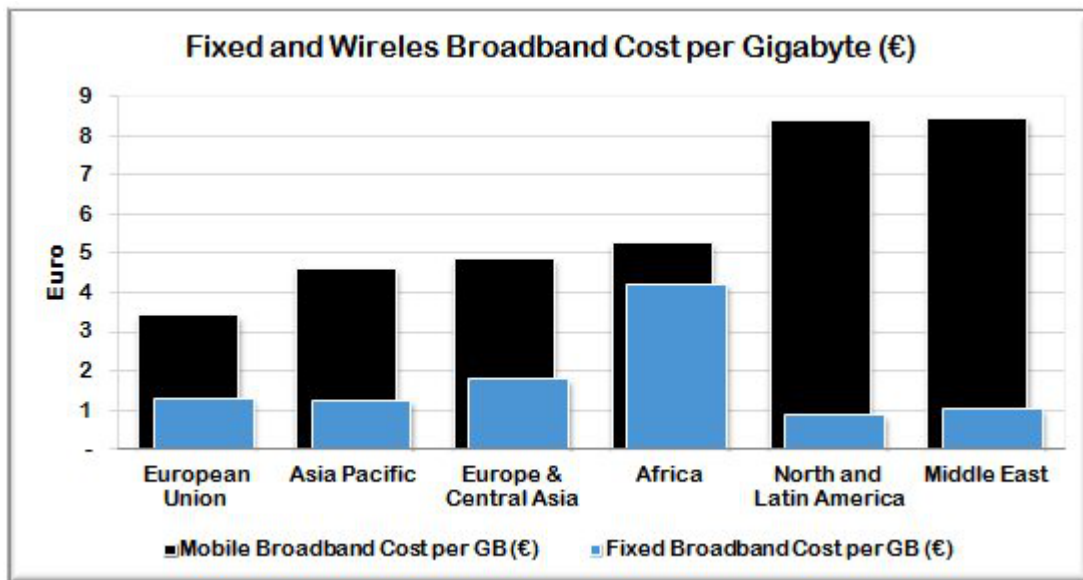


According to [Quantum-Web's Q2 2014 World Broadband Tariffs Analysis](#), The gap between fixed and wireless broadband prices are still big where the global average price of fixed and wireless broadband are of inverse trend compared to the rest of the world where the fixed broadband prices are €1.76 and €5.85 per Gigabyte.

The price gap between fixed and wireless broadband in North Latin America and Middle East are much wider compare to other regions and there is an opposite price per Gigabyte policy applied by operators for fixed and wireless broadband in those two regions.

The analysis reveals that average price of stand-alone uncapped fixed broadband in North Latin America and Middle East are the lowest while that of wireless broadband are the highest compare to the average of the other regions (Figure 1).

Figure 1- Average fixed and wireless broadband tariffs, Q2 2014 (€)



The European Union with €3.4 per Gigabyte has the lowest wireless broadband prices thanks to a stiff competition among wireless operators, transparency of prices and solidified control and the regulation imposed by the European Commission on the member states' operators.

Table 1- Average fixed and wireless broadband tariffs, Q2 2014 (€)

Region	Mobile Broadband Cost per GB (€)	Fixed Broadband Cost per GB (€)
European Union	3.43	1.31
Asia Pacific	4.63	1.27
Europe & Central Asia	4.86	1.81
Africa	5.29	4.24
North and Latin America	8.43	0.90
Middle East	8.46	1.03

The analysis further reveals that the cost of fixed broadband per Gigabyte is more harmonised across different regions with the exception of Africa where the prices are still well above the global average of €2.4 per Gigabyte.

North and Latin America region with the great impact of USA's low fixed broadband prices has recorded the lowest average price of fixed broadband in Q2 2014 with €0.90 per Gigabyte.

According to the analysis, it appears that the operators in this region set their fixed broadband price structure through trial and error, based on the demand for bandwidth and in line with the retail price of giant regional operators such as Claro, Telefonica and Tigo. This implies the lower entry levels prices for most users to ensure affordability of broadband services for the population.

This analysis, furthermore, includes detailed information for both wireless and wireline broadband tariffs of 541 major operators in 138 countries.

The tariffs are analysed according to the following parameters:

- Download and upload speed.
- Recurring and non recurring costs.
- Throttling or overage details.
- Type of device.
- Bundling characteristics.

The analysis, furthermore, compare broadband pricing strategies of each operator included in the tariffs monitoring service on the basis of the following perspectives:

- Fixed broadband tariffs by speed.
- Fixed broadband tariffs analysis by access technology.
- Fixed broadband tariffs analysis for stand-alone vs. bundled services.
- Wireless broadband tariffs analysis of 2G, 3G and 4G.
- Wireless broadband tariffs analysis of 2G, 3G and 4G for cost per GB.

The analysis includes all data in Excel for further market analysis.

For more information about the analysis, please contact Qmars Safikhani at qs@quantum-web.com.

To see a sample and purchase the product please visit the store front and/or contact Andrea Riddling at ar@quantum-web.com or +44 (0)20 3286 9570