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Wholesale Mobile Call Termination Review (second Consultation)

About Asda Mobile

- Our Pay As You Go tariff is the lowest priced on the market - 8p per min / 4p per text.
- We have worked hard to ensure ASDA Mobile provides a simplified and transparent offer.
- We have offered a £5 handset in store so that everyone can have access to mobile technology.
- We are a Mobile Virtual Network Operator using the Vodafone network.
- We have recently been named by Which? as the 'Best Buy PAYG Mobile Service Provider'. We were awarded 5 stars for Cost of Using Phone and Customer Service.

Asda's position

- We welcome Ofcom's decision to set a timetable for the staged reduction of Mobile Termination Rates. We see this as an opportunity to further reduce the cost of calls to our customers.
- For MVNOs such as Asda Mobile, the presence of MCT interconnect fee creates an unavoidable cost which significantly increases the wholesale charge. For example, around 60% of the wholesale charge for a 1 minute call is made up of the interconnect charge from the MNO.
- We strongly believe that significantly lower mobile termination rate charges will benefit the consumer. The lower costs and greater competition in the market will allow low cost providers to offer great value products.
- We know our customers will appreciate Ofcom's efforts to lower prices, particularly during this difficult economic period. We urge Ofcom to hold firm and deliver this win for UK consumers.

Further information

For any further information, please contact Mark Ramsden on mark.ramsden@asda.co.uk or 0113 241 8894.