## ANNEX <br> Numerical examples that demonstrate how price increases can occur simultaneously with a reduction of unit revenue



Numerical example 2: Change of provider or package downgrade

|  | Period 0 | Period 1 | Var (\%) |
| :---: | :---: | :---: | :---: |
| Monthly charge/price |  |  |  |
| . Initial basic package | 40 | 41.2 | 3.0\% |
| Basic package that is cheapest / of alternative provider | 30 | 30.9 | 3.0\% |
| Unit consumption / Quantity consumed |  |  |  |
| Basic package | 1 | 0 |  |
| Basic package that is cheapest / of alternative provider | 0 | 1 |  |
| Unit revenue or average bill | 40 | 30.9 | -22.8\% |

Numerical example 3: Upgrade from 3P + mobile to 4P

|  | Period 0 | Period 1 | Var (\%) |
| :---: | :---: | :---: | :---: |
| Monthly charge/price |  |  |  |
| . 3P package | 40 | 41.2 | 3.0\% |
| . Mobile telephone service | 15 | 15.45 | 3.0\% |
| . 4P package | 50 | 51.5 | 3.0\% |
| Quantity consumed/ unit consumption |  |  |  |
| . 3P package | 1 | 0 |  |
| . Mobile telephone service | 1 | 0 |  |
| . 4P package | 0 | 1 |  |
| Bill / unit revenue | 55 | 51.5 | -6.4\% |

Numerical example 4: Billed value divided by the number of services of the package ( $€ /$ RGU) upgrade from 2 P to 3 P

|  | Period 0 | Period 1 | Var (\%) |
| :---: | :---: | :---: | :---: |
| Monthly charge/price |  |  |  |
| . 2P package | 30 | 30.9 | 3.0\% |
| . 3P package | 40 | 41.2 | 3.0\% |
| Unit consumption / Quantity consumed |  |  |  |
| . 2P package | 1 | 0 |  |
| . 3P package | 0 | 1 |  |
| RGU |  |  |  |
| . 2P package | 2 | - |  |
| . 3P package | - | 3 |  |
| €/RGU (revenue generating unit) | 15 | 13.73 | -8.4\% |

