ANNEX

Numerical examples that demonstrate how price increases can occur simultaneously with a reduction of unit revenue

Numerical example 1: Reduction of extra consumption (e.g. no longer acquiring a premium channel)

	Period 0	Period 1	Var (%)
Monthly charge/price			
. Basic package	40	41.2	<mark>3.0%</mark>
. Extra consumption (e.g. premium channel)	5	5.15	<mark>3.0%</mark>
Unit consumption / Quantity consumed			
. Basic package	1	1	
. Extra consumption (e.g. premium channel)	1	0	
Unit revenue or average bill	45	41.2	<mark>-8.4%</mark>

Numerical example 2: Change of provider or package downgrade

	Period 0	Period 1	Var (%)
Monthly charge/price			
. Initial basic package	40	41.2	<mark>3.0%</mark>
. Basic package that is cheapest / of alternative provider	30	30.9	<mark>3.0%</mark>
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	<mark>-22.8%</mark>

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

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

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

	Period 0	Period 1	Var (%)
Monthly charge/price			
. 2P package	30	30.9	<mark>3.0%</mark>
. 3P package	40	41.2	<mark>3.0%</mark>
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	<mark>-8.4%</mark>