

FOR IMMEDIATE RELEASE

Wall Communications Inc. Releases 8th Annual Report on the Prices Paid for Telecom Services in Canada and Internationally

OTTAWA, Ontario (June 18, 2015) – Wall Communications Inc., an Ottawa-based economics research and consulting firm, has released its 8th annual price comparison study measuring the prices that Canadians pay for mobile phone service, landline phone service, internet service (both fixed and mobile) and bundles of these same services (including basic TV service). In addition to measuring the prices paid by Canadians, the prices of these same services are also tracked for other G7 countries – the U.S., the U.K., France, Germany, Italy and Japan – as well as Australia.

With respect to mobile wireless prices in Canada, Gerry Wall, president of the company, said that: "Prices for most of the service packages we examined – which include talk only, talk & text, and talk, text & data plans – increased this year relative to last by between 4% and 8%, whereas the price of higher volume unlimited nationwide talk & text plans including 2 GB of monthly data usage declined by 11%." Wall added that: "While mobile wireless prices are generally higher than last year, since 2008 when the price comparison study was first conducted, prices for talk & text service plans are 20% lower and higher-volume talk, text & data plans are 24% lower overall, whereas low-volume talk-only plans have increased by 14%."

Other highlights of the 2015 Wall Report relating to mobile wireless service pricing include:

- New entrant (WIND, Mobilicity, Videotron and Eastlink) prices are roughly 25% to 50% lower than the incumbents' (Bell, Rogers and TELUS) comparable service plan prices, with the largest price differences applying in the case of unlimited talk & text and high-usage data plans (i.e., including 2GB or 5GB of data usage per month).
- As well, incumbent flanker brand (Rogers Fido, Bell Virgin and TELUS Koodo) prices are roughly 10% to 25% lower than the incumbents' primary brand prices, with the smallest differences applying in the case of unlimited talk & text and high-usage data plans.
- Mobile prices are lowest in the Provinces of Manitoba and Saskatchewan, especially in the case of higher volume talk & text and data service plans.
- Consistent with findings in recent years, Canada's mobile wireless prices once again rank on the high side of the international group of countries included in the study.
- Pay-as-you-go and monthly add-on roaming charges for Canadians traveling in the U.S. versus those for Americans traveling in Canada are similar when comparing rates charged by the incumbents in both countries (including AT&T and Verizon in the US), whereas Canadian new entrant and incumbent flanker brand US roaming rates are far lower than those of the incumbents in both countries.

- Much better roaming rates are available to Canadians as part of "sharing" plans (such as Rogers' Roam Like Home service feature).

Wall Communications also measured and compared fixed and mobile broadband Internet service prices. Highlights of the 2015 Wall Report in this respect include:

- Fixed broadband (cable and DSL) prices in Canada most service plans declined this year relative to last year by between 1% and 7%, although in the case of the most commonly used 4 to 15 Mbps download speed plans, prices increased by 3%. Over the last five years, fixed broadband prices have generally trended upwards in Canada, although average speeds and monthly data usage allowances have been increasing at the same time.
- Competitors to the incumbent cable and telephone companies (e.g., Primus and Teksavvy), who generally rely on wholesale facilities acquired from the incumbents, offer broadband prices that are roughly 20% to 30% lower than those of the incumbents while also providing higher monthly data usage allowances.
- Canadian lower-speed (below 4 Mbps and 4 – 15 Mbps) broadband prices compare favourably with the other seven surveyed countries included in the study, whereas Canadian higher-speed (16 – 40 Mbps and above 40 Mbps) broadband service prices are at the high end of the group.
- Mobile broadband prices for service plans including up to 2 GB and 5 GB of data usage per month increased slightly (about 1%) this year compared to last. Over the last 5 years, 2 GB plan prices have declined by 20% overall, whereas the 5 GB plan prices have remained relatively stable.
- New entrant mobile broadband prices are 22% to 42% lower than the incumbents, with the higher difference found in the case of plans with up to 5 GB of monthly data usage.
- Consistent with findings in previous years, Canada's mobile broadband Internet service prices fall on the high-side of the group of seven surveyed countries.

Full details of the findings and methodology are available in the 2015 Wall Report. The study has been produced annually since 2008 by Wall Communications Inc. and is commissioned by the Canadian Radio-television and Telecommunications Commission (CRTC) and Industry Canada. It can be found on the CRTC's website (www.crtc.gc.ca) or on Wall Communications' website (www.wallcom.ca).

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