



## TRA conducts a study on price Comparison of Telecom Services

The Telecommunications Regulatory Authority (TRA) Oman carried out a Price Benchmarking study of retail telecom services with the participation of the Sultan Qaboos University. Strategy Analytics Ltd, an independent consulting firm in the United Kingdom provided the expert inputs to the study. The latest study compared the prices of telecom services in the Sultanate of Oman with those of GCC countries and some selected countries comparable to Oman - Jordan, Tunisia, Malaysia and the UK.

The study was designed to benchmark the prices of retail telecommunication services for Fixed Voice, Fixed Broadband, Mobile Voice and Data, Mobile Broadband and International calls with the selected countries and compared the prices for all available offers showing the lowest end-user charges for a basket of services.

Prices are a function of many variables including mainly competition level, population density, operational and capital expenditure, service quality requirements, government taxes and fees etc. In order to make the comparison logical, a standard usage profile was created with the help of actual data for each of these services in Oman and prices of different services were collected on the same data from the selected countries. The prices were then calculated for the same usage profile in different countries based on purchasing power parity (PPP).

With services converging, the service providers offer different service-packages and price-plans to meet the diverse needs of different users. The study provides only an overall general assessment of price level and while comparing the prices of selected retail services with those of benchmark countries, the report highlights Oman's ranking as compared to the selected countries. This study also examines the Oman position in comparison to a previous study carried out in 2012.

The table below depicts overall high-level results of the study.

Service	Omani Average prices compared with GCC countries	Omani Average prices compared with all selected countries
Fixed voice, Residential	●	●
Fixed voice, Business	●	●
Fixed broadband, Residential	●	●
Fixed broadband, Business	●	●
Mobile voice, Post-paid	●	●
Mobile voice, Pre-paid	●	●
Mobile voice, Business	●	●
Mobile broadband, Low usage	●	●
Mobile broadband, High usage	●	●
International calls from Fixed lines	●	-
International calls from Mobile	●	-

Prices above average ●  
 Prices close to average ●  
 Prices below average ●

From the above chart, it is evident that the Omani Service providers do not rank well in most of the services as compared to their peers in the selected other countries.

More specifically, for Oman, the main insights of the study are:

- **Fixed Voice:** The prices for fixed voice services in Oman are comparable to the prices in other GCC countries, and also the other selected countries.
- **Fixed Broadband:** The prices of fixed broadband services in Oman are among the highest in the countries covered by the study across all usage baskets except for medium speed.
- **For mobile voice services:** The pre-paid prices from network operators in Oman are well above the GCC price average. For post-paid and business services the prices in Oman are at the higher end of the scale among the countries covered.

- **Mobile Broadband:** Prices for mobile broadband services in Oman are either below or comparable with other GCC countries for pre-paid services at low usage levels, but among the highest for post-paid and higher usage levels.
- **For International calls:** Oman's position is good in comparison to other studied countries for international calls from fixed line as well as from mobile. International calls from fixed line are even cheaper than calling from a mobile number to most of the countries.

Due to their limited market share the Omani resellers are excluded from the results shown here. However, the full report published on the TRA web site [www.tra.gov.om](http://www.tra.gov.om) shows the comparison with and without the mobile resellers.

Despite the marginal decline in prices of some telecommunications services, the study finds that Oman's position compared to other countries did not improve in 2014 as compared to the results of 2012 study for most of the services.

The TRA acknowledge the contribution of Service Providers for providing data for this study and the active role played by the Sultan Qaboos University. The detailed report is available from the TRA website at ([www.tra.gov.om](http://www.tra.gov.om)).