

Changes in product line-up and price developments – January to June 2022

September 2022

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MALTA COMMUNICATIONS AUTHORITY

Purpose

This presentation outlines the main developments in the product line-up and prices for electronic communications in Malta during the first six months of 2022:

1. Mobile telephony – Changes in the product line-up;
2. Bundles – Changes in access fees and better add-on offers;
3. Fixed broadband – continued shift towards higher download speeds.

Comparative tables with selected plans for the different operators are provided. All rates are quoted including VAT unless stated otherwise.

Mobile telephony

The changes for the mobile telephony segment largely materialized in view of the below:

1. Product line-up consolidated on what was launched last year, with more operators on 5G platforms.
2. Unlimited data allowances now mainstream, particularly for the post-paid element. Positive developments in this area also observed for pre-paid.
3. Voice and SMS allowances relatively unchanged.

Note: Quoted fees and plans are up to June 2022. Further changes may have materialised to date. These will be covered in the forthcoming publications.



Mobile post-paid plans

Mobile data is the selling factor for post-paid plans on offer, with some data allowances improving since December 2021.

Operator	Epic					GO		Melita			
Plan	Starter	Basic	Standard	Extra	Premium	Freedom – 5GB	Freedom - Unlimited	Surfer	Streamer	Zoomer	Racer
Monthly access fee (incl. VAT)											
24-month contract	€14.99	€24.99	€29.99	€39.99	€69.99	€12.99	€19.99	€24.99	€29.99	€31.99	€34.99
Month-on-month			€34.99	€49.99	€89.99	€14.99	€24.99		€32.99	€34.99	€39.99
Data											
Domestic data allowance	8 GB	Unlimited				5 GB	Unlimited	Unlimited			
Download speed	270 Mbps	3 Mbps	50 – 1000 Mbps			4.5G		4Mbps	50Mbps	200Mbps	
Voice and SMS – optional add-ons											
Calls & SMSs to Malta / EU / UK	Unlimited					Unlimited @ additional €10		Unlimited			
Calls - worldwide	100 calls	Rates apply		200 calls	300 calls	60 mins & 60 SMSs @ €5		Rates apply	Unlimited		

Epic
Launch of Starter plan with lower entry-level access fee.

Melita
Prices of plans remain unchanged since December 2021

GO
For 'Unlimited' plan: €10/month discount for the first 6 months + 30GB data while roaming

Note: For all operators, other charges may apply over and above the quoted monthly access fees, such as fees for printed bills; non-Direct Debit fees etc. This practice is universal across all mobile plans on offer, not just in case of post-paid plans.

Mobile pre-paid plans

Pre-paid product line-up widened to include new plans to meet different end-user requirements.

Operator	Epic – Value Pack			GO – Smart Plans				Melita – Pockit Pass		
Plan	Value	Talk	Data	S	M	L	XL	S	M	L
Monthly access fee (incl. VAT)	€9.99 (every 28 days)	€4.99 (every 28 days)	€5.99 (every 28 days)	€4.99 (every 4 weeks)	€9.99 (every 4 weeks)	€15.99 (every 4 weeks)	€34.99 (every 4 weeks)	€5 (every 30 days)	€10 (every 30 days)	€15 (every 30 days)
Data allowance	8 GB	0.1 GB	4 GB	250 Mb	8 GB	10 GB	12 GB	250 Mb	8 GB	15 GB
Data download speed	4.5 G			4.5 G				4.5 G		
Calls	200	100	N.A.	100	200	300	Unlimited	100	200	200
SMS	200	100	N.A.	100	200	300		100	200	200
Other benefits	Re-purchase is automatic					Free for 4 weeks for newly GO-switched users				

Epic
New plans in line-up rather than add-on options to the 'Value' plan.

Melita
New 'Pass M' plan in line-up.

GO
New 'Smart M' and 'Smart L' plans in line-up.

Note: (i) Operators also allow for the possibility of voice/ SMS/ data add-ons. (ii) All allowances can be consumed in Malta, EU and the UK. Roaming rates apply for outside bundle rates.

Mobile youth and student plans

No material changes with regard to youth and student plans since December 2021.

Student Plans	Epic - Youth		GO - Play		Melita - Djuno	
	Basic	Standard	DIS	Double Dat	BigGig M	BigGig L
Type	Manual top-up or online via subscription over pre-paid		Top-up over standard pre-paid		Top-up over standard pre-paid	
Monthly access fee (incl. VAT)	€8.99 (every 28 days)	€12.99 (every 28 days)	€8.99 (every 28 days)	€12.99 (every 28 days)	€8 (every 30 days)	€12 (every 30 days)
Data allowance	5GB	20GB	5GB	20GB	5GB	20GB
Minute allowance	400 to any local number		200 minutes to any local number	300 minutes to any local number	400 to local, EU and UK numbers	
			Unlimited to 5 chosen local numbers			
SMS allowance	400 SMS		Unlimited		Unlimited	
Roll-over of unused allowance units	Yes		Yes		No	
Other	Double the data when subscribing to automatic top-up online and not via manual top-up		6 months Sports TV pass + 12 months Start TV for free + music streaming via MusicWildcard		Free access to wi-fi via operator's network	
Eligibility age	Under 29		Up to 27		Under 29	
Validity	28 days		28 days		30 days	

Epic

Youth Special Promo

€19.99 per month with unlimited minutes, SMS and data at 5G speeds.

All allowances can generally be consumed in Malta, EU and the UK. Roaming rates apply for outside bundle rates.

GO

Users on Home Pack get double the data. Double DAT free for switchers to GO for 4 weeks + free SIM. Note: Zero-rated offers to be discontinued as of September 2022.

Mobile business plans – post-paid

No material changes when it comes to mobile telephony business plans since December 2021.

Business plans	Epic - Business			GO - Infinity		Melita - Business		
	Essential	Pro	Premium	5	Unlimited	5G	5G Super	5G Max
Monthly access fee (incl. VAT)								
No contract	-			€15	€25	€33.03	€35.39	€41.29
2-year contract	€29.99	€39.99	€59.99	€5	€10			
1-year contract	€34.23	€48.47	€76.94	-				
Data, voice & SMS allowances								
Data allowance	10GB	Unlimited		5GB	Unlimited	Unlimited		
Voice & SMS allowance	Unlimited to local / EU / UK numbers + 200 international minutes			Add-on: €15 for unlimited call & SMS (local + EU + UK) & 200 minutes + 200 SMS (international)		Unlimited to local numbers, EU & UK		
International	Add-on: 100 minutes / 300 minutes at €10 per month / €25 per month					Pay-per-use or available as add-on: €5 for 50 minutes + 50 SMS		50 minutes + 50 SMS
Roaming	Pay-per-use rates apply		3 GB	Allowances available in Malta, EU and UK. Outside bundle 'Pay per use' rates apply once allowance is consumed.		38 GB	40 GB	45 GB
Launch date	November 2020			April 2021		May 2021		

Bundles

Bundle offerings are today mainstream, with operators upselling these products.

1. The most popular bundle features fixed broadband, fixed telephony and pay TV.
2. Product line-up for Melita and GO largely unchanged to that prevailing at the end of 2021. However, some upward changes in monthly access fees noted alongside better add-on prices.



Triple-play for households – entry-level

Melita and GO offer triple play offers that feature TV, with several temporary offers

GO – Pre-mixed home packs

Quoted prices for 24-month contract Incl. VAT)

<p>Internet + Fixed telephone</p> <p>'Turbo' plan 100Mbps download speed @ €25</p>	<p>Optional TV add-ons: Add TV screens @ €5 for each; TV passes @ €5.99 for each;</p>	<p>Optional voice add-ons: Unlimited local calls @ €3.99; Unlimited international calls @ €7.99</p>
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Offers introduced in 2022:

- Special offer for all 4 pre-mixed Home Pack offers (Turbo, Classic, Mega, Giga) : 3 months of free local calls to fixed & mobile numbers.
- Classic Mix is priced at €31.99/ month, at €35.98/ month after 3 months.
- Giga Mix is priced at €26/ month, at €40.99 after 6 months.
- Giga Mix: Free 2 smart Wi-Fi pods.

Melita - Flexi

Quoted prices for 24-month contract (incl. VAT)

<p>Internet</p> <p>Internet Fibre Power plan with 300 Mbps download speed @ €33.49</p>	<p>Inc. TV Starter NexTV</p> <p>Change to TV NexTV L HD @ €5 <u>OR</u> TV NexTV XL HD @ €10</p>	<p>Inc. Telephony fixed line</p> <p>Change to Telephony Fixed and Mobile Unlimited @ €5</p>
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Offers introduced in 2022:

- StellarWiFi pod is free for Flexi subscribers.
- 'Telephony Fixed and Mobile Unlimited' add-on now cheaper, down from €7 as reported at end December 2021.
- Monthly access fee up from €32.99.

Dual-play for households – entry-level

No material changes when it comes to residential dual-plans since December 2021.

Dual-play plans	Epic	GO	Melita
Plan	Fibre 2000	Home Pack – ‘Turbo’	Internet Fibre Power 150Mbps
Monthly access fee (incl. VAT)			
Month-on-month	€24.99 + one-time fee of €50	€30	€35
24-month contract	€24.99	€25	€25
Fixed broadband			
Download speed	2000 Mbps	100Mbps	150 Mbps
Upload speed	100 Mbps	15Mbps	15 Mbps
Fixed telephony			
Voice allowance	Unlimited local calls	-	Unlimited local calls
Other calls	Calls to local mobile numbers @ €0.23	€0.05c for local fixed calls and €0.22c for local mobile calls.	Calls to local mobile numbers @ €0.23 per minute
Optional add-ons	Standard rates example for UK and EU @ €0.22 for mobile calls and €0.038 for fixed calls	Double upload speed to 30Mbps @ €1.99 per month. First three months of subscription free Unlimited local calls @ €3.99; Unlimited international calls @ €7.99	Fixed telephony 100 minutes to EU/ Australia/ Canada/ China/ USA @ €3 OR 500 minutes @ €10
Additional plan features and temporary offers	First 6 months free introduced for Fibre 2000	Download/ upload speed can increase.	20 GB Melita Wi-Fi

Download speeds higher than 100Mbps are available for Epic in a dual play offer.

Epic offers 100, 500 and 1000 Mbps, however only the Fibre 2000 is offered on a month-on-month basis. Epic's upload speeds improved respective to other operators.

Triple-play for businesses – entry-level

Melita and GO offer triple play offers that feature TV to business clients.

GO – Business Infinity <i>Quoted prices for 24-month contract (incl VAT)</i>		
Internet + Fixed telephony line Medium plan 500MbpsX50Mbps @ €59	Inc. TV + Sports 1 Gold TV + a GO Sports Stream Add GO Stars stream @ €2 for each stream	Inc. unlimited local fixed calls Add-on: local mobile calls @ €8.50

Melita – Business Flexi <i>Quoted prices for 24-month contract</i>		
Internet Business Internet 250x15Mbps plan @ €47.95	TV Starter NexTV Add-on: TV NexTV L HD@ €9 or TV NexTV XL HD @ €9	Telephony fixed line Melita Fixed & Mobile Add-on: Fixed and Mobile Unlimited @ €10

Notes on new offers / upgrades

- Higher monthly access fees for medium plan, whereas the large plan including 1Gbps saw lower pricing.
- Plan is only available in fibre areas and subject to a 2-year contract term agreement.

Note on new offers / upgrades

- Other internet speeds: 500Mbps/20Mbps; 1Gbps/500Mbps.
- Over the past 12 months, product line-up remained generally the same whereas monthly access fee for the entry-level plan increased to €47.95, up from €32.99.



Bundles

Clients to GO and Melita can also opt for a number of TV add-ons with their bundles, such as those featuring sports and movie / entertainment channels.

Dual-play for businesses – entry-level

No material changes when it comes to business dual-plans since December 2021.

Entry-level dual-play plans	Epic	GO	Melita
Plan	Business Internet	Business Infinity - Small	Business Flexi Duo
24-month agreement	€41.28	€41.30	€42.95
Download speed	100 Mbps	100 Mbps	250 Mbps
Upload speed	15 Mbps	15 Mbps	15 Mbps
Voice allowance	Unlimited local calls to Epic numbers	Unlimited fixed line minutes	Unlimited local calls to Melita numbers
Other calls	Calls to local mobile numbers @ €0.23	€0.19c for local mobile calls	Calls to local mobile numbers @ €0.23 per minute
Other	-	Download/ upload speed can increase as the plan becomes triple play	Melita Wi-Fi

Melita
Higher monthly access fee.

GO
Unlimited fixed line minutes introduced rather than pay-per-use for off-net calls.

Note: (i) Epic's 2000 Mbps download speed is only available in Mosta / Attard. (ii) GO's 100Mbps or more download speeds are only available in areas served by the FTTH network infrastructure.

Other changes

Other changes to fixed broadband, pay TV and fixed telephony segments are referred to below:

Fixed broadband

- GO introduced the changes related to its late payment fees (increased), each TV stream access fee (increased) and security feature called 'GO Secure net add-on'.

Mobile telephony

- Epic changed the conditions impacting the consumption of voice allowances to three of its mobile pre-paid plans (Youth, Top-up plan and Top-up and Get plans).
- Epic changed the terms and conditions of existing customers on Epic Basic plan (post-paid). Epic will be upgrading the mobile data speed, with download speeds up to 10Mbps and upload speeds up to 2Mbps (referred to as the 'Speed Boost') for an extra monthly charge of €1.99 inclusive of VAT added to their monthly access fee.
- GO increased their SMS rate for all prepaid customers from 5c/SMS to 10c/SMS as from 23rd February 2022.

Pay TV

- The Digital Terrestrial (DTTV) service is in the process of being switched-off by GO.
- The shift to online and Android-based TV has accelerated. Clients of GO and Melita have the option to register different devices over various TV channels offered on their respective plan. The choice for clients is between set-top boxes and these online/ Android solutions, while in some cases both options are being offered to the end-user.

Fixed telephony

- GO phased out products and plans that were offered over legacy technologies like ISDN.