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## "Lycamobile World" Launches On-Net Service in the UK

Date: October 18, 2010 | No Comments

(Prices in GBP £ and Euros €)

Lycamobile has enabled its customers to call across Europe for half a penny. The MVNO has launched its international on-net service, "Lycamobile World", which it said will lower European costs for 6M customers in each of its eight markets, to around £0.005/minute. Subscribers will pay a one time connection fee allowing them 30 minutes of talk-time with no per minute charge. Calls over that allowance will be charged at the local standard per minute rate. For example, a UK Lycamobile customer will pay a one time connection fee of £0.15 for 30 minutes of talk-time, which effectively works out to a half pence per minute. A customer in Belgium paying a one off connection fee of €0.19 for the same talk-time will effectively be charged at a rate of €0.006 per minute. The MVNO is claiming that by opening up its network it has effectively driven the cost of an international mobile call down to less than a national rate call. Chief executive Milind Kangle said: "Consistent with our vision of being the provider of choice for international communications, we will continue to invest in people, process and technology to deliver more valuable products and services to our customers."

### Tarifica's Take:

Lycamobile has a presence in the UK, Belgium, Netherlands, Switzerland, Italy, Sweden, Norway and Denmark, with a goal to expand its global footprint to three more markets by the end of the year. This promotion is similar to those offered by large operators, such as Vodafone with their "Vodafone Passport" promotion for on-net calls. However, this is the first time that a large MVNO in Europe has taken such a step. Inexpensive international calls offered under on-net tariffs are often used by carriers with a global footprint to offer lower tariffs, but if MVNOs are able to successfully use this strategy, this could provide incentives to local carriers to progressively expand into neighboring countries using MVNOs, in order to be able to match these promotions.

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