

BELGIAN INSTITUTE FOR POSTAL SERVICES AND TELECOMMUNICATIONS

PRESS RELEASE

The BIPT publishes its national price benchmarking study for 2021

Brussels – 15 February 2022 – Each year, we notice that the prices for telecommunications services in Belgium are generally quite high compared to the neighbouring countries. However, the new national price benchmarking study carried out by the BIPT shows that consumers can make significant savings by better defining the services they wish and by regularly comparing the telecom offers available on the market to completely benefit from the effect of competition.

For the purpose of this study, consumer needs played a central role **in the methodology**. These needs were represented by 10 households with sufficiently differentiated profiles to draw a broad and varied picture of the market. To that end, the BIPT considered all the plans included in the tariff simulator www.besttariff.be¹. Sometimes, add-ons and/or out-of-bundle usage were activated to match the studied profiles. However, this study does not take account of the promotions, which are of a temporary nature.

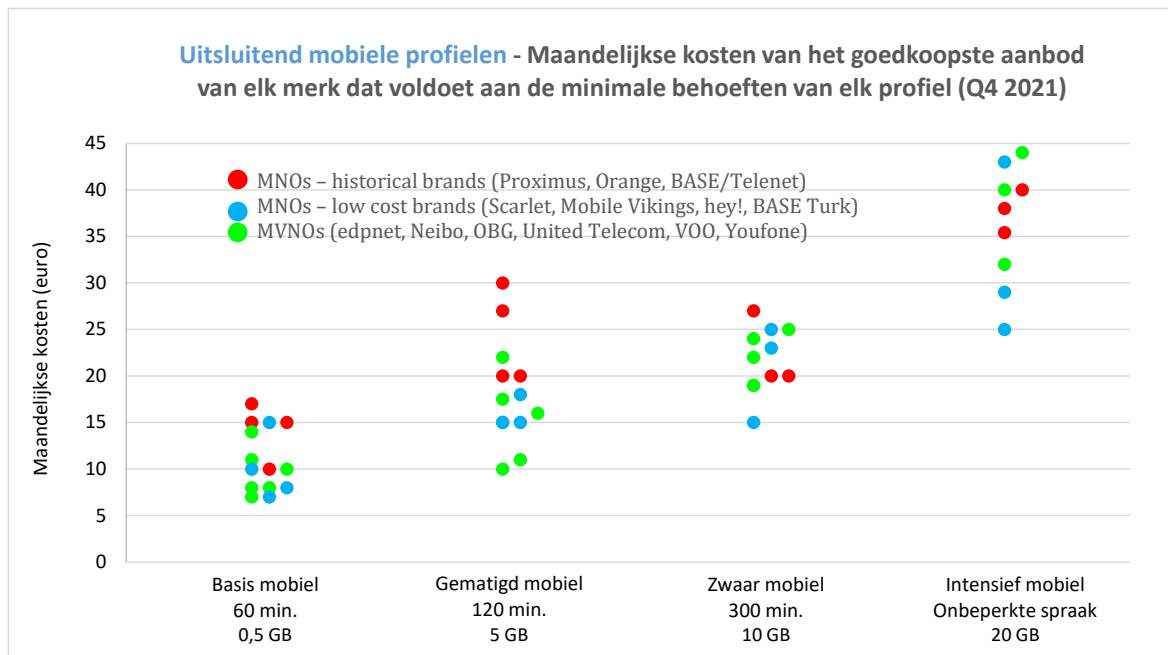
Concerning mobile services, we notice that substantial savings are to be made by comparing all available offers and by taking more advantage of competition.

Regarding market shares, one could think that there are only 3 brands on the Belgian market: Proximus, Orange and Telenet/BASE. Indeed, these brands represent almost 90% of the Belgian mobile customers, whereas the MVNOs² and low cost brands represent only over 10 %. As shown in the graph below, the historical brands of the MNOs³ (red dots) are often (but not systematically) among the most expensive ones on the market. We even sometimes notice a significant difference when compared to the MVNOs and the MNO's low cost brands.

¹ The BIPT's **tariff simulator**, www.besttariff.be, contains all the tariff plans available on the market. All operators are legally required to introduce every new tariff plan in the simulator. Everything is checked by the BIPT.

² An **MVNO** (Mobile Virtual Network Operator) is an operator which does not own a mobile network and uses the network of an MNO to provide its services.

³ An **MNO** (Mobile Network Operator) is an operator which owns its mobile network. Furthermore, by "historical brands" we mean the current name of the brands around which the MNOs have developed most of their commercial activity since their launch, even if the name of these brands may have changed over time (e.g. Mobistar became Orange in 2016).



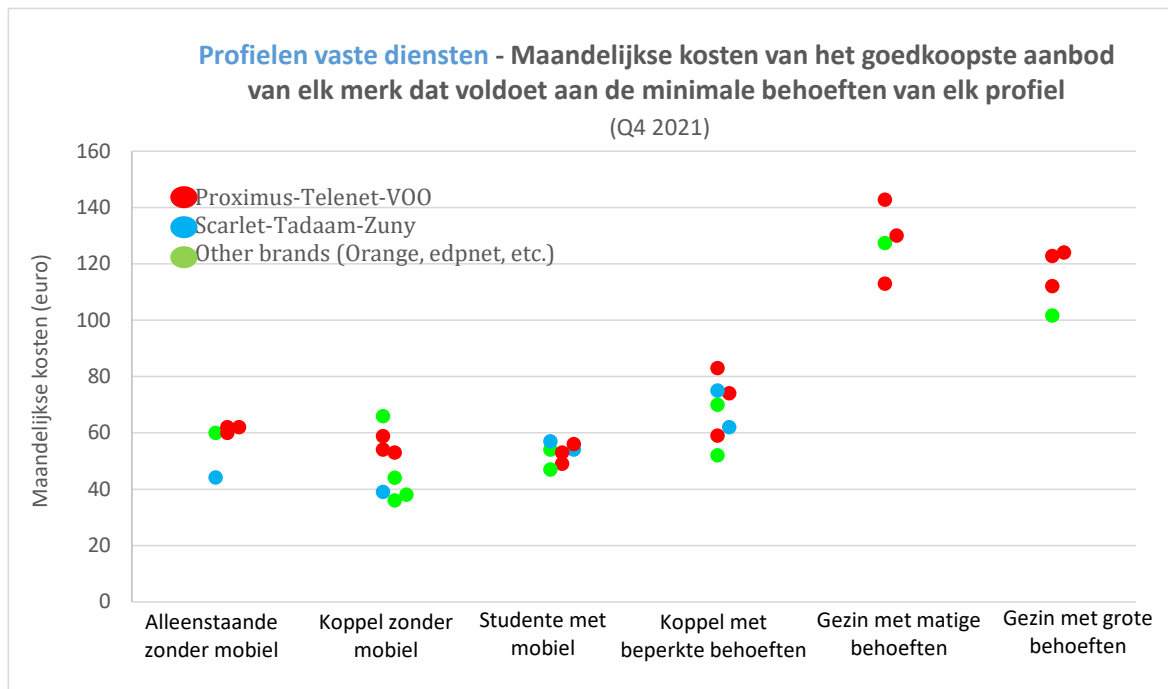
Monthly costs of the cheapest offer of each type of brand matching the chosen profiles

Using the services of an MVNO or of a low cost MNO can bring the bill down on average by €50 to €100 a year for three of the four studied profiles.

	Difference (in EUR) per year between the historical brands of the MNOs and:			
Profile	Basic mobile	Moderate mobile	Heavy mobile	Intensive mobile
● MNOs - low cost brands	- €51	- €99	- €16	- €66
● MVNOs	- €55	- €107	- €6	+ €10

Interpretation of the table: for the "basic mobile" profile, the cheapest offers of each MVNO allow to save, on average, €55 a year compared to the historical brands of the MNOs.

Concerning fixed services, consumers can also make significant savings, not only by regularly comparing all the telecom offers available on the market, but also by better defining their needs so that they only purchase the services they really need. Regularly comparing tariff plans and determining the desired services will lead to a more significant change of tariff plans and/or operators, which will increase competition.



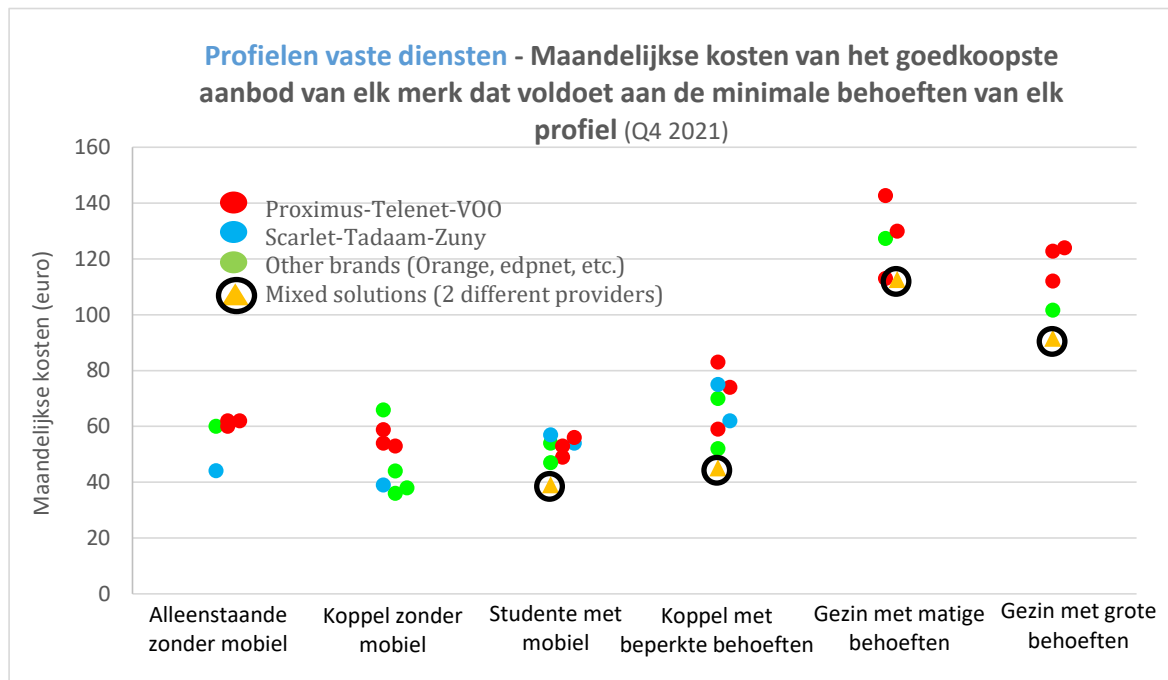
Monthly costs of the cheapest offer of each type of brand matching the chosen profiles

As shown in the table below, using another brand than Proximus-Telenet-VOO may lead to an average decrease of the invoice for certain profiles by up to €215 a year.

	Difference (in EUR) concerning the monthly costs between the average of the brands Proximus, Telenet and VOO and:					
Profiles	Single person without mobile	Couple without mobile	Student with mobile	Couple with limited needs	Household with moderate needs	Household with significant needs
Brands Scarlet, Tadaam, Zuny (low cost brands)	- €206	- €194	+ €35	- €41	N/A	N/A
Others (Orange, etc.)	- €20	- €109	- €26	- €132	- €15	- €215

For a single person without mobile, the cheapest offers of the brands Scarlet-Tadaam-Zuny represent an average saving of minimum €206 compared to Proximus-Telenet-VOO

Consumers can also expand their choice by mixing providers, i.e. by choosing different providers for their fixed (Internet, television, fixed telephony) and mobile services. For illustration purposes, the graph below shows the price levels of **mixed solutions**. The latter combine for each profile the cheapest offer regarding the needs for fixed and mobile services. It appears that such an approach allows certain profiles to make considerable savings.



Monthly costs of the cheapest offer of each brand matching the chosen profiles, including mixed solutions

Gather information, compare and save money: we start each year with numerous good resolutions. How about we really do something about our telecom bill this year?

Our ten predefined profiles will surely help you. If you wish to know the telecom offers which best match your consumption profile and/or needs and to know which are the best available tariffs on the telecommunications market, go to the website: www.besttariff.be. On this site, you can create a profile by yourself or automatically use your own consumption profile via the website of your current operator.

For more information:



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