



Comparing prices – the  
telecommunications market

# Comparing what?

## Services

- Gaming / Payments / Content / Social



## Operating System

- Apple / Android / Blackberry / Windows



## Hardware

- iPhone or Samsung / Dongle or Copper or the NBN



## Provider

- Telstra / Amaysim / Foxtel / iiNet



## Product

- Mobile phone / Landline / Internet / Pay TV

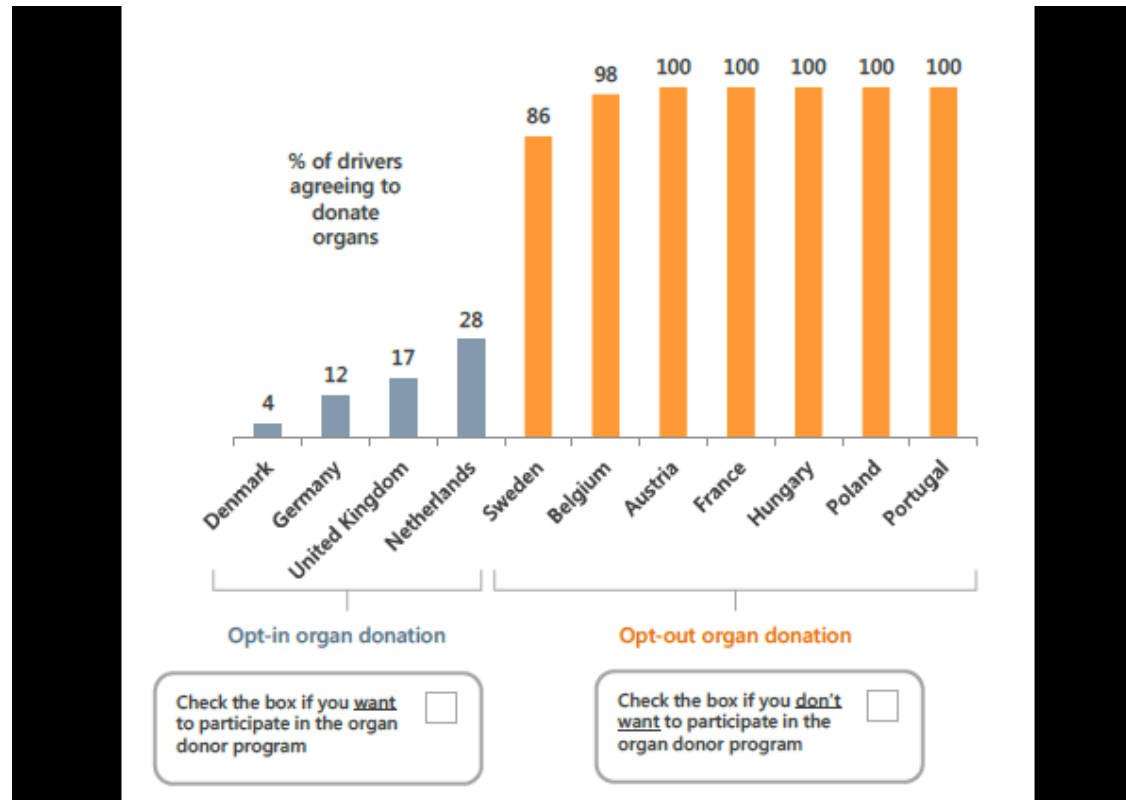


# Confusion as a business model

<b>S</b> <b>Talk/MMS:</b> \$550 value <b>Text:</b> Unlimited <b>Data:</b> 1.5GB  <b>\$59 PER MONTH</b> <b>+ \$5 MONTHLY HANDSET PAYMENT AFTER MRO BONUS</b> <b>\$1,536 Minimum Cost over 24 months</b>	<b>M</b> <b>Talk/MMS:</b> \$800 value <b>Text:</b> Unlimited <b>Data:</b> 2GB  <b>\$79 PER MONTH</b> <b>\$1,896 Minimum Cost over 24 months</b>	<b>L</b> <b>Talk/MMS:</b> \$1200 value <b>Text:</b> Unlimited <b>Data:</b> 2.5GB  <b>\$99 PER MONTH</b> <b>\$2,376 Minimum Cost over 24 months</b>	<b>XL</b> <b>Talk/MMS:</b> Unlimited <b>Text:</b> Unlimited <b>Data:</b> 3GB  <b>\$129 PER MONTH</b> <b>\$3,096 Minimum Cost over 24 months</b>
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Product/Service	Amount in \$	Subtotal in \$
<b>Mobile</b> <span style="background-color: black; color: black;">XXXXXXXXXX</span> <b>Freedom Connect Plan \$59</b> <i>Includes \$550 value on eligible usage and 1.5GB of Included Data</i>		
Freedom Connect Plan \$59	\$59.00	
<b>Charges outside of your Plan</b>		
Data Usage	\$0.00	
MRO Contract - 24 Months	\$25.00 †	
MessageBank Plus	\$5.00	
Credits & discounts		
Mobile Repayment Option Bonus	credit \$15.00	
		<b>Total for</b>
		<b>\$74.00</b>

# The way choices are presented matters



Credit: Dan Ariely, [www.danariely.com](http://www.danariely.com)

# GET IT NOW!

**SAMSUNG GALAXY S6 OR S6 EDGE NOW WITH 6GB DATA ON THE NEW \$80 MY PLAN PLUS, AND 6 MONTHS' NETFLIX ON US (EXCLUDES DATA USAGE).**

Min total cost over 24 months \$1,920 Samsung Galaxy S6 & \$2,040 (incl handset repayment) S6 edge (32GB models). Cost of 1MB is \$0.0057. See [optus.com.au/Netflix](http://optus.com.au/Netflix). Use within Oz.

**BUY S6**

**BUY S6 EDGE**



# What can you or your clients do?

## **Know what you need**

- How many calls you're likely to make a day, and multiply that by around 30 to get a monthly average
- What time of day you'll use your phone the most
- What type of phones you're going to call the most (landline or other mobiles)
- Where you'll be calling (local, long-distance or international)
- How much data you're likely to use, or how much media like music or video you think you'll download onto your phone every month.

## **Say something when you don't get what was promised or something goes wrong**

- You have protections under the Australian Consumer Law and Telecommunications Consumer Protection Code
- Try to fix the problem with the provider first
- Contact the Telecommunications Industry Ombudsman

# ACCAN guide: The big questions

<http://accan.org.au/consumer-info/tip-sheets> - Questions to ask before signing a phone contract

- How much do I have to pay each month? Including the handset?
- What is "included" in the plan?
- What isn't included? How much does it cost to call 13/1300 numbers and to call overseas?
- What is the minimum amount I will have to pay over the duration of the plan?
- Does the provider have good network reception where I live, work and travel?
- What will you be charged if you go over your data or call limit? How can I check on this?
- How much will I have to pay to make calls, send texts or use the internet if I go overseas?
- What will I have to pay if you want to end your contract early?
- Can I keep my number?
- What is the cost of unlisted numbers (not listed in the phone directory)?

# ACCAN guide: how much data do you need?

<http://accan.org.au/consumer-info/tip-sheets> - Mobile data guide

- 1024kB = 1MB
- 1024MB = 1GB
- Some providers will charge a minimum data session.

Activity	Data usage
Sending a tweet	Minimal (a few kB)
One Facebook status update	Minimal (a few kB)
Refreshing Twitter stream (approximately 10 times)	70KB
Refreshing Facebook news feed	50-200KB
GPS maps (1 location search)	150-200KB
Email (100 sent/received without attachments)	2.5MB
Music streaming (3 minutes)	3MB
Radio streaming (10 minutes)	15MB
Email (10 sent/received with attachments)	18MB
General web browsing (30 minutes)	10-20MB
YouTube video streaming (5 minutes)	25MB
Downloading standard definition TV show (45 minutes)	200MB
Downloading standard definition movie (2 hours)	1-1.5GB



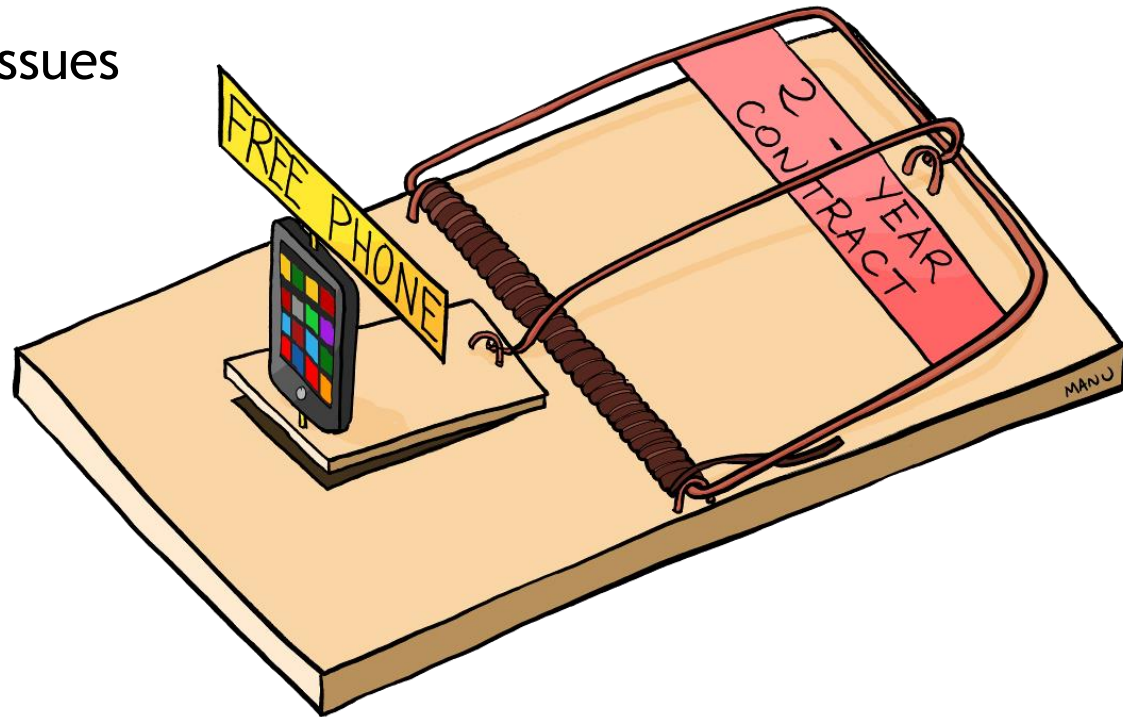
# WhistleOut Guide: Data needs

<http://www.whistleout.com.au/Broadband/Guides/Broadband-Usage-Guide>

	20 GB plan	50 GB plan	100 GB plan	500 GB+ plan	Unlimited plan
Email	✓	✓	✓	✓	✓
Web Surfing	✓	✓	✓	✓	✓
Facebook	✓	✓	✓	✓	✓
Skype	✓	✓	✓	✓	✓
Online Gaming	✓	✓	✓	✓	✓
YouTube	✓	✓	✓	✓	✓
Internet TV (Netflix)	!	✓	✓	✓	✓
Downloading Movies & TV	!	✓	✓	✓	✓
	Compare plans	Compare plans	Compare plans	Compare plans	Compare plans

# Common traps

- Paying more than you need
- Roaming
- 1800 or 13/1300 numbers
- Installation or equipment fees
- Unfair contract terms
- Reception or coverage issues



Any questions?

