' pricing



Source: Ofcom using data supplied by Teligen

Note: Lowest tariff available for each service type from any of the largest operators by market share in each country, July 2012 and July 2013; PPP adjusted; where a service is included in a bundle any additional usage charges are recorded separately against the relevant service

Figure 2.17



Composition of Basket 3

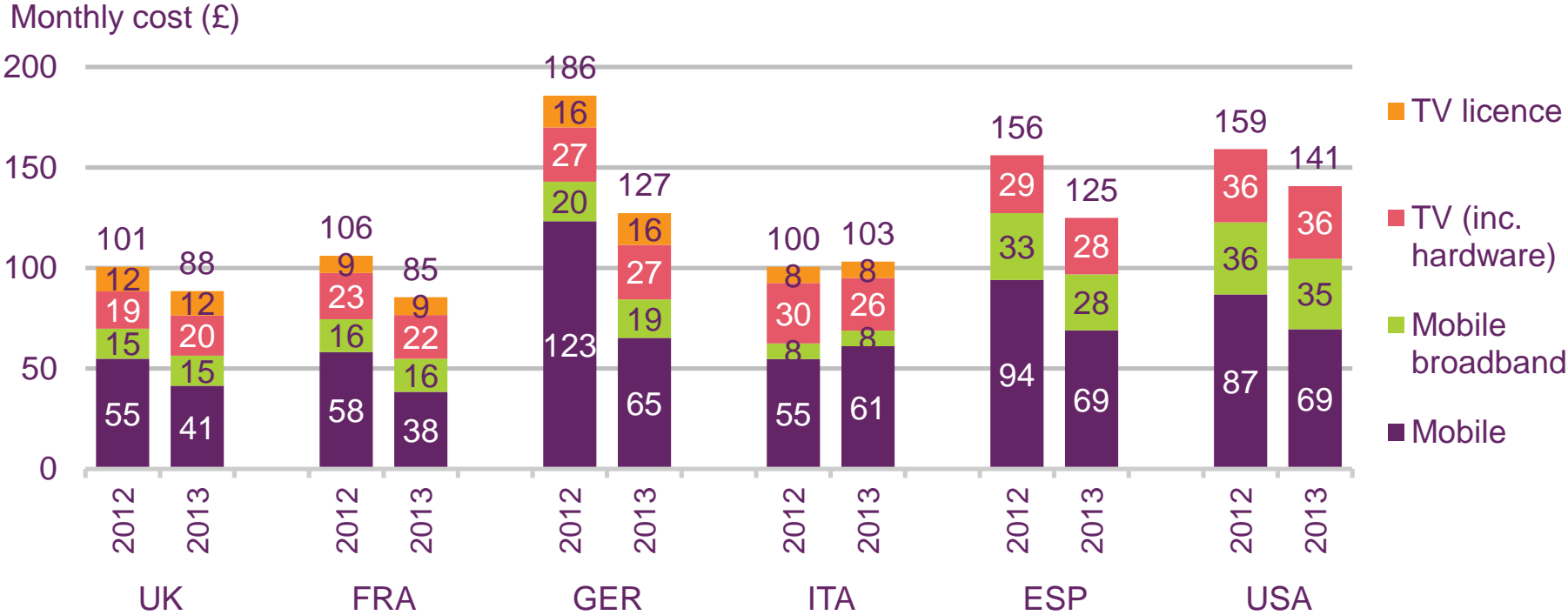
Fixed-line voice	Fixed broadband	Mobile	Mobile broadband	Television
None	None	500 call minutes 200 SMS 1GB data	5GB over 30 days per month	Basic pay-TV DVR

Source: Ofcom

Figure 2.18



Basket 3: 'weighted average' single-service pricing

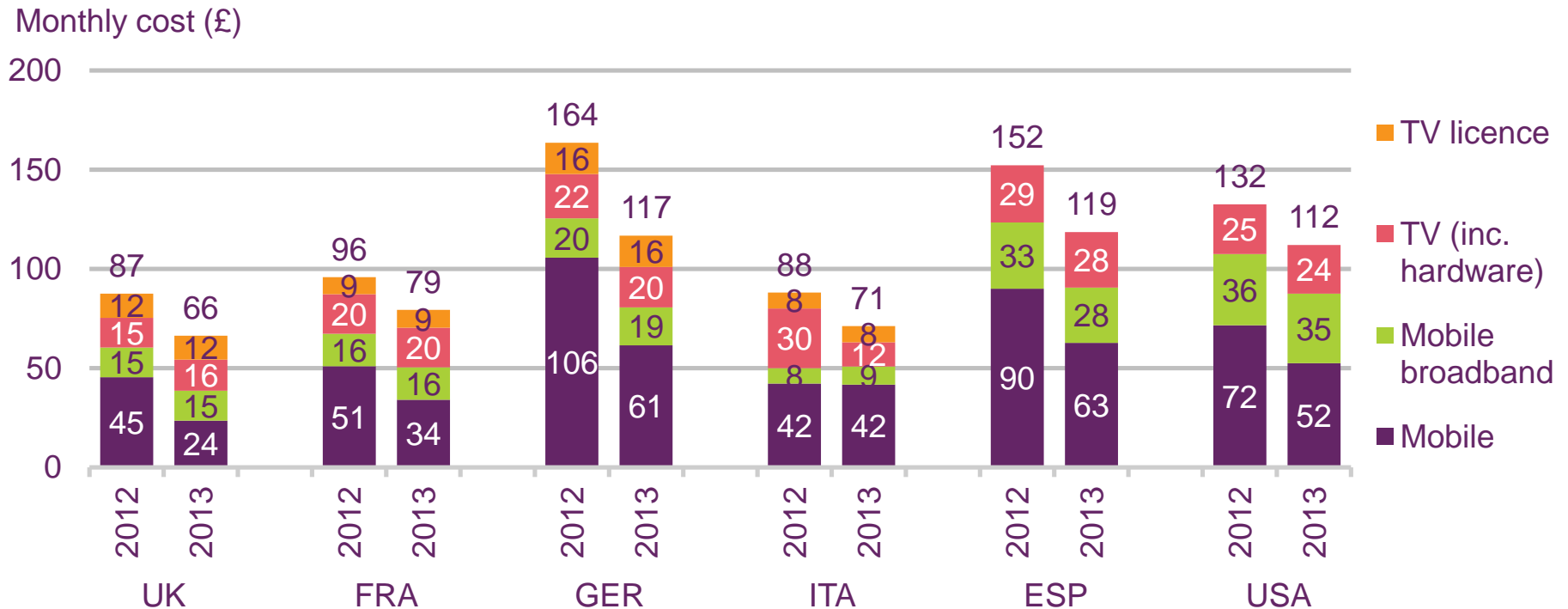


Source: Ofcom using data supplied by Teligen

Note: Weighted average of best-value tariff from each of the three largest operators by market share in each country; July 2012 and July 2013; PPP adjusted; the figure for mobile broadband is the best-offer single service cost

Figure 2.19

Basket 3: comparative 'best offer' pricing



Source: Ofcom using data supplied by Teligen

Note: Lowest tariff available for each service type from any of the largest operators by market share in each country, July 2012 and July 2013; PPP adjusted

Figure 2.20



Composition of Basket 4

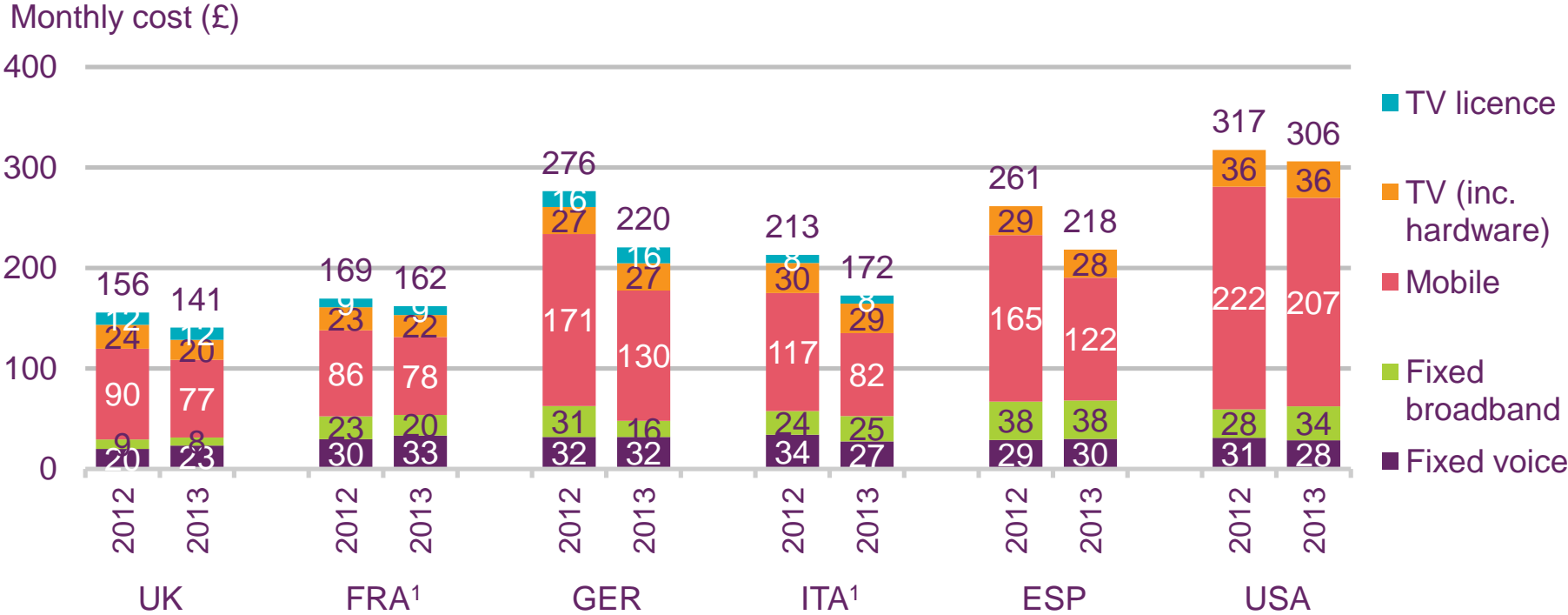
Fixed-line voice	Fixed broadband	Mobile	Mobile broadband	Television
500 call minutes	Minimum 10Mbit/s headline speed 50GB data	Connection 1 250 call minutes 100 SMS 300MB data Connection 2 150 call minutes 250 SMS 50MB data Connection 3 100 call minutes 300 SMS 400MB data Connection 4 100 call minutes 300 SMS 400MB data	None	HD basic pay-TV DVR

Source: Ofcom

Figure 2.21



Basket 4: 'weighted average' single-service pricing

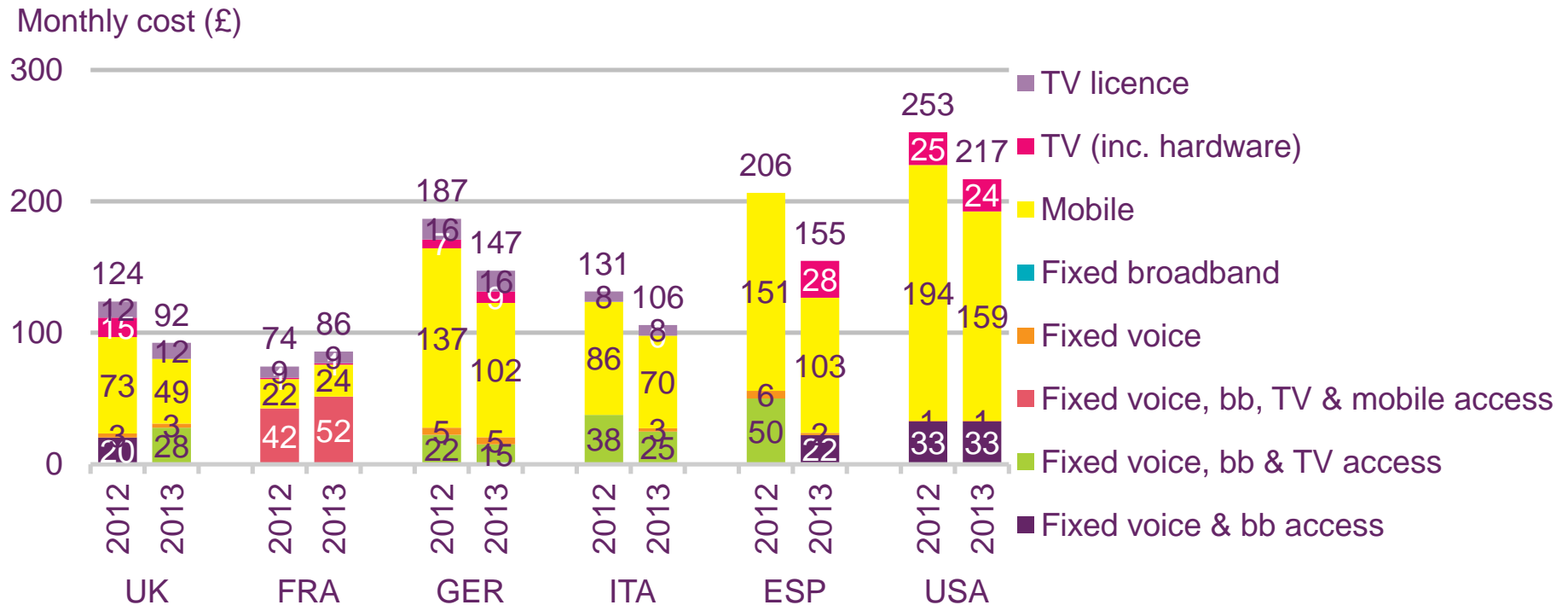


Source: Ofcom using data supplied by Teligen

Note: Weighted average of best-value tariff from each of the three largest operators by market share in each country; July 2012 and July 2013; PPP adjusted

Figure 2.22

Basket 4: comparative 'best offer' pricing including multi-play tariffs



Source: Ofcom using data supplied by Teligen

Note: Lowest tariff available for each service type from any of the largest operators by market share in each country, July 2012 and July 2013; PPP adjusted; where a service is included in a bundle any additional usage charges are recorded separately against the relevant service

Figure 2.23



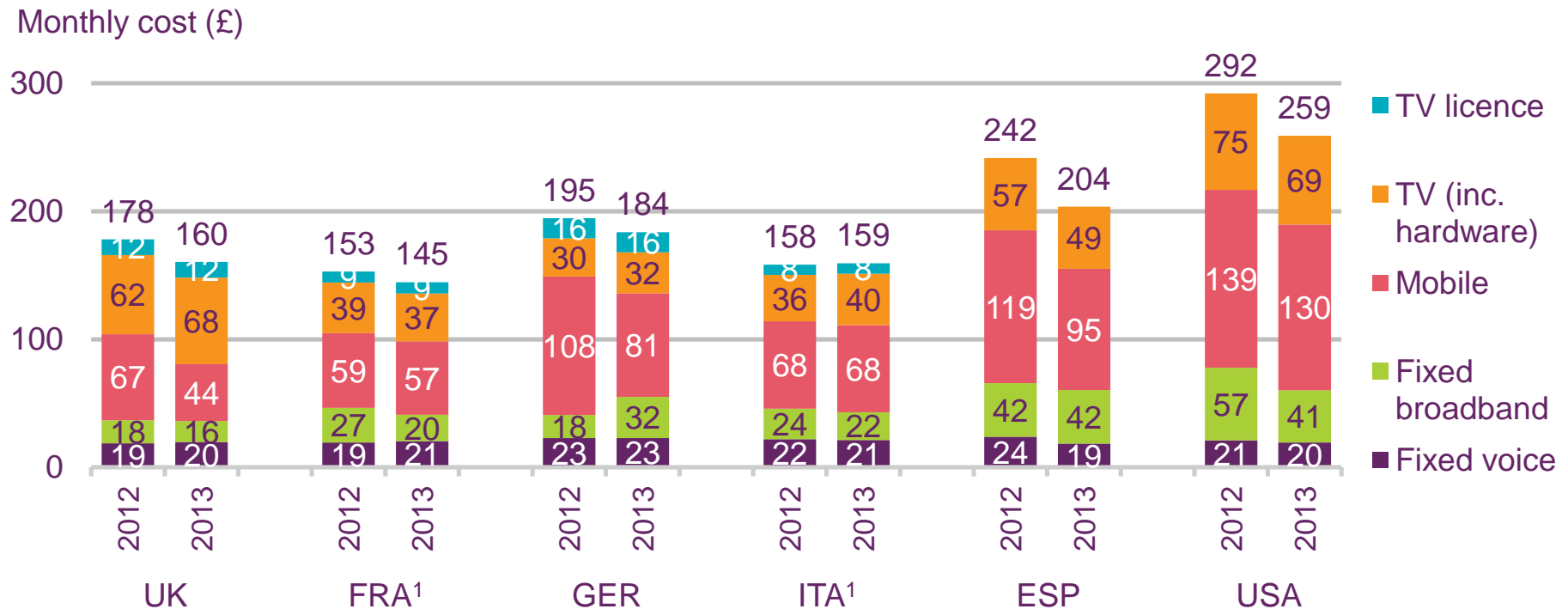
Composition of Basket 5

Fixed-line voice	Fixed broadband	Mobile	Mobile broadband	Television
200 call minutes	Minimum 30Mbit/s headline speed 25GB data	Connection 1 300 call minutes 150 SMS 400MB data Connection 2 200 call minutes 50 SMS 200MB data	None	HD pay-TV with sports and movies PVR

Source: Ofcom

Figure 2.24

Basket 5: 'weighted average' single-service pricing



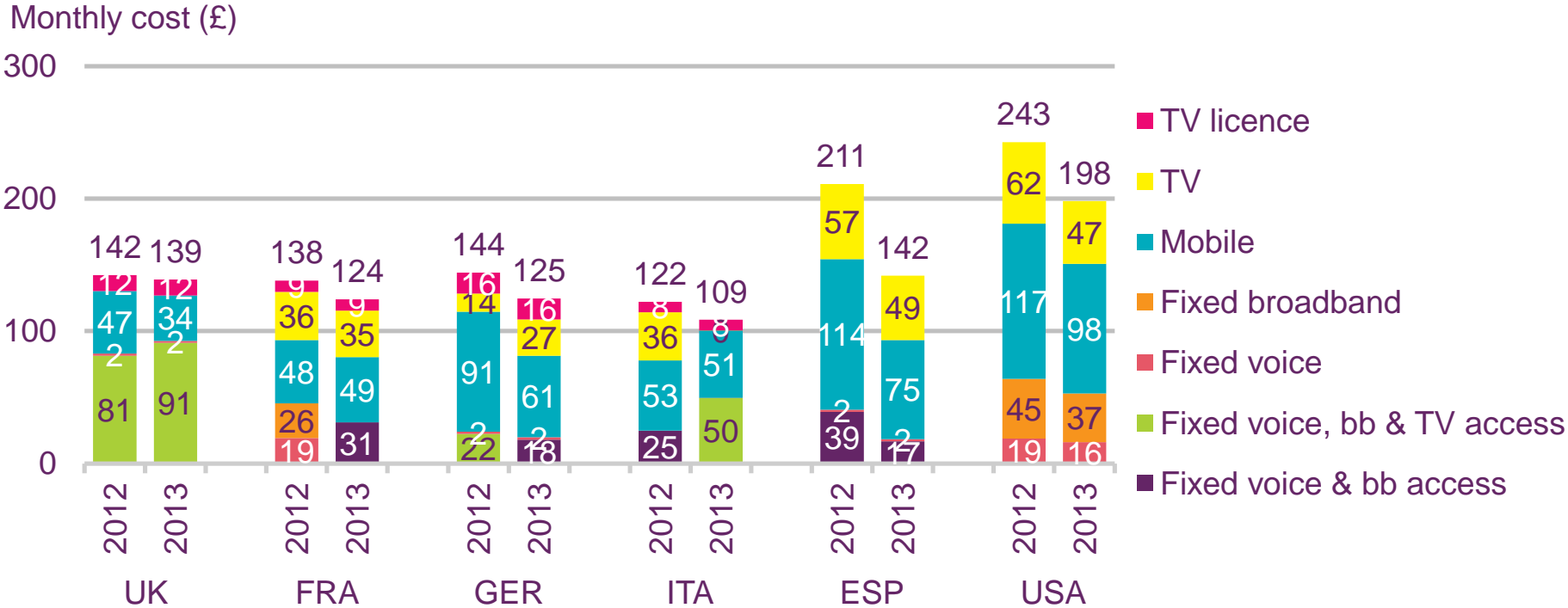
Source: Ofcom, using data supplied by Teligen

Note: Weighted average of best-value tariff from each of the three largest operators by market share in each country; July 2012 and July 2013; PPP adjusted; the figure for mobile broadband is the best-offer single service cost; ¹ In France in 2013 and Italy in 2012 Basket 5 includes a connection below 30Mbit/s because not of the ISPs included in our pricing model offered a suitable superfast service.

Figure 2.25



Basket 5: comparative 'best offer' pricing, including multi-play tariffs



Source: Ofcom using data supplied by Teligen

Note: Lowest tariff available for each service type from any of the largest operators by market share in each country, July 2012 and July 2013; PPP adjusted; where a service is included in a bundle any additional usage charges are recorded separately against the relevant service; 1 In France in 2013 and Italy in 2012 Basket 5 includes a connection below 30Mbit/s because none of the ISPs included in our pricing model offered a suitable superfast service.

Figure 2.26

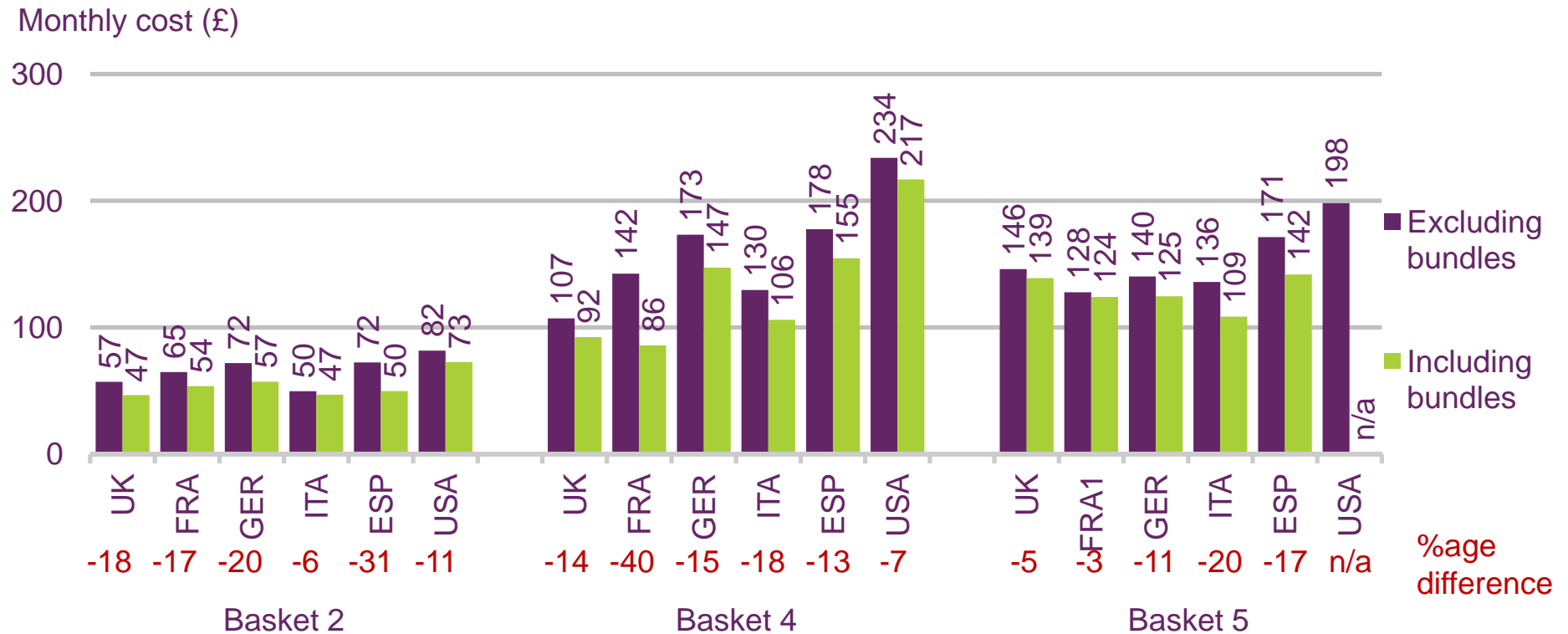
Summary of 'weighted average' and 'best offer' basket pricing

Weighted average stand-alone service pricing (£ per month)				'Best-offer' pricing including multi-play (£ per month)			
Basket 1	1	ITA	40	Basket 1	1	ITA	28
	2	UK	40		2	UK	34
	3	FRA	41		3	GER	34
	4	GER	50		4	FRA	36
	5	ESP	51		5	ESP	40
	6	USA	72		6	USA	50
Basket 2	1	UK	51	Basket 2	1	UK	34
	2	ITA	60		2	ITA	39
	3	FRA	66		3	GER	41
	4	GER	72		4	FRA	45
	5	ESP	96		5	ESP	50
	6	USA	108		6	USA	73
Basket 3	1	UK	76	Basket 3	1	UK	54
	2	FRA	83		2	ITA	63
	3	ITA	97		3	FRA	70
	4	ESP	128		4	GER	101
	5	GER	129		5	USA	112
	6	USA	149		6	ESP	119
Basket 4	1	UK	129	Basket 4	1	FRA	77
	2	FRA	153		2	UK	80
	3	ITA	164		3	ITA	98
	4	GER	205		4	GER	131
	5	ESP	218		5	ESP	155
	6	USA	306		6	USA	217
Basket 5	1	FRA	115	Basket 5	1	ITA	100
	2	UK	148		2	GER	109
	3	ITA	151		3	FRA	115
	4	GER	168		4	UK	127
	5	ESP	204		5	ESP	142
	6	USA	259		6	USA	198

Source: Ofcom
 Note: TV includes licence fee

Figure 2.27

Difference between 'best-offer' prices including and excluding bundles



Source: Ofcom using data supplied by Teligen

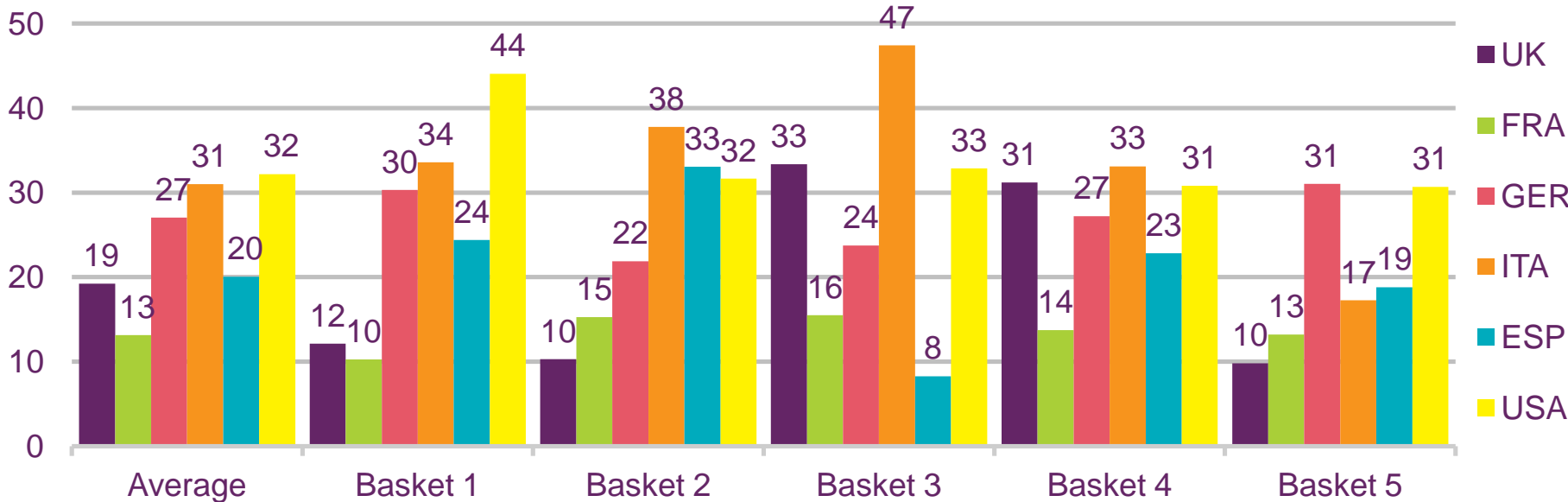
Note: Lowest tariff available for each service type from any of the largest operators by market share in each country, and July 2012; PPP adjusted; where a service is included in a bundle any additional usage charges are recorded separately against the relevant service; 1 excluding bundle figures for Basket 5 in France include 'up to' 10Mbit/s fixed broadband services as none of the providers included in our model offered a suitable stand-alone superfast service.

Figure 2.28



Difference between 'weighted average' and 'best-offer' standalone pricing

Percentage difference



Source: Ofcom, using data supplied by Teligen

Note: Basket 5 in France includes 'up to' 10Mbit/s fixed broadband services as none of the providers included in our model offered a suitable stand-alone superfast service