

# ICMR 2015: Comparative international pricing

## Chart pack

# Figure 2.1

## Summary of household usage profiles used in the analysis



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

Source: Ofcom

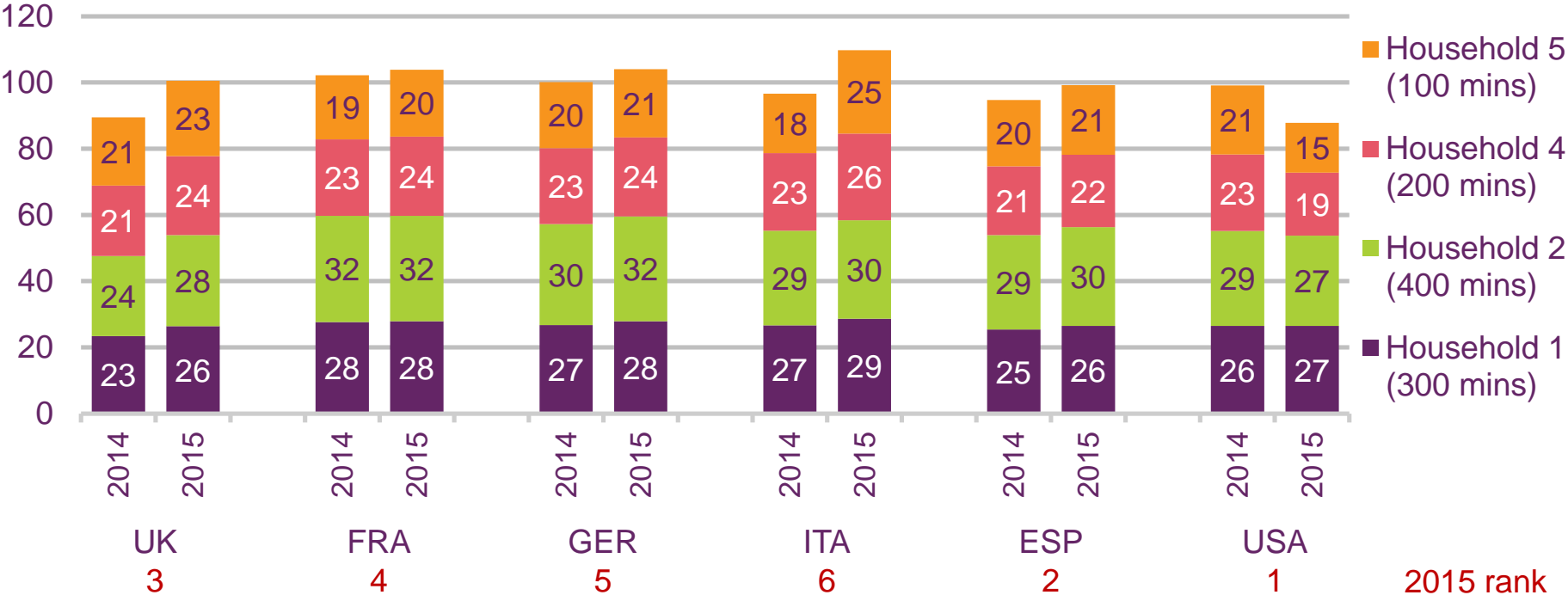
# Analysis of stand-alone service prices

# Figure 2.2



## 'Weighted average' stand-alone fixed-line voice pricing

Average monthly price (£)



Source: Ofcom using data supplied by Teligen

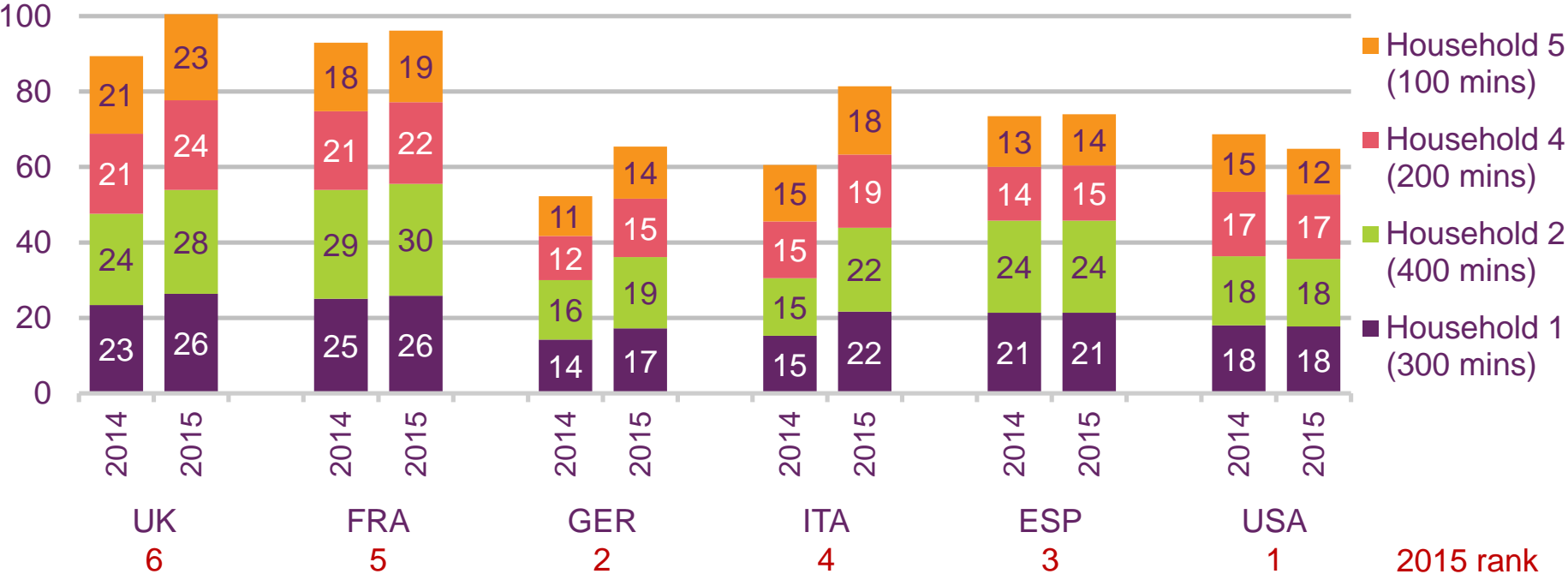
Note: Weighted average of cheapest tariff from each operator by market share in each country; July 2014 and July 2015; PPP adjusted

# Figure 2.3



## 'Lowest available' stand-alone fixed-line voice pricing

Average monthly price (£)



Source: Ofcom using data supplied by Teligen  
 Note: July 2014 and July 2015; PPP adjusted.

## Figure 2.4



### Summary of mobile connections used in the analysis

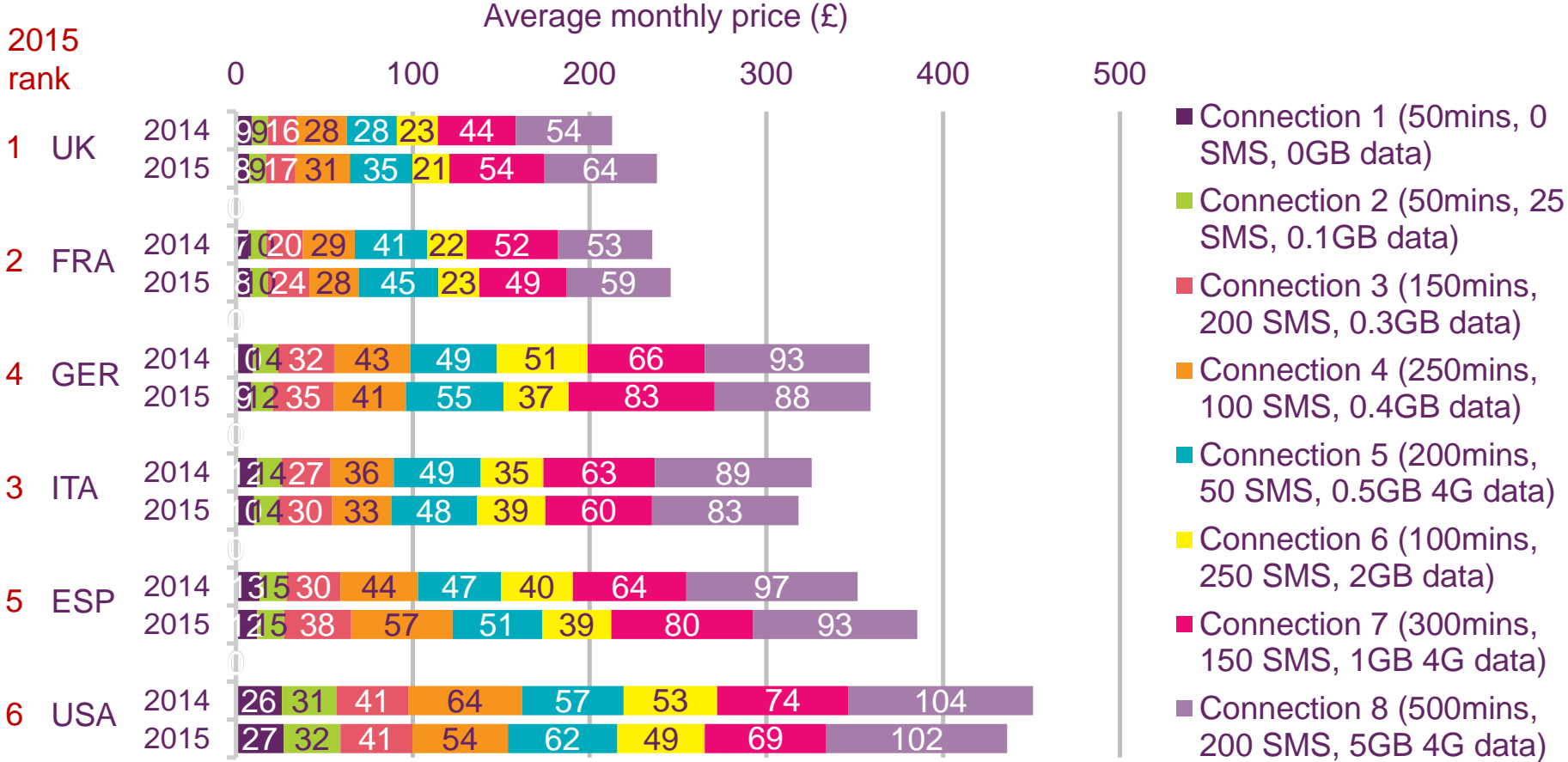
	Basket	Handset type	Outbound voice minutes per month	Outbound SMS per month	Data use per month	4G required
Connection 1	Household 1 handsets 1 & 2	Basic	50	None	None	No
Connection 2	Household 2 handsets 1 & 2	Basic	50	25	100MB	No
Connection 3	Household 4 handset 2	Intermediate	150	200	300MB	No
Connection 4	Household 4 handset 1	Intermediate	250	100	400MB	No
Connection 5	Household 5 handset 2	Premium	200	50	500MB	Yes
Connection 6	Household 4 handsets 3 & 4	Intermediate	100	250	2GB	No
Connection 7	Household 5 handset 1	Premium	300	150	1GB	Yes
Connection 8	Household 3 handset 1	Premium	500	200	5GB	Yes

Source: Ofcom

# Figure 2.5



## 'Weighted average' stand-alone mobile pricing



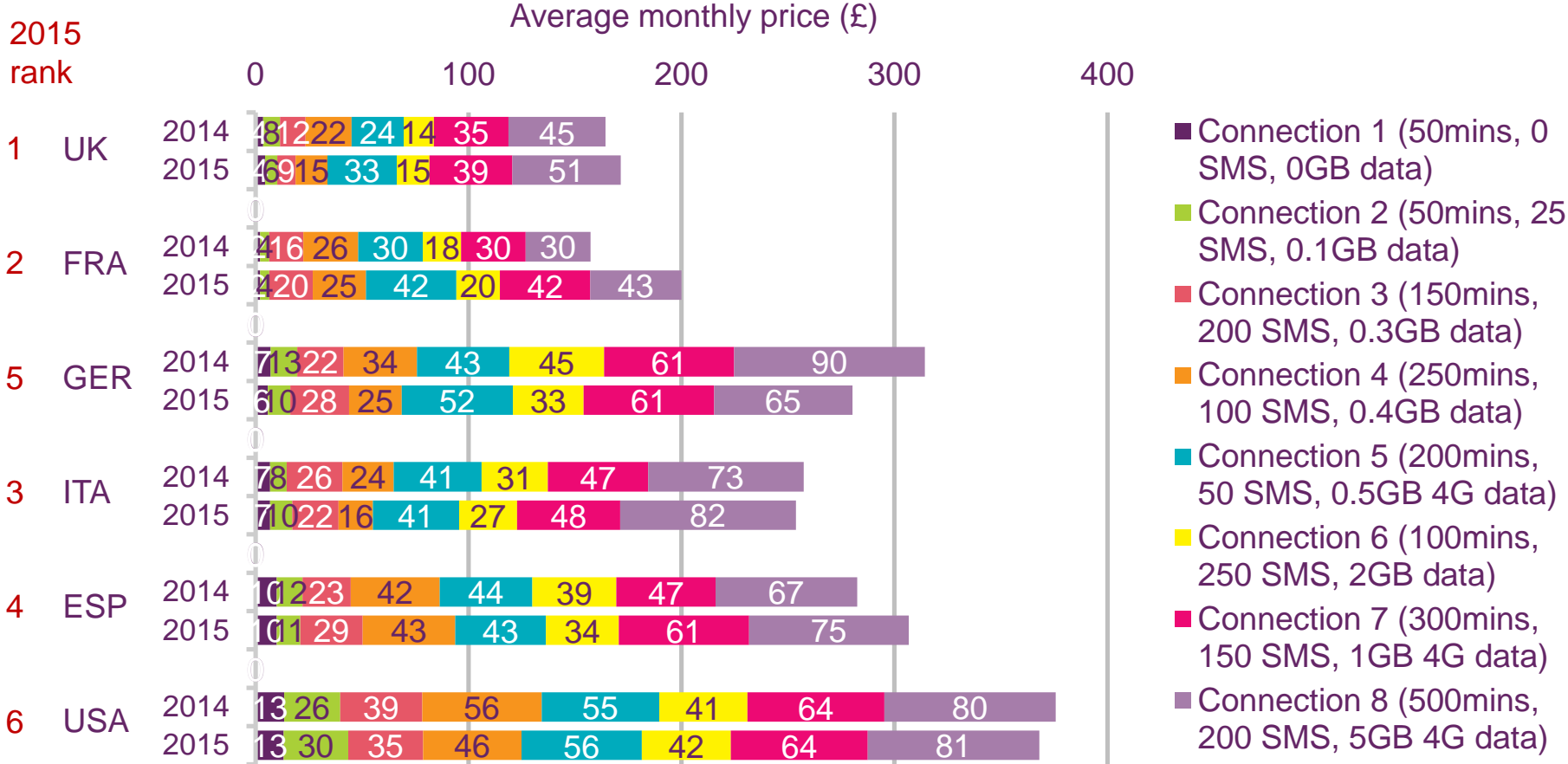
Source: Ofcom using data supplied by Teligen

Note: 'Weighted average' of best-value tariff from each of the largest operators by market share in each country; July 2014 and July 2015; PPP adjusted.

# Figure 2.6



## 'Lowest available' stand-alone mobile pricing



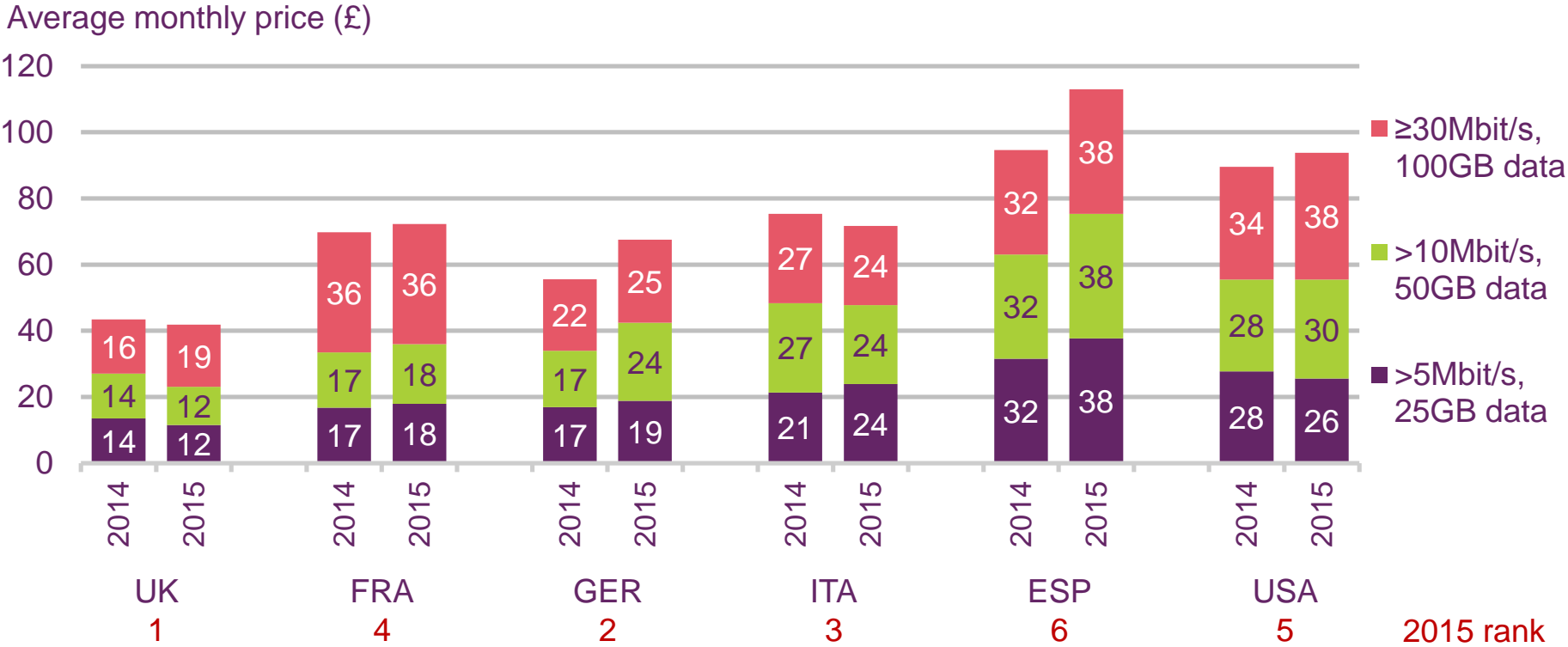
Source: Ofcom using data supplied by Teligen  
 Note: July 2014 and July 2015; PPP adjusted.



# Figure 2.7



## 'Lowest available' stand-alone fixed-line broadband pricing



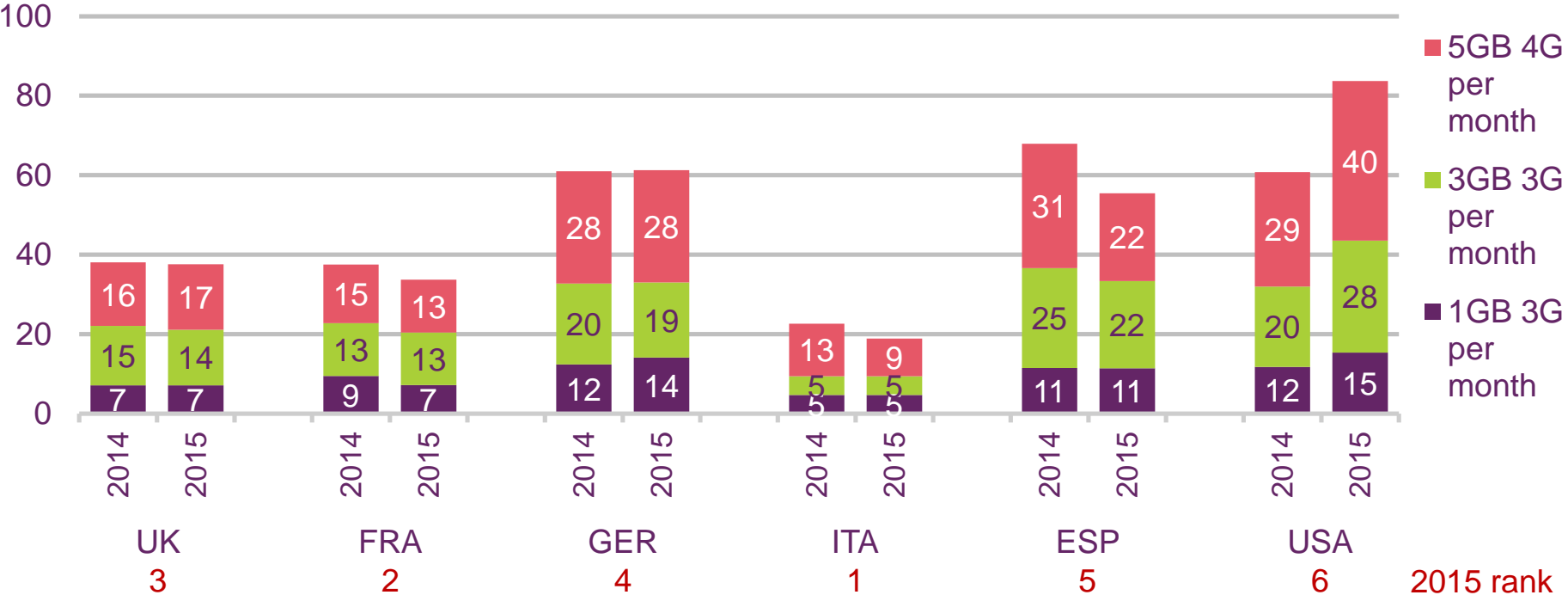
Source: Ofcom using data supplied by Teligen  
 Note: July 2014 and July 2015; PPP adjusted.

# Figure 2.8



## 'Lowest available' stand-alone mobile broadband pricing

Average monthly price (£)



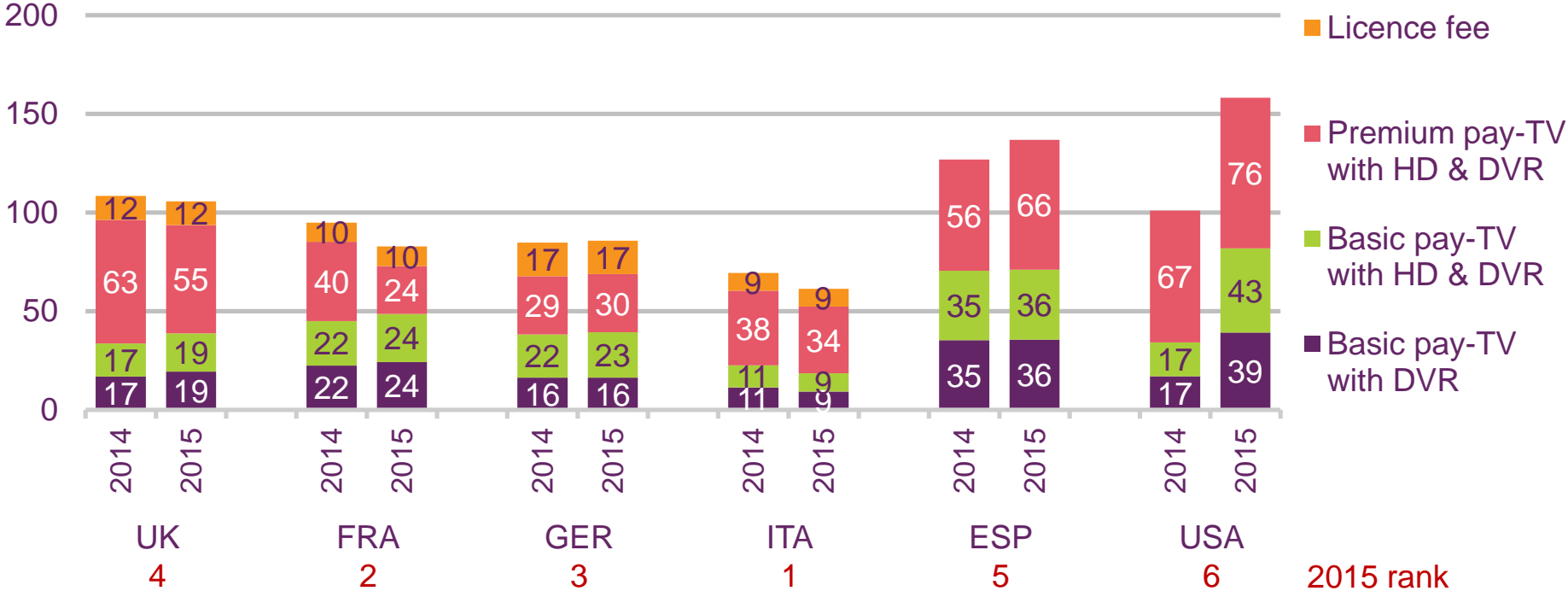
Source: Ofcom using data supplied by Teligen  
 Note: July 2014 and July 2015; PPP adjusted.

# Figure 2.9



## 'Lowest available' stand-alone pay-TV pricing

Average monthly price (£)



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 household usage profile from any of the largest operators by market share in each country, July 2014 and July 2015; PPP adjusted.

# Analysis of basket prices

# Figure 2.10



## Composition of Household 1

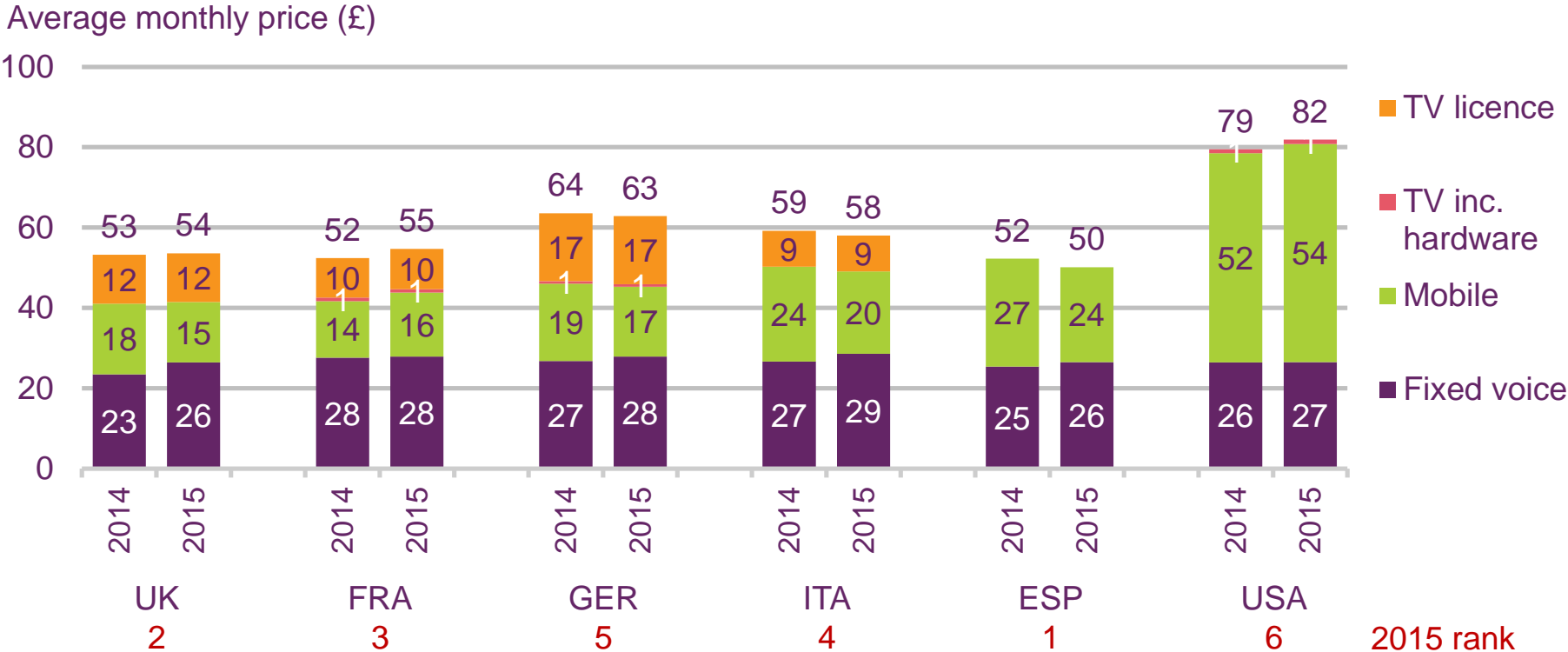
Fixed-line voice	Fixed broadband	Mobile	Mobile broadband	Television
300 call minutes	None	<b>Connection 1</b> 50 call minutes <b>Connection 2</b> 50 call minutes	None	Free-to-air

Source: Ofcom

# Figure 2.11



## Household 1: 'weighted average' stand-alone pricing

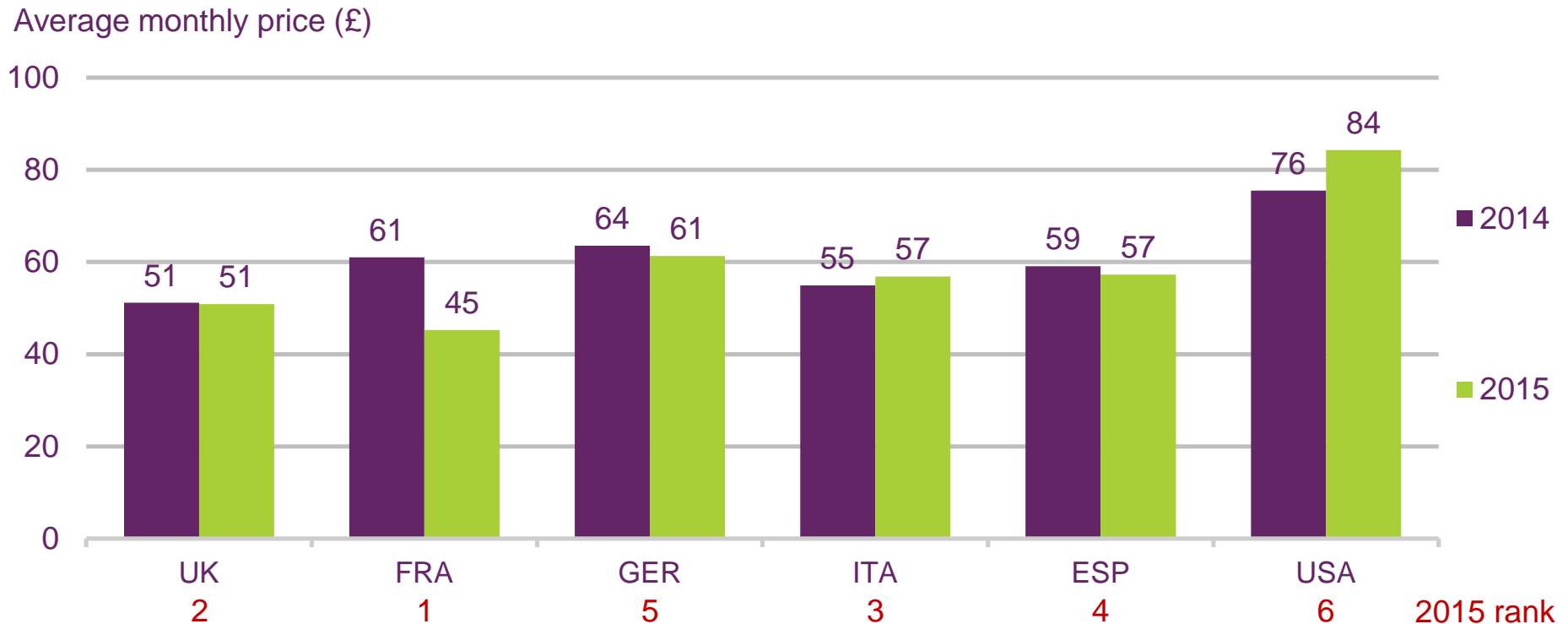


Source: Ofcom using data supplied by Teligen

Note: 'Weighted average' of best-value stand-alone tariff from each operator by market share in each country; July 2014 and July 2015; PPP adjusted

# Figure 2.12

## Household 1: 'weighted average' bundled service pricing



Source: Ofcom using data supplied by Teligen

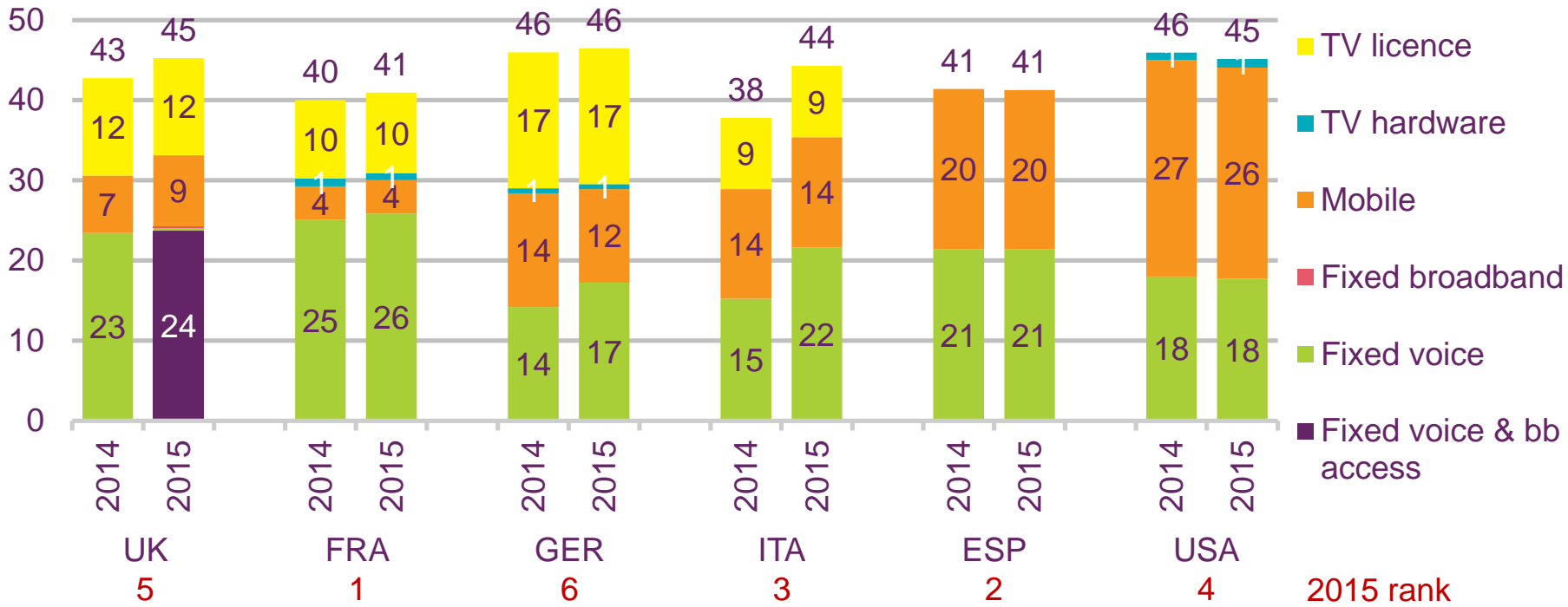
Note: 'Weighted average' of best-value bundled tariff from each operator by market share in each country; July 2014 and July 2015; PPP adjusted

# Figure 2.13



## Household 1: 'lowest available' pricing

Average monthly price (£)



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 2014 and July 2015; 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 Household 2

Fixed-line voice	Fixed broadband	Mobile	Mobile broadband	Television
400 call minutes	Minimum 5Mbit/s headline speed 25GB data	<b>Connection 1</b> 50 call minutes 25 SMS 100MB data  <b>Connection 2</b> 100 call minutes 25 SMS 50MB data	None	Free-to-air

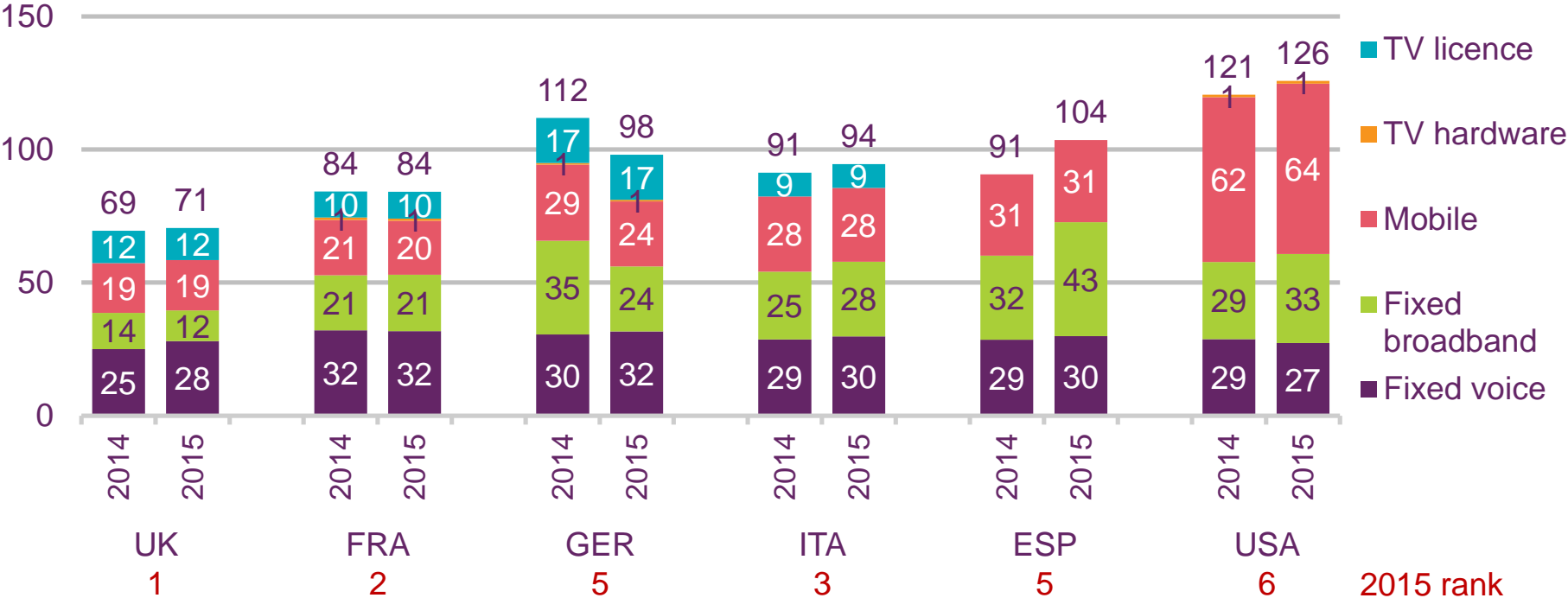
Source: Ofcom

# Figure 2.15



## Household 2: 'weighted average' stand-alone pricing

Average monthly price (£)

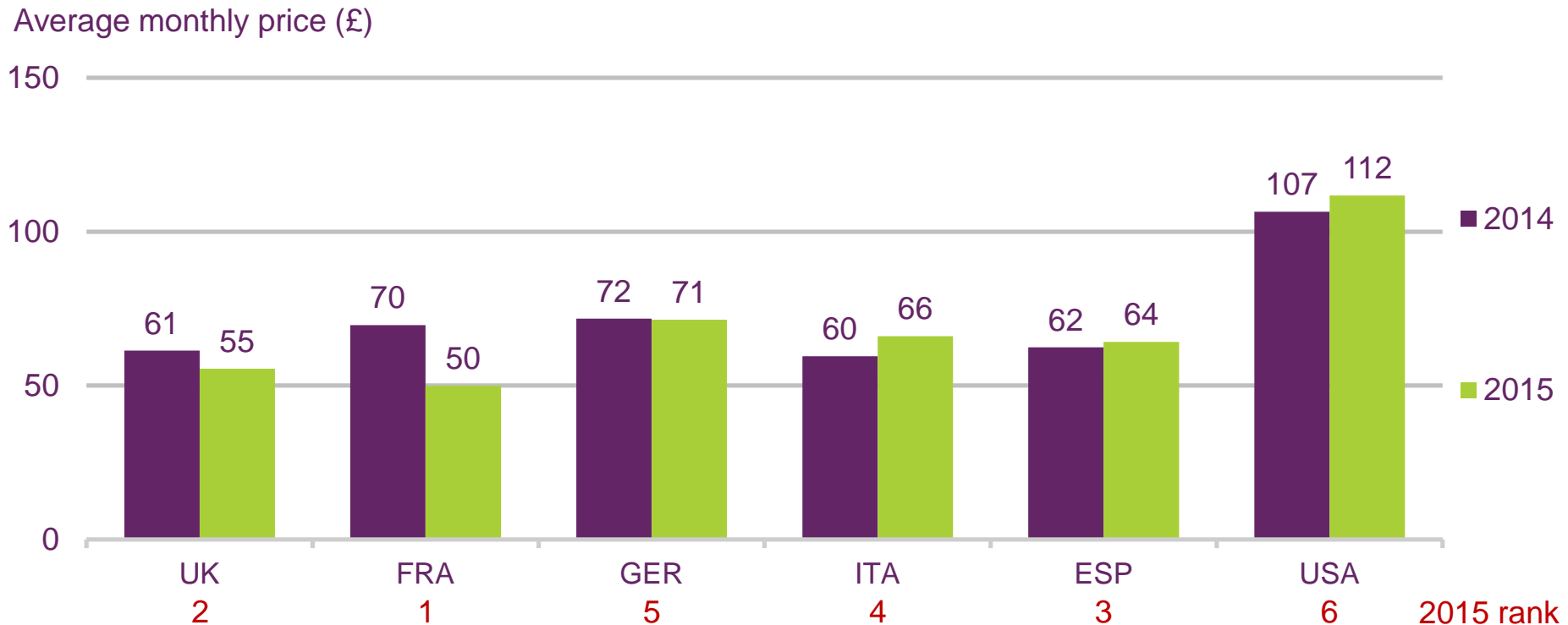


Source: Ofcom using data supplied by Teligen

Note: 'Weighted average' of best-value tariff from each of the largest operators by market share in each country; July 2014 and July 2015; PPP adjusted

# Figure 2.16

## Household 2: 'weighted average' bundled service pricing



Source: Ofcom using data supplied by Teligen

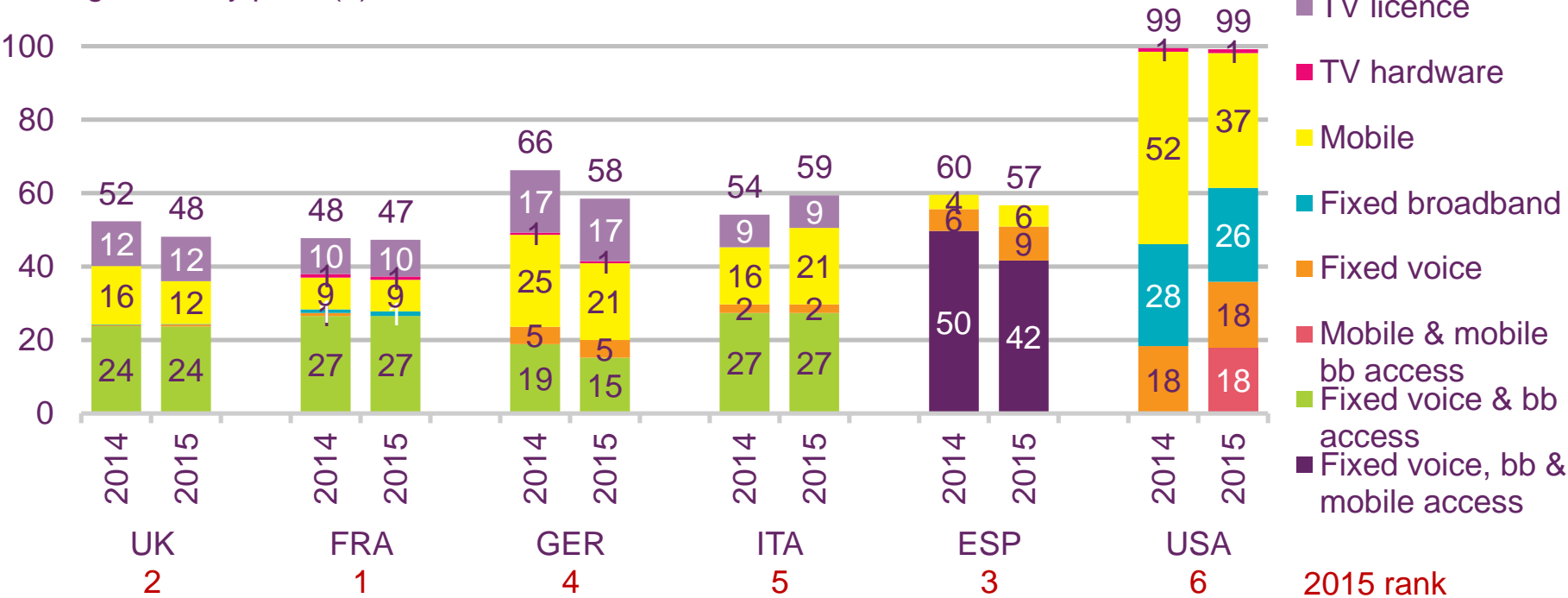
Note: 'Weighted average' of best-value bundled tariff from each operator by market share in each country; July 2014 and July 2015; PPP adjusted

# Figure 2.17



## Household 2: 'lowest available' pricing

Average monthly price (£)



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 2014 and July 2015; PPP adjusted; where a service is included in a bundle any additional usage charges are recorded separately against the relevant service

# Figure 2.18



## Composition of Household 3

Fixed-line voice	Fixed broadband	Mobile	Mobile broadband	Television
None	None	500 call minutes 200 SMS 5GB 4G data	5GB over 30 days per month	Basic pay-TV with DVR

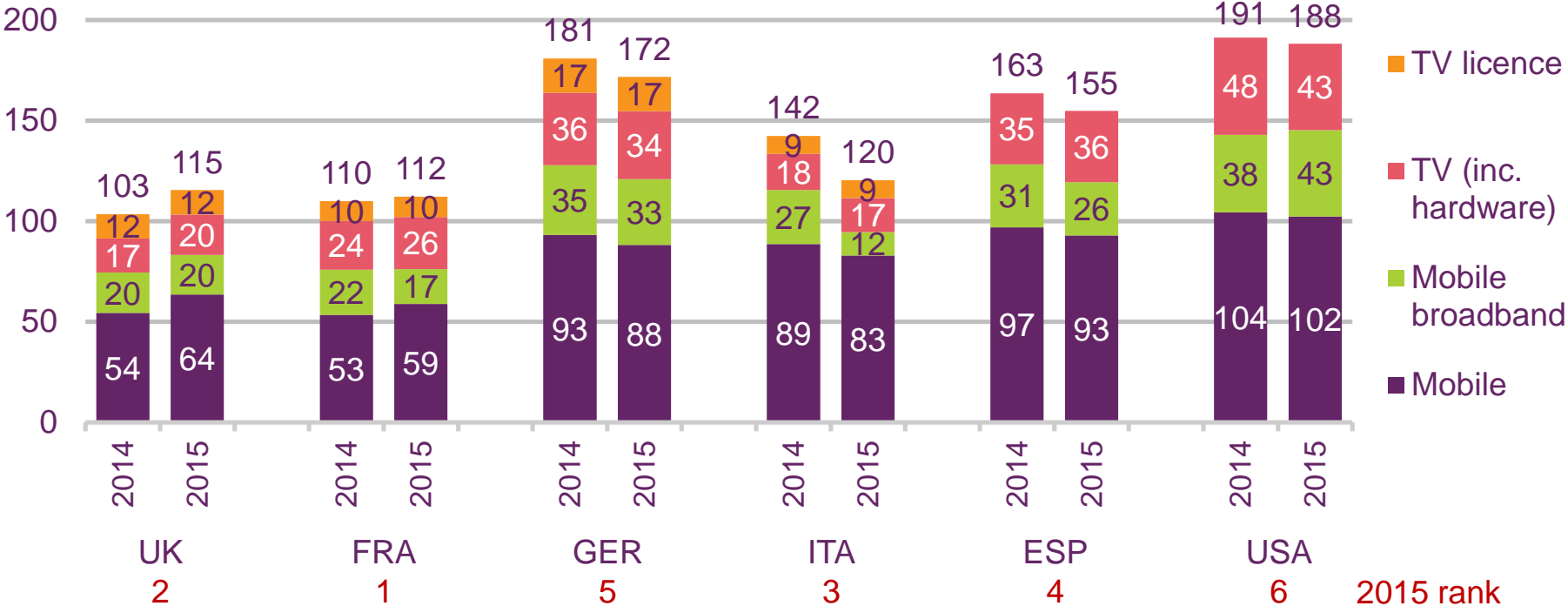
Source: Ofcom

# Figure 2.19



## Household 3: 'weighted average' stand-alone pricing

Average monthly price (£)



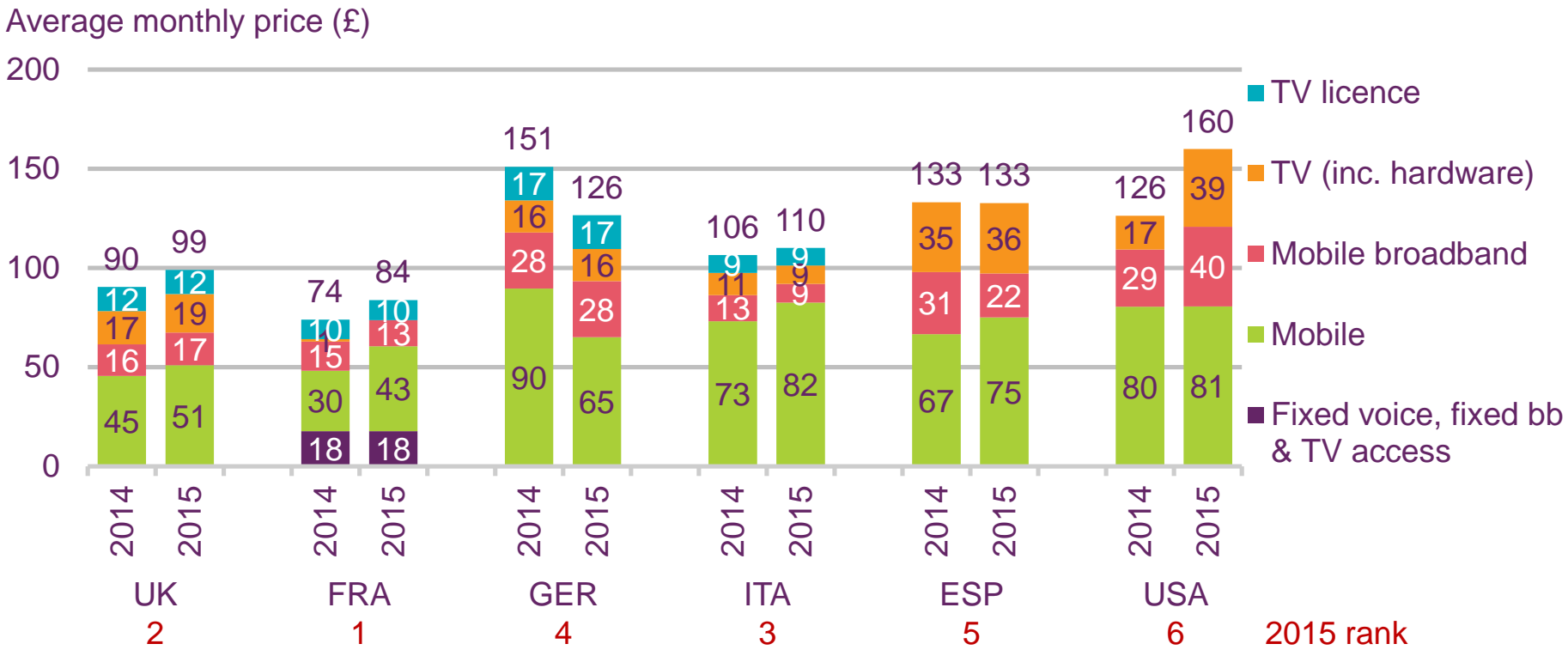
Source: Ofcom using data supplied by Teligen

Note: 'Weighted average' of best-value tariff from each of the largest operators by market share in each country; July 2014 and July 2015; PPP adjusted.

# Figure 2.20



## Household 3 'lowest available' 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 2014 and July 2015; PPP adjusted

# Figure 2.21



## Composition of Household 4

Fixed-line voice	Fixed broadband	Mobile	Mobile broadband	Television
200 call minutes	Minimum 10Mbit/s headline speed 50GB data	<b>Connection 1</b> 250 call minutes 100 SMS 400MB data  <b>Connection 2</b> 150 call minutes 200 SMS 300MB data  <b>Connection 3</b> 100 call minutes 250 SMS 2GB data  <b>Connection 4</b> 100 call minutes 250 SMS 2GB data	None	HD basic pay-TV with DVR

Source: Ofcom

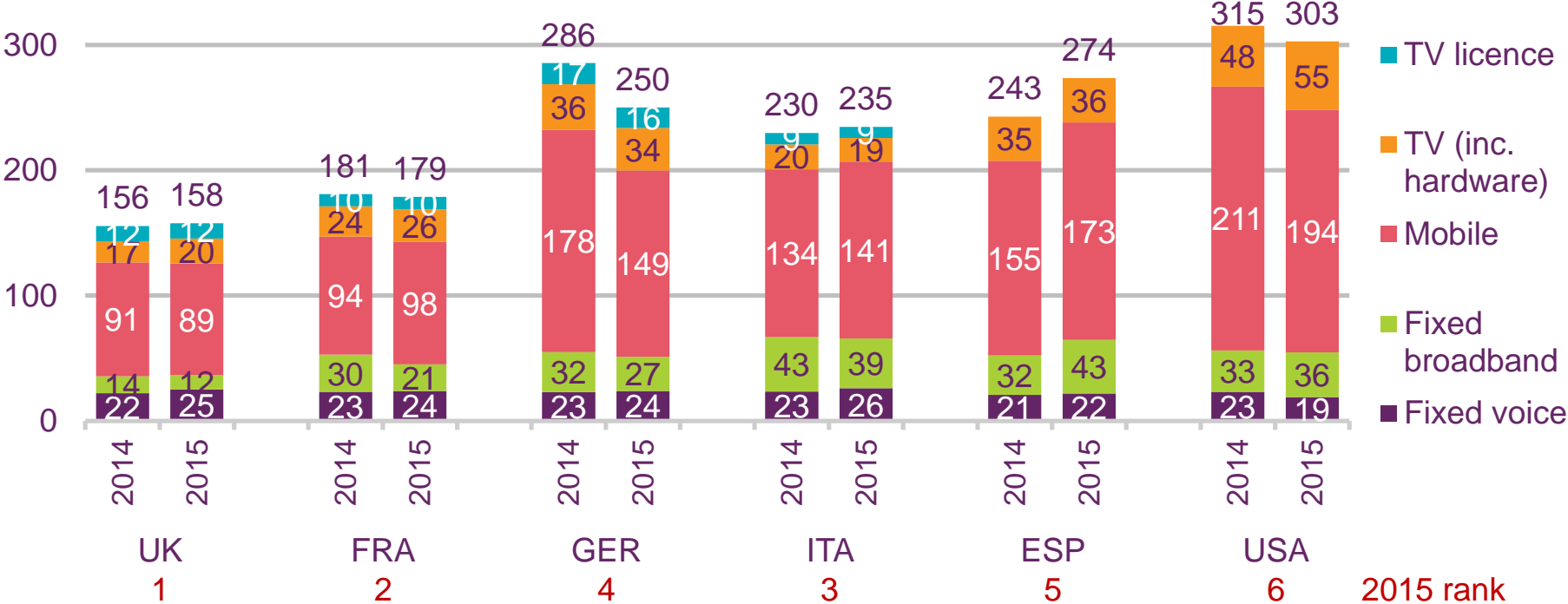


# Figure 2.22



## Household 4: 'weighted average' stand-alone pricing

Average monthly price (£)

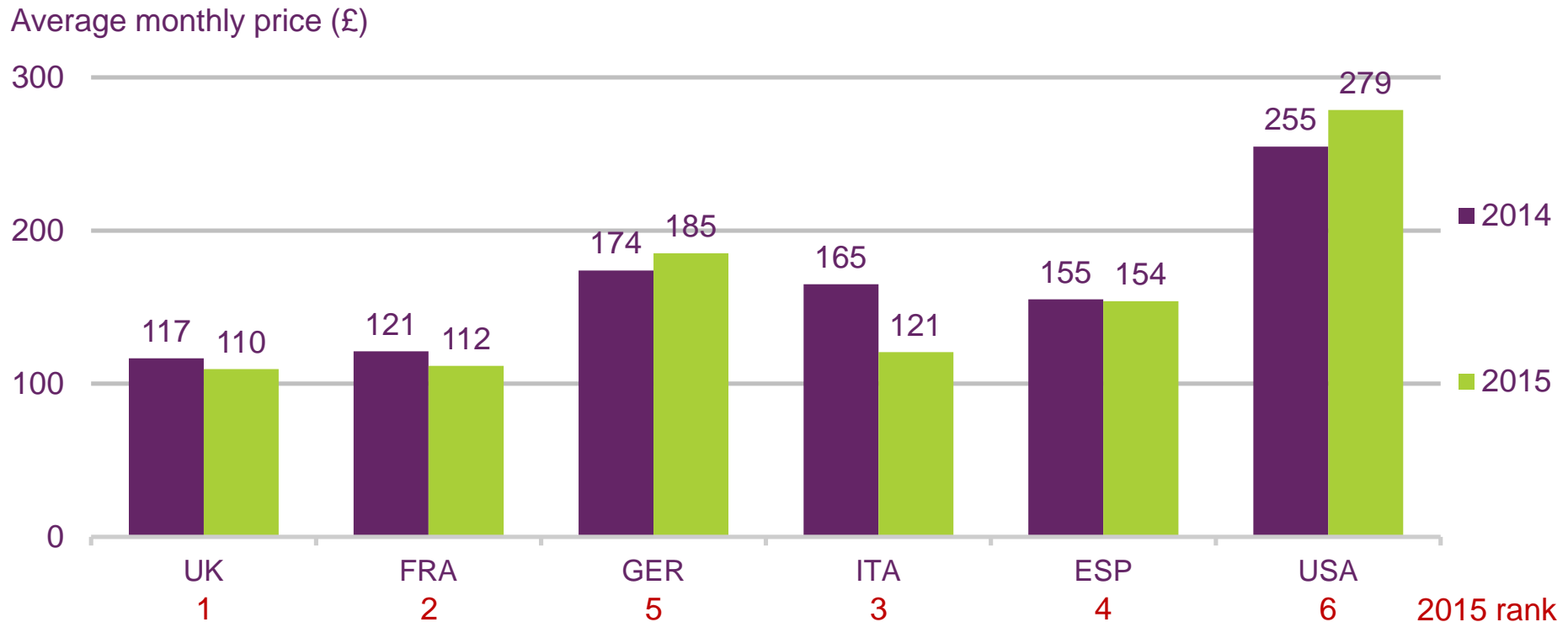


Source: Ofcom using data supplied by Teligen

Note: 'Weighted average' of best-value tariff from each of the largest operators by market share in each country; July 2014 and July 2015; PPP adjusted

## Figure 2.23

### Household 4: 'weighted average' bundled service pricing



Source: Ofcom using data supplied by Teligen

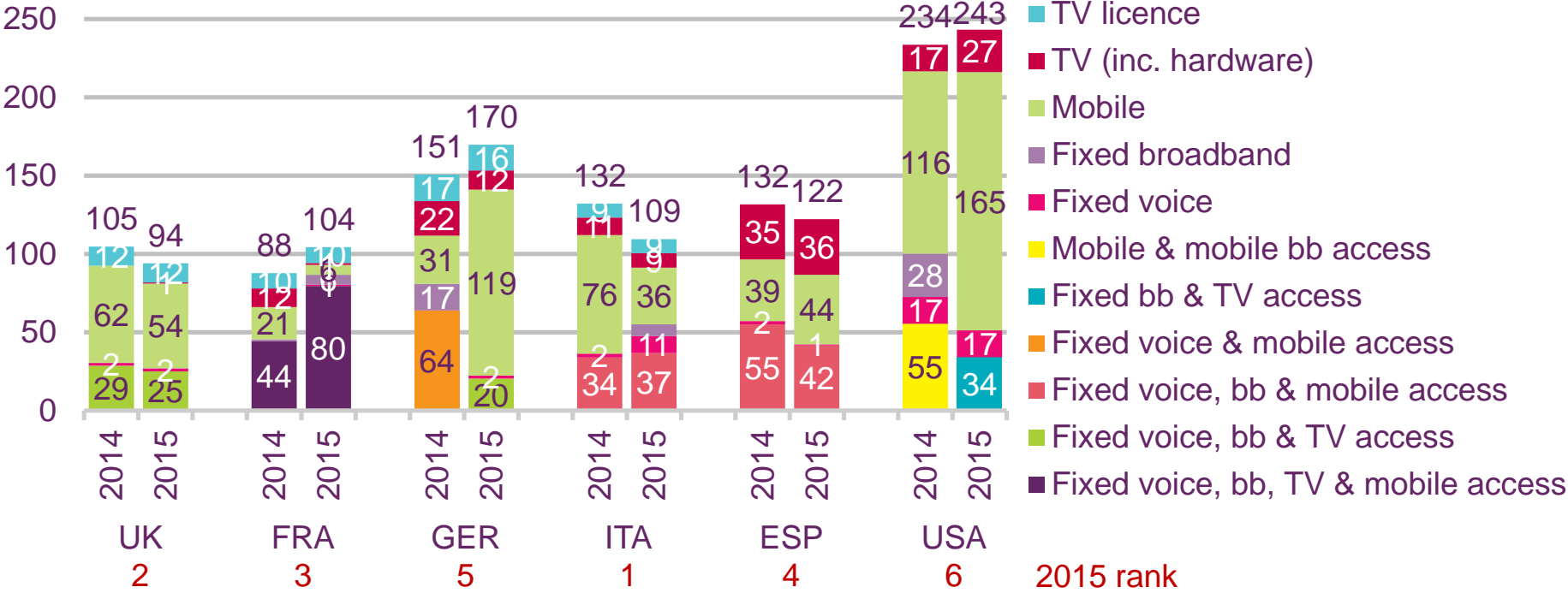
Note: 'Weighted average' of best-value bundled tariff from each operator by market share in each country; July 2014 and July 2015; PPP adjusted

# Figure 2.24



## Household 4: 'lowest-available' pricing

Average monthly price (£)



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 2014 and July 2015; PPP adjusted; where a service is included in a bundle any additional usage charges are recorded separately against the relevant service

# Figure 2.25



## Composition of Household 5

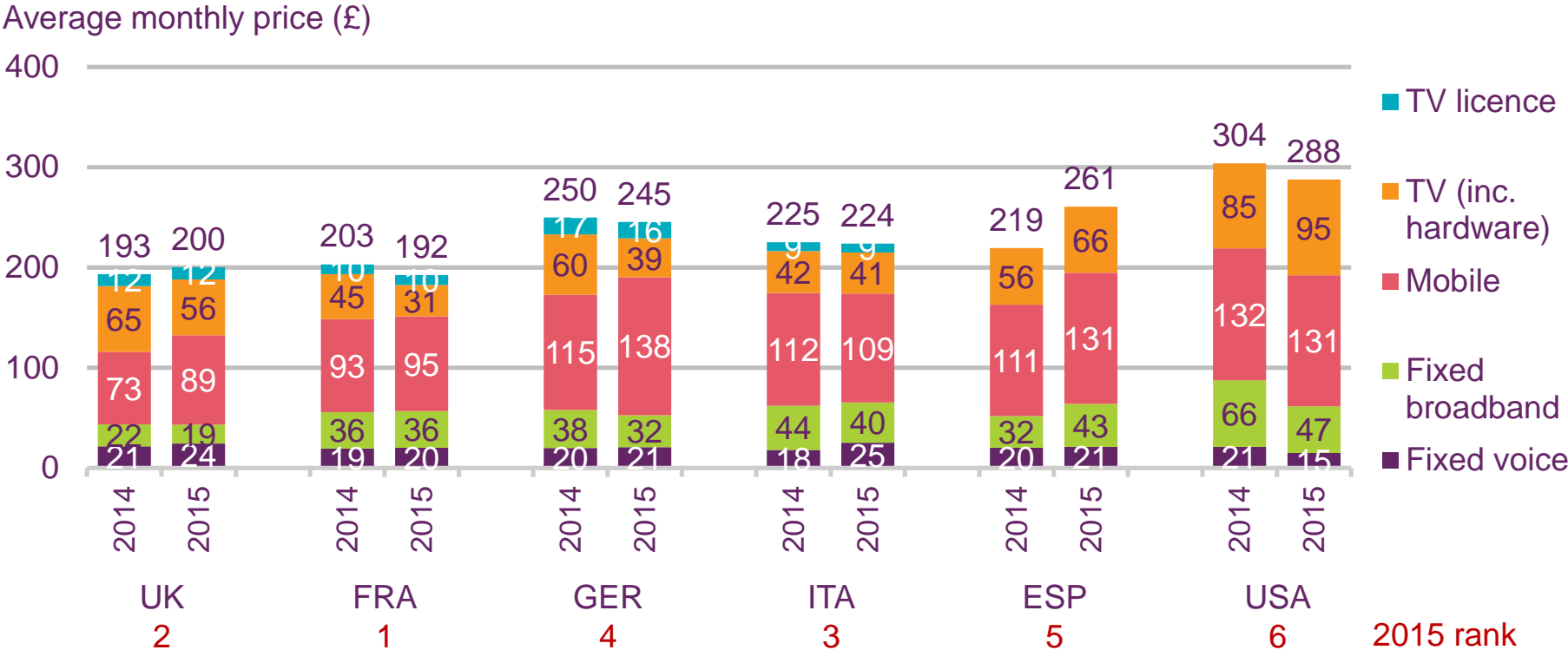
Fixed-line voice	Fixed broadband	Mobile	Mobile broadband	Television
100 call minutes	Minimum 30Mbit/s headline speed 75GB data	<b>Connection 1</b> 300 call minutes 150 SMS 1GB 4G data  <b>Connection 2</b> 200 call minutes 50 SMS 500MB 4G data	None	HD pay-TV with sports and movies with DVR

Source: Ofcom

# Figure 2.26



## Household 5: 'weighted average' stand-alone pricing

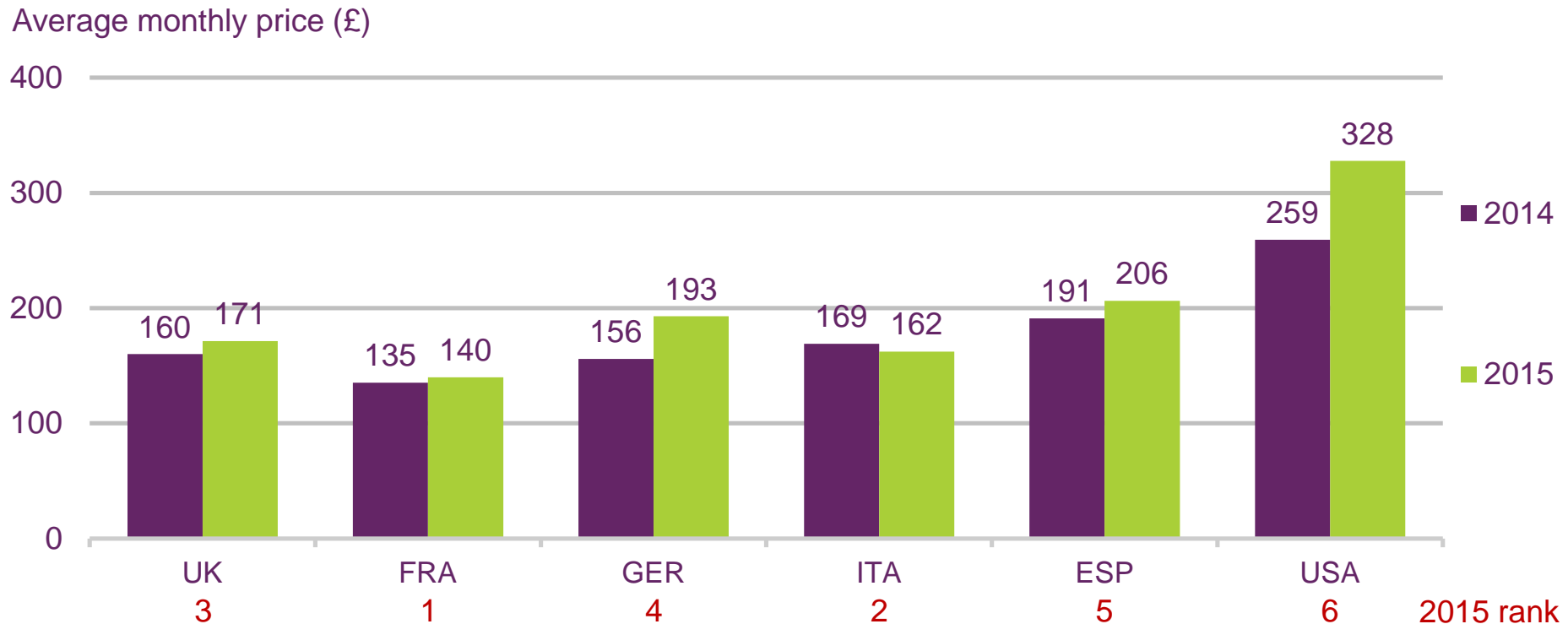


Source: Ofcom using data supplied by Teligen

Note: 'Weighted average' of best-value tariff from each of the largest operators by market share in each country; July 2014 and July 2015; PPP adjusted

# Figure 2.27

## Household 5: 'weighted average' bundled service pricing



Source: Ofcom, using data supplied by Teligen

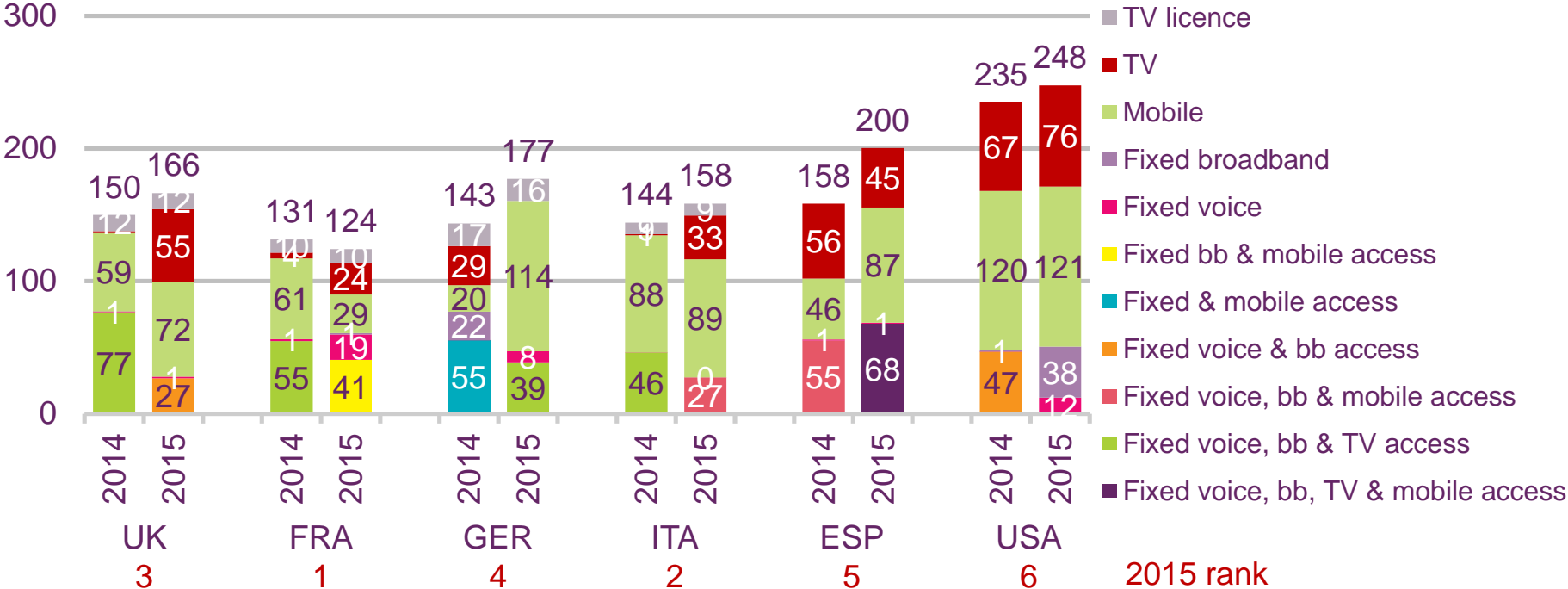
Note: 'Weighted average' of best-value bundled tariff from each operator by market share in each country; July 2014 and July 2015; PPP adjusted

# Figure 2.28



## Household 5: 'lowest available' pricing

Average monthly price (£)



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 2014 and July 2015; PPP adjusted; where a service is included in a bundle any additional usage charges are recorded separately against the relevant service.

# Conclusion



# Figure 2.29

Summary of 'weighted average' stand-alone and bundled, and 'lowest available' household usage profile pricing



Weighted average stand-alone service pricing (£ per month)				
			Price	Change
Household 1	1	- UK	41	0
	2	- FRA	45	2
	3	- GER	46	-1
	4	- ITA	49	-1
	5	- ESP	50	-2
	6	- USA	82	2
Household 2	1	- UK	58	1
	2	- FRA	74	0
	3	↑ GER	81	-14
	4	↓ ITA	86	3
	5	↓ ESP	104	13
	6	- USA	126	5
Household 3	1	↑ FRA	102	2
	2	↓ UK	103	12
	3	- ITA	111	-22
	4	↑ GER	155	-9
	5	↓ ESP	155	-9
	6	- USA	188	-3
Id 4	1	- UK	146	2
	2	- FRA	169	-3

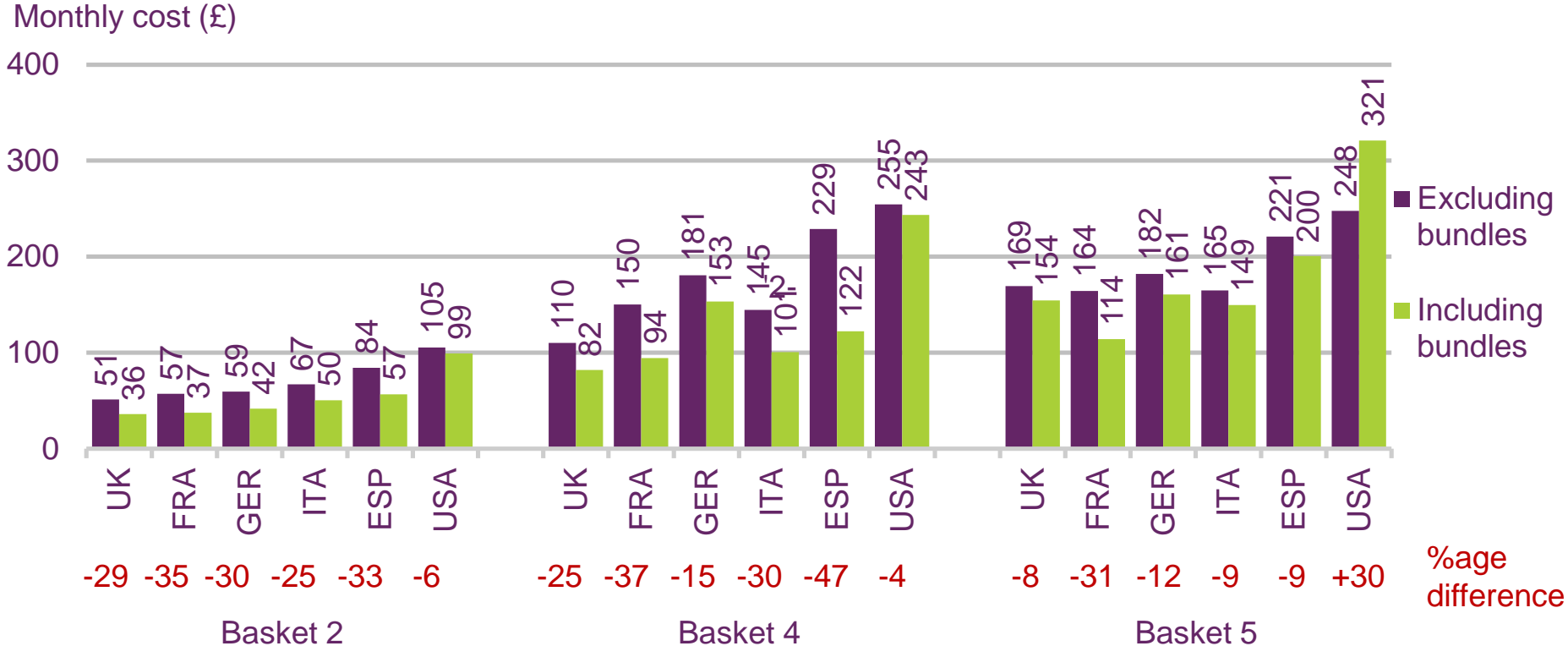
Weighted average bundled service pricing (£ per month)				
			Price	Change
Household 1	1	↑ FRA	35	-16
	2	↓ UK	39	0
	3	- GER	44	-2
	4	↓ ITA	48	2
	5	- ESP	57	-2
	6	- USA	84	9
Household 2	1	↑ FRA	40	-20
	2	↓ UK	43	-6
	3	- GER	54	0
	4	↓ ITA	57	7
	5	- ESP	64	2
	6	- USA	112	5
Household 3	1	- n/a	-	-
	2	- n/a	-	-
	3	- n/a	-	-
	4	- n/a	-	-
	5	- n/a	-	-
	6	- n/a	-	-
Id 4	1	- UK	97	-7
	2	- FRA	102	-10

'Lowest available' pricing including bundles (£ per month)				
			Price	Change
Household 1	1	↑ GER	30	1
	2	↑ FRA	31	1
	3	↑ UK	33	3
	4	↓ ITA	35	6
	5	- ESP	41	0
	6	- USA	45	-1
Household 2	1	↑ UK	36	-4
	2	↓ FRA	37	-1
	3	↑ GER	42	-8
	4	↓ ITA	50	5
	5	- ESP	57	-3
	6	- USA	99	0
Household 3	1	- FRA	74	10
	2	- UK	87	9
	3	- ITA	101	4
	4	↑ GER	110	-25
	5	- ESP	133	0
	6	↓ USA	160	34
Id 4	1	↑ UK	82	-11
	2	↓ FRA	94	16

# Figure 2.30



## Difference between 'lowest available' stand-alone and bundled prices



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 2015; PPP adjusted; excludes the TV licence fee

# Figure 2.31

## Average overall rank



'Weighted average' stand-alone pricing		
1	-	UK
2	-	France
3	-	Italy
4	↑	Germany
5	↓	Spain
6	-	USA

'Weighted average' bundled service pricing		
1	↑	France
2	↓	UK
3	-	Italy
4	-	Germany
5	-	Spain
6	-	USA

'Lowest available' pricing including bundles		
1	-	France
2	↑	UK
3	↓	Italy
4	-	Germany
5	-	Spain
6	-	USA

Overall pricing rank		
1	↑	France
2	↓	UK
3	-	Italy
4	-	Germany
5	-	Spain
6	-	USA

Source: Ofcom  
 Note: Excludes TV licence fee