



Changes in product line-up and price developments – May to August 2021

Date: 14th September 2021

Publication reference: MCA-R/kc/21-4340

This presentation outlines the main developments in the product line-up and prices for electronic communications in Malta during the months of May to August 2021:

1. Mobile telephony – Launch of 5G plans; changes in the product line-up; new plans
2. Bundles – continued emphasis on add-ons;
3. Fixed broadband – cheaper monthly access over fixed wireless;
4. Pay TV and fixed telephony – no significant changes.

Comparative tables with selected plans for the different operators are provided.

All quoted rates include VAT unless stated otherwise.

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

1. Melita launching 5G and revamping product line-up with improved data speeds and allowances;
2. Epic updating existing post-paid line-up with improved allowances for businesses; better discount in one specific circumstance.
3. Some minor changes in pre-paid offers.

Mobile telephony post-paid plans

Mobile data is the selling factor for most of the plans on offer, but efforts to push clients with a bundle to add mobile to their packages are ongoing.

Entry-level plans	Epic		GO		Melita	
Post-paid Plan	Basic	Premium	Freedom Plan – 5GB	Freedom Plan - Unlimited GB	Surfer	Racer
Monthly access fee						
24-month agreement	Not applicable		€14.99	€24.99	€24.99	€39.99
Month-on-month	€24.99	€89.99	€19.99	€29.99	€34.99	€49.99
Bundle discount	Not applicable	Yes, €20 with Family Pack Plan	Yes. €2 with Home Pack	Yes, €5 with Home Pack	Not applicable	Yes, €5 with Flexi plan
Data						
Data allowance	14GB	Unlimited	5GB	Unlimited	Unlimited	
Download speed	3Mbps	4.5G	4.5G		3Mbps	4.5G/5G
Free use of wi-fi	No		No		Yes	
Voice and SMS – optional add-ons						
Calls & SMSs to Malta / EU / UK	Unlimited		Unlimited @ additional €10		Unlimited	
Calls to worldwide numbers	Specific rates may apply	300 minutes	60 mins. & 60 SMSs @ €5		Specific rates may apply	Unlimited to AUS/CAN/CH/USA
Launch date of new tariff	November 2020		March 2021		December 2020	

Epic – May/June 2021 changes
Bigger monthly discount with 'Family Pack', from €10 to €20.

Melita – May 2021 change
New 'Zoomer' plan is on offer.

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

No changes in operators' mainstream pre-paid line-up.

Entry-level and top level plans	Epic	GO		Melita	
Pre-paid plan	Value Pack	Smart S	Smart XL	Pass S	Pass L
Monthly access fee	€9.99	€4.99	€34.99	€5	€15
Data allowance	8GB	250Mb	12GB	250Mb	15GB
Data download rates	4.5G	4.5G		4.5G	
Minute allowance	200	100 towards local and EU numbers	Unlimited towards local and EU numbers	100	200
SMS allowance	200			100	200
Carry forward	Not applicable	Not applicable		Not applicable	
Some other benefits	Switchers to Epic avail from a €4.99 access fee (first 6 purchases)	250Mb more data when in a bundle + switchers to GO upgraded to Smart L	2GB More data when in a bundle + Music WildCard	Not applicable	Free wi-fi via network
Launch date of new tariff	January 2021	March 2021, under Pay as You Go		March 2021, under Pockit Top-Up offer	

Epic – June 2021 change
Unit allowance is doubled in case of 'Mix' plan, when topping up online.

Note: (i) Operators also allow for the possibility of voice / SMS / data add-ons. Also, not all plans feature in this slide. **(ii)** All allowances can be consumed in Malta, EU and the UK. Roaming rates may apply for outside bundle rates. **(iii)** The tariffs highlighted in this slide are available as a top-up to the standard pre-paid plans. **(iv)** Not all plans are being quoted.

One change since last April implemented by Go, with an increase in the minute allowance.

Student and Youth Plans	Epic		GO		Melita	
	Youth Basic	Youth Standard	Play - DIS	Play - Double Dat	Djuno - BigGig M	Djuno- 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	€8.99	€12.99	€8.99	€12.99	€8	€12
Data allowance	5GB	20GB	5GB	20GB	5GB	20GB
Minute allowance	400 to any local number		200 to local, EU and UK numbers + unlimited minutes to 5 numbers with every €10 top-up	300 to local, EU & UK numbers + unlimited minutes to 5 numbers with every 10 top-up	400 to local, EU and UK numbers	
SMS allowance	Unlimited		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		Double the data when part of a Home Pack bundle + music streaming via MusicWildcard		Free access to wi-fi via operator's network	
Eligibility	Under 25 years of age		Up to 27 years old		Under 29 years of age	
Validity per top-up	28 days		30 days		30 days	
Launch date	November 2020		October 2020		November 2020	

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

Epic provides the possibility to its clients to double the data allowance with automatic subscription.

GO - May 2021 change
Improved minute allowance from 200 to 300 minutes.

Melita's voice and SMS allowances were increased last April.

Main changes in this segment resulting from new plans and reductions in access fees.

Business post-paid plans	Epic		GO		Melita	
	Business Essential	Business Premium	Infinity 5	Infinity Unlimited	Business 5G	Business 5G Max
Monthly access fee						
No contract	-	-	€17.70	€29.50	-	-
2-year contract	€35.39	€70.79	€12.70	€19.50	€33.03	€41.29
1-year contract	€40.39	€90.79	-	-	-	-
Data, voice and SMS allowances						
local / EU / UK	10GB	unlimited	5GB	unlimited	unlimited	unlimited
Outside EU / UK	-	3GB	-	-	-	-
Voice & SMS allowance	Unlimited to local / EU / UK numbers + 200 international minutes		Pay-per-use rates		Unlimited from Malta and to EU & UK when roaming in EU & UK	
Other						
Roaming	Allowances available in Malta, EU and UK. Outside bundle 'Pay per use' rates apply once allowance is consumed.		Allowances available in Malta, EU and UK + 50% on non-EU roaming. Outside bundle 'Pay per use' rates apply once allowance is consumed.		unlimited Melita WiFi	
Optional add-ons – voice & SMS	Add-on minutes: 100 minutes / 300 minutes from Malta to international numbers @ €10 per month / €25 per month <u>AND / OR</u> 5GB / 10GB @ €15 / €25 per month respectively		Infinity Voice @ €15 per month: (i) unlimited calls & SMSs to local, EU and UK numbers; (ii) 200 minutes and 200 SMSs to worldwide numbers		50 international call minutes & 50 SMSs to a specified set of countries at an additional €5 per month	
Launch date	November 2020		April 2021		May 2021	

Epic – May/June 2021 change
Reduction in monthly access fees of €7 on average across the board

GO - June 2021 change
50% discount on non-EU roaming introduced.

Melita – May 2021 change
New line-up of plans with improved speeds to 5G. Also access fees between €12 to €18 lower than was the case for previous line-up.
+
Unlimited WiFi vs limited WiFi in previous plans.

Notes: (i) Monthly access fees change depending on the data cap chosen by the client. Apart from the emphasis on mobile data local operators also focus on selling handsets with their plans to end-users. (ii) Not all plans are being recorded in this slide. Focus is on entry-level and high-end plans.

Bundle offerings are today mainstream, with local service providers implementing various strategies to upsell these products.

1. Most popular bundles feature fixed broadband, fixed telephony and pay TV. Not much changed for triple play offerings.
2. Business dual-play product line-up for Melita and GO remains unchanged to that prevailing at the end of April, with main change since then related to Epic's reduction in monthly access fees.

Bundles

Triple-play for households

Melita and GO offer triple play offers that feature TV, with several temporary offers as indicated below.

GO – Mix & Match		
Quoted prices for 24-month contract		
Internet + Fixed telephony line Starting with 'Turbo' plan 100Mbps download speed @ €30	Optional: Add TV screens @ €5 for each AND Add TV passes @ €5.99 for each	Optional: Add Unlimited local calls @ €3.99 AND / OR Unlimited international calls @ €7.99
<u>Offers introduced in 2021</u> <ul style="list-style-type: none"> - Lower monthly access fee for 1Gbps Giga plan (€55 to €39) - Double upload speed for 'Turbo' and 'Super' plans @ €1.99 per month. First 3 months of subscriptions free. - Unlimited calls to local numbers for first three months of subscription. - Addition of third screen for free. - NEW for May to August 2021: Third Free TV pass with the purchase of 2 TV passes. - Easy Buy TV Offer remains applicable to bundles. 		

Melita - Flexi		
Quoted prices for 24-month contract		
Internet Starting with 'Internet Fibre Power' plan with 250Mbps download speed @ €32.99	Incl. 'TV Starter NexTV' Change to 'TV NexTV L HD' @ €5 <u>OR</u> Change to 'TV NexTV XL HD' @ €15	Incl. Telephony fixed line Change to 'Telephony Fixed Unlimited' @ €3 <u>OR</u> change to 'Telephony Fixed and Mobile Unlimited' @ €7
<u>Offers introduced in May to August 2021</u> <ul style="list-style-type: none"> - Reduced fee by €1 for TV NexTV L HD add-on but increase of €4 for TV NexTV XL HD add-on. - Reduced by €1 the 'Telephony Fixed and Mobile Unlimited' add-on. 		
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 channels.		



Bundles Dual-play for households

No changes since April for residential users when it comes to dual play offers.

Entry-level dual-play plans	Epic	GO	Melita
Plan	100Mbps / 15Mbps	Home Pack – ‘Turbo’	Internet Fibre Power 100Mbps
Monthly access fee			
Month-on-month	€24.99 + one-time fee of €49.99	€35	€35
24-month contract	€24.99	€25	€25
Fixed broadband			
Download speed	100Mbps	100Mbps	100Mbps
Upload speed	15Mbps	15Mbps	6Mbps
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 AND/OR 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 with Mobile Pay Monthly Plans	Download / upload speed can increase.	20GB Melita wi-fi

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

GO offers 300Mbps/30Mbps and 1000Mbps/60Mbps.

Epic offers 300Mbps/30Mbps and 1000Mbps/60Mbps and 2000Mbps (latter only in Mosta).

Note: The 100Mbps or more download speeds for GO and Epic are only available in areas served by fiber network infrastructure.



Bundles Dual-play for Businesses

Not much has changed in the dual-play line-up for businesses, although Epic reduced access fees.

Entry-level dual-play plans	Epic	GO		Melita
Plan	100Mbps / 15Mbps	Business Internet	Business Infinity Pack - Small	Business Flexi Duo
Month-on-month access fee	-	€70.00	-	€35
24-month contract access fee	€29.49	€35.00	€41.30	€50
Download speed	100Mbps	35Mbps	100Mbps	250Mbps
Upload speed	15Mbps	5Mbps	15Mbps	15Mbps
Voice allowance	Unlimited local calls to Epic numbers	Unlimited calls to GO fixed numbers	Unlimited calls to all fixed numbers	Unlimited local calls to Melita numbers
Other calls	Calls to local mobile numbers @ €0.23	€0.05c for local fixed calls and €0.19c for local mobile calls.	€0.19c for local mobile calls	Calls to local mobile numbers @ €0.23 per minute
Other	First 6 months free with Business Mobile Pay Monthly Plans	-	Download / upload speed can increase.	10GB Melita wi-fi

Note: The 100Mbps or more download speeds for GO and Epic are only available in areas served by the FTTH network infrastructure.

Melita and GO also offer triple play plans that feature TV to business clients. These were also unchanged.

GO – Business Infinity		
Quoted prices for 24-month contract		
Internet + Fixed telephony line Starting with 'Medium' plan 500Mbps download speed @ €59	Incl. TV + Sports 1 Gold TV + a GO Sports Stream Add GO Stars stream @ €2 for each stream	Incl. unlimited local fixed calls Optional: Add local mobile calls @ €8.50
<u>Notes on new offers / upgrades in 2021</u> <ul style="list-style-type: none"> - Lower monthly access fee for 1Gbps plan (€177 to €147.5). - Other internet speeds: 1Gbps/100Mbps; 1Gbps/500Mbps. - Note: Plan is only available in fibre areas and subject to a 2-year contract term agreement. 		

Melita – Business Flexi		
Quoted prices for 24-month contract		
Internet Starting with 'Business Internet 250x15Mbps' plan with 250Mbps download speed @ €32.99	Incl. 'TV Starter NexTV' Optional: Change to 'TV NexTV L HD' @ €5 <u>OR</u> Change to 'TV NexTV XL HD' @ €15	Incl. Telephony fixed line 'Melita Fixed and Mobile' Optional: change to 'Fixed and Mobile Unlimited' @ €10
<u>Note on new offers / upgrades in 2021</u> <ul style="list-style-type: none"> - Other internet speeds: 500Mbps/20Mbps; 1Gbps/500Mbps. - Product line-up and pricing has not changed significantly over the past 12 months. Some changes were however implemented in the TV element when it comes to optional add-ons. - Note: plan is subject to a 2-year contract term agreement. 		

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.

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

Fixed broadband and bundles

- Most plans are offered in a bundle, with just a few proper stand-alone plans. In this area, no changes were recorded.
- In May, GO offered a €15 one-off discount on the first bill paid by clients subscribing to a new twenty-four-month term agreement on Home Pack with Internet and TV; Home Pack with Internet; and Plug'n'GO Internet.
- Epic reduced monthly access fees for Plug & Play plans for both residential and business users. Introduced option to purchase plan without fixed telephony.

Pay TV

- GO is in the process of switching off the Digital Terrestrial TV (DTTV) service.
- GO notified it will be switching off the Bronze DTTV service (both on standalone and as part of a bundled service) and will be migrating impacted customers to Silver DTTV service, if they do not take any action during the 30 day notice period. Customers were also offered the option to migrate the Interactive TV during the notice period or to terminate the service.
- GO launched The 'Free Movies & Series TV Pass Offer' to those aged 60 years or over. The offer is available to both new and existing clients, with the latter's eligibility subject to the signing of a new 2-year agreement.

Mobile telephony

- In May, GO offered a €15 one-off discount on the first bill paid by clients subscribing to a new twenty-four-month term agreement on Freedom Mobile Plans.



Malta Communications Authority
Valletta Waterfront, Pinto Wharf,
Floriana, FRN 1913, Malta

T + 356 2133 6840
F + 356 2133 6846

E info@mca.org.mt
W www.mca.org.mt