

# Fixed Line Telecoms Providers - UK - January 2012

Report Price: £1750 / \$2837 / €1995

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.



"Increasingly, providers such as Virgin and Sky have been offering up triple-play and quad-play bundles featuring television, broadband internet, mobile phone contracts and fixed line contracts. For providers who do not offer similar packages, reminding consumers of the qualitative benefits a fixed line service can provide – such as closer contact with family and friends, or redundancy from a lost mobile signal – is key in order to ensure that the relevancy of the service is maintained in consumer consciousness, rather than devalued by persistent under-promotion when compared against better-publicised deals."

– Samuel Gee, Technology Analyst

## In this report we answer the key questions:

- Is BT's 21st century network key to reinvigorating consumer interest?
- Is discounting line rental a successful long-term move?
- How can fixed networks partner with mobile carriers?
- Does the increasing bundling of FLT risk trivialising the service?

### Definition

Unless explicitly stated otherwise, the 'fixed line telecoms market' includes revenue both from calls made on fixed line connections (sometimes referred to as landlines), and revenue from line rental charged for those connections. A 'fixed line' is a telephone service supplied to a house or building and then connected to a phone through a wire, rather than a mobile connection.

Broadband services are provided at times through a fixed line connection, and although broadband offerings are discussed within the scope of this report in the context of bundled fixed line and broadband offers, revenue from broadband sales is not included in the fixed line telecoms market analysis.

Unless otherwise stated at the time, all data sourced to Ofcom/Mintel, Ofcom/Operators/Mintel or Ofcom in this report have been sourced from the Ofcom Communications Market 2011 report.

The phrases 'internet telephony service' and 'voice over internet protocol' (VoIP) are used interchangeably in this report. Both refer to the supply of a voice- or voice- and video-based telecommunication service provided over a broadband connection (eg Skype).

## Your business guide towards growth and profitability

A Mintel report is your one, best resource for information and analysis on consumer markets and categories.

### Each report contains:

- Primary consumer research
- Market size and five year forecast
- Market share and segmentation
- Brand and communications analysis
- Product and service innovation

To see what we cover in this report click on the report's "contents" section.

If you have any questions or require further information, send an email to [oxygen@mintel.com](mailto:oxygen@mintel.com) or call one of our regional offices:

**EMEA:** +44 (0)20 7778 7151  
**Americas:** +1 (312) 932 0600  
**APAC:** +61 (0)2 8284 8100