



ESWATINI COMMUNICATIONS COMMISSION

TARIFF ANALYSIS - MOBILE

1 OCTOBER 2018 - 31 MARCH 2019

PREPARED BY
ECONOMIC REGULATION

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GLOSSARY

TERMS	DEFINITIONS
In-bundle rate	Manx Telecom refers to this as a package in which a subscriber is offered allocated capacity at a lower price; anything used within this package is charged at in-bundle rates.
On-Net Tariff	Manx telecom defines this as the price per minute of a call from a mobile cellular prepaid telephone to a mobile cellular subscriber of the same network.
Out-of-Bundle-Rate	The ESSUC (2018) defines this rate as the price that an end user is charged upon depletion of the allocated bundle.
Off-Net Tariff	According to Manx Telecom, this is the price per minute of a call from a mobile cellular prepaid telephone to a mobile cellular subscriber of another (competing) network.
Prepaid Plan	The ITU (2010), defines this as a mobile cellular service in which a subscriber pays in advance for the allocation of voice minutes, SMS and data in fixed amounts.
Post Paid Plan	The ESSUC (2018) defines this as a service in which an end-user pays monthly subscription and usage charges at the end of each month for the allocation of voice minutes, SMS and data services.

EXECUTIVE SUMMARY

The Eswatini Communications Commission is an electronic and postal communications regulatory body established in terms of the Swaziland Communications Commission Act No. 10 of 2013. Amongst its general functions, the Commission is mandated to ensure that all communications services are provided in a manner that will best promote economic and social development. Section 7 (v) of the Act stipulates that the Commission shall establish a pricing system to protect end users from excessive price increase and to avoid unfair price competition. This ensures retail tariff transparency, which encourages competition whilst minimising pricing and product information asymmetries in the sector.

The tariff analysis report aims to ensure an awareness of the various retail tariffs available to the consumer, to enable them to make informed choices, in terms of tariff plan preferences and/or preferred service providers based on their different offerings.

Table 1 below depicts the types of notifications received during the period under review i.e. 1 October 2018 to 31 March 2019.

Table 1: Number of Products and Services Approved – 1 October 2018 to 31 March 2019

Mobile Operator	Price Changes on Existing Products	New Products and Services	Product Modifications	Promotions	Grand Total
Eswatini Mobile	3	9	2	5	19
MTN Eswatini	1	5	1	3	10
Grand Total	4	14	3	8	29

Source: ESCCOM Database

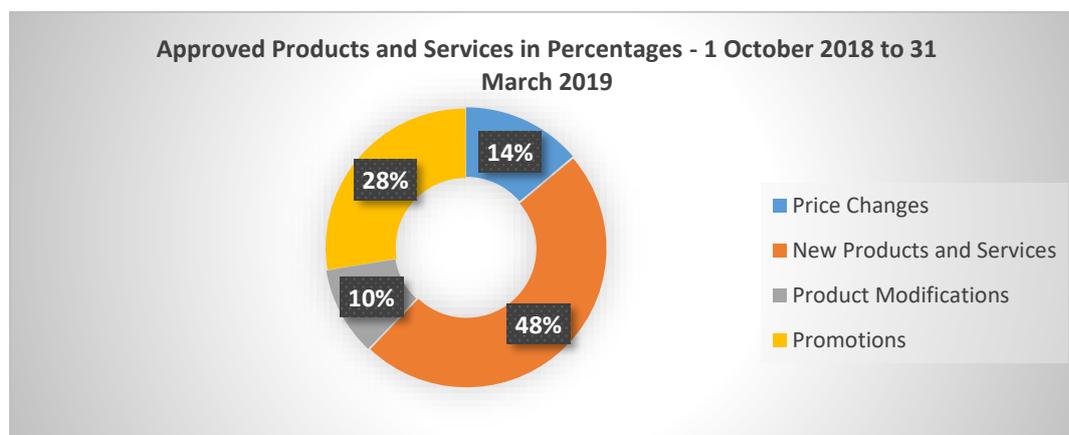
The Commission considered and approved a total of 29 applications for Products and Services during the period under review.

New Products and Services account for 48% of the total Notifications approved by the Commission. This is indicative of an increase in the level of innovation from both operators where the drive is to avail an array of differentiated products and services. The New Products and Services introduced range from data bundles (for high data users) and voice bundles which were not available in the market.

Promotions accounted for 28% of the total notifications approved during this period, and were intended to stimulate customer activity on the networks.

Figure 1 below depicts the Overall Notifications approved by the Commission in percentage format.

Figure 1: Products and Services Approved in Percentages – 1 October 2018 to 31 March 2019



Source: ESCCOM Database

During this period, none of the operators applied for changes to standard voice tariffs. However, there was an increase in International Call Rates. This was necessitated by an increase in transit rates, imposed by international transit centres. Eswatini Mobile further increased International Voice Bundles and Roaming Rates. MTN Eswatini revised the tariffs for their Global Multiprotocol Label Switching offering. Price Changes and Product Modification accounted for 14% and 10% respectively.

1. INTRODUCTION

In terms of Section 10 of the Electronic Communications Act of 2013, Individual licensees are required to file notification of tariffs and promotions for consideration and approval by the Commission. The purpose of the report is to highlight the different tariff plans introduced during the period 1 October 2018 to 31 March 2019.

The report seeks to ensure retail price transparency. This is to enable customers to make informed choices, in terms of tariff plan preferences and/or preferred service providers based on their different offerings.

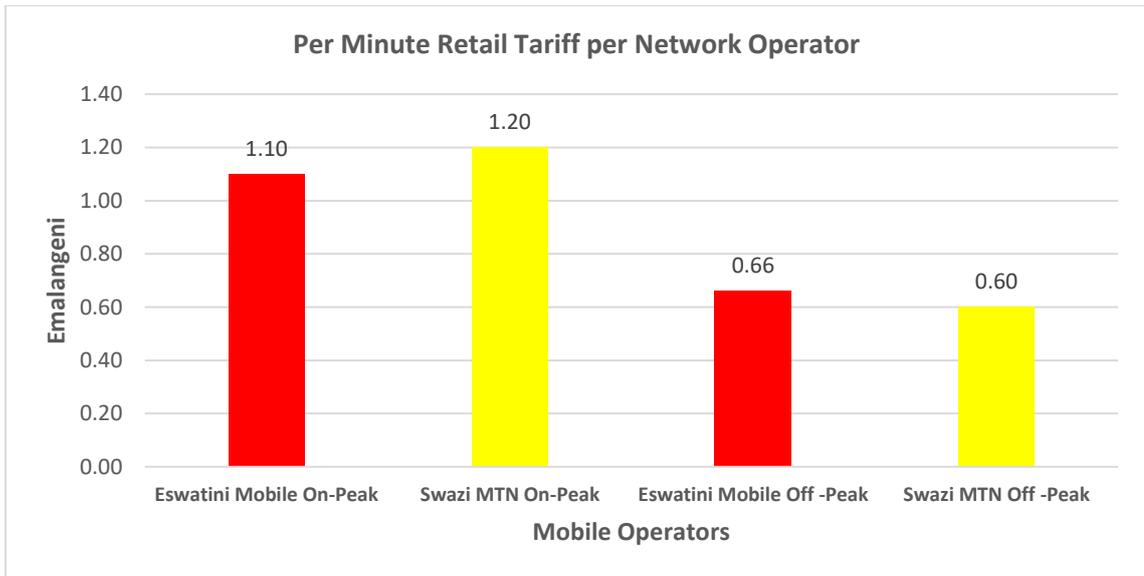
2. ANALYSIS OF STANDARD PREPAID VOICE TARIFFS

For the period 01 October 2018 and 31 March 2019 there was no change in standard voice tariffs.

2.1 Standard Voice Tariff Plan

All standard voice tariffs are charged on a per second billing structure, thus subscribers only pay for the call duration. Figure 2 shows a comparison of the cheapest per minute tariff plan for Eswatini Mobile and MTN Eswatini. Eswatini Mobile has a lower tariff plan during peak hours at E1.10 per minute, where MTN Eswatini charges E1.20. For off-peak hours MTN Eswatini has a lower tariff plan at E0.60 per minute where Eswatini Mobile charges E0.66.

Figure 2: Per Minute Retail Tariff Per Network Operator



Source: Mobile Operators Website

Table 2 below depicts a scenario of how much a subscriber pays based on the network used and the call duration. An Eswatini Mobile subscriber who makes a 2 minutes' call, is charged E2.20, where MTN Eswatini charges E2.40 for the same call duration.

Table 2: The Price of a Call Over Time per Second Billing

	ESWATINI MOBILE	MTN ESWATINI
TARIFF PLAN	STANDARD	STANDARD
PER MINUTE RATE	E1.10	E1.20
LENGTH OF A CALL (MINUTES)	ESWATINI MOBILE	MTN ESWATINI
Half a minute	E0.55	E0.60
One minute	E1.10	E1.20
One and a half minute	E1.65	E1.80
Two minutes	E2.20	E2.40
Two and half minutes	E2.75	E3.00
Three minutes	E3.30	E3.60
Three and half minutes	E3.85	E4.20
Four Minutes	E4.40	E4.80
Four and half minutes	E4.95	E5.40
Five minutes	E5.50	E6.00

Source: ESCCOM Database

3. PRICE CHANGES ON EXISTING PRODUCTS

3.1 Eswatini Mobile

3.1.1 International Voice Tariffs

For the period under review, Eswatini Mobile submitted revised International Voice Tariffs for approval. The revised International Voice Tariffs were necessitated by an increase in transit rates, imposed by international transit centres. The increase in the International Interconnect Rates were passed on to the customers through an adjustment in the current calling tariffs. Table 3 below depicts the old International Voice Tariffs and the New International Voice Tariffs.

Table 3: Eswatini Mobile International Voice Tariffs

	Eswatini Mobile	
	Old Tariffs (E/min)	New Tariffs (E/min)
RSA - FIXED	E3.00	E3.50
RSA - MOBILE	E3.00	E3.50
Mozambique - Mobile	E4.35	E4.35
Mozambique - Fixed	E4.35	E4.35
SADC Region	E4.35	E6.90
Zambia	E4.35	E6.90
Zimbabwe	E4.35	E6.90
Africa	E4.35	E4.35
Somalia	E4.35	E8.00
Mauritania	E4.35	E8.00
Europe	E3.00	E3.00
Monaco	E3.00	E7.00
USA	E3.00	E4.20
Latin America	E3.00	E4.20
Asia	E3.70	E3.70
Caribbean Islands	E3.00	E4.20
Cuba	E15.00	E10.00
Maldives	E3.70	E12.50

Source: ESCCOM Database

3.1.2 International Voice Bundles

Due to the increase in the International Interconnect Rates, Eswatini Mobile reviewed its International Voice Bundles. Table 4 below depicts

the revised International Voice Bundles approved during the period under review. Table 4 further shows the Old Subscription and the New Subscription. For the International Voice Bundles when a customer makes an International call, the International Voice Bundle will take priority over all voice bundles i.e. the International Voice Bundles will be depleted first when an International call is made.

Table 4: Eswatini Mobile International Voice Bundles

Voice Bundle	Old Subscription	New Subscription
15 Minutes	E40.00	E50.00
30 Minutes	E75.00	E95.00
45 Minutes	E105.00	E140.00
60 Minutes	E135.00	E180.00

Source: ESCCOM Database

3.1.3 International Roaming Tariffs

Eswatini Mobile got approval for the Vodafone Group International Roaming tariffs. The agreement between Eswatini Mobile and Vodafone Group enables Eswatini Mobile customers to be charged one rate for Mobile originating calls, SMS and Data tariff for all the countries in which Vodafone has operations. Table 5 below depicts the new rates.

Table 5: Eswatini Mobile - Vodafone Group International Roaming Tariffs

Roaming Approach	Roaming Network Name	Call to other country
Bilateral Roaming (Voice)	Vodafone	E3.99
Bilateral Roaming (SMS)	Vodafone	E0.80
Bilateral Roaming (Data)	Vodafone	E2.50

Source: ESCCOM Database

3.2 MTN Eswatini

3.2.1 Global Multiprotocol Label Switching

MTN Eswatini revised the pricing for the Global Multiprotocol Label Switching (GMPLS) tariffs. The GMPLS is a technology that provides enhancements to Multiprotocol Label Switching (MPLS) to support network switching for time, wavelength, and space switching as well as for packet switching. In particular, GMPLS will provide support for photonic networking, also known as optical communications. Table 6 below depicts the GMPLS tariffs with bandwidth ranging from 1Mbps to 10Mbps.

Table 6: MTN Eswatini GMPLS Pricing

Bandwidth	12 Months	24 Months	36 Months
1Mbps	12,538.25	12,024.07	11,509.89
2Mbps	21,679.41	20,773.82	19,909.27
3Mbps	30,639.60	29,353.50	28,128.97
4Mbps	39,601.89	37,935.19	36,350.60
5Mbps	48,459.45	46,412.24	44,467.67
6Mbps	57,503.26	55,189.96	52,753.50
7Mbps	66,649.70	63,823.99	61,141.96
8Mbps	75,631.93	72,581.17	69,366.21
9Mbps	84,757.84	81,153.62	77,734.15
10Mbps	93,883.75	89,890.29	86,102.08

Source: ESCCOM Database

3.2.2 International Voice Tariffs

Similar to Eswatini Mobile, MTN Eswatini revised its International Voice Tariffs. The increase in the International Interconnect Rates were passed on to the customers through an adjustment in the current calling tariffs. Table 7 below depicts the old International Voice Tariffs and the New International Voice Tariffs.

Table 7: MTN Eswatini International Voice Tariffs

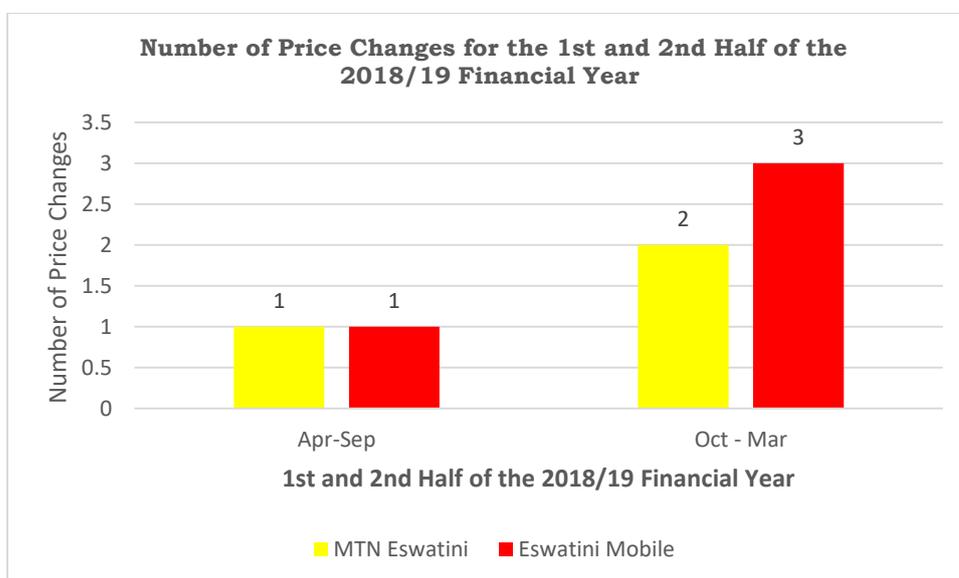
	MTN Eswatini	
	Old Tariffs (E/min)	New Tariffs (E/min)
Zambia	E5.10	E7.00
Zimbabwe	E5.10	E7.00
Africa	E5.10	E7.00
Somalia	E5.10	E7.20
Cuba	E6.20	E9.00
Maldives	E6.20	E12.50
Slovenia APK	E6.20	E7.00

Source: ESCCOM Database

3.3 Number of Price changes effected during the 2018/19 Financial Year

Figure 3 below depicts a comparison of the number of price changes effected during the first and second half of the 2018/19 Financial Year. The price changes effected during the first half of the financial year were those done after the Wholesale rate reduction. During this period both Operators reduced data prices for pre-paid customers by increasing the volume and keeping the price constant, where they maintained the volume they dropped the price. During the second half of the year, the price changes were predominantly relating to voice. Both Operators revised their international calling rates upwards due to the increase in International Interconnect Rates.

Figure 3: Number of Price Changes effected during the 2018/19 Financial Year



Source: ESCCOM Database

4. NEW PRODUCTS AND SERVICES

4.1 Eswatini Mobile

4.1.1 Post-paid Out of Bundle Tariffs

Eswatini Mobile introduced a Post-paid Out of Bundle Tariff Product. The Post-paid Out of Bundle offering is for the Max Value Plans which are Max Value 1,2 and 3. The tariffs are only applicable to out of bundle rates i.e. when the customer has depleted the allocated voice off-net minutes and data, the out of bundle tariffs will come into effect. Table 8 below depicts the Post-paid Out of Bundle Tariffs.

Table 8: Eswatini Mobile Post-paid Out of Bundle Tariffs

Out of Bundle Rate	Old Tariff	New Tariff
Voice - Peak	E1.10 per minute	E0.66 per minute
Voice - Off Peak	E0.66 per minute	E0.66 per minute
Data	E0.80 per MB	E0.10 per MB

Source: ESCCOM Database

4.1.2 Max Talk 5 Package

Eswatini Mobile introduced a new product titled Max Talk 5 Package. The package costs E5.00 and offers unlimited on-net calls, 5 minutes off-net calls and 5 local SMSs valid till midnight of the day of activation.

4.1.3 No Frills Contract

Eswatini Mobile got approval to add another package under the No Frills Offering titled No Frills 4 Contract. The offering costs E295.00. Table 9 below depicts the features of the No Frills 4 Contract.

Table 9: Eswatini Mobile No Frills Contract 4

	No Frills Contract 4
Data	4GB
On-Net Minutes	Unlimited
Off-Net Minutes	200
Local SMS	200

Source: ESCCOM Database

4.1.4 SIM Only Package

Eswatini Mobile introduced a SIM only Contract and Prepaid Data product. Both products were aimed at customers with tablets and smart devices who are heavy data users. For customers to continue enjoying the services of this product, a notification will be sent to the customer to recharge their account with the required amount in order to pay their subscription into the next cycle. If the customer does not pay, the normal credit control process of suspension will come into effect thus the customer will not enjoy the services into the next cycle. Table 10 below depicts the features of the SIM only Contract and the Prepaid Data product.

Table 10: Eswatini Mobile Contract and Prepaid Data SIM Only

	CONTRACT DATA SIM ONLY		PREPAID DATA ONLY
Package	DATA ONLY 1	DATA ONLY 2	DATA ONLY
Anytime Data	10GB	20GB	100GB
Night Owl Data	10GB	20GB	100GB
Price	E195.00	E295.00	E1,995.00
Payment Cycle	Monthly	Monthly	Once-off, annually
Contract Duration	12 Months	12 Months	

Source: ESCCOM Database

4.1.5 WhatsApp Bundle

Eswatini Mobile introduced an Unlimited WhatsApp Bundle. The bundle is segmented into 3 categories as follows:

- (a) Daily WhatsApp Bundle which expires at midnight;
- (b) Weekly WhatsApp Bundle which expires on the midnight of the 7th day from date of purchase; and
- (c) Monthly WhatsApp Bundle which expires on the midnight of day 30 from the date of purchase.

The WhatsApp Bundle is available to all Prepaid customers provided their devices support the WhatsApp application. The download of the WhatsApp application and its updates are not part of the Unlimited WhatsApp Bundle.

Browsing of links to websites, pictures or videos outside the WhatsApp application will be charged out of bundle. Table 11 depicts the features of the Unlimited WhatsApp Bundle.

Table 11: Unlimited WhatsApp Bundle

Validity	Price	Fair Usage Allowance	After Throttle
Daily(expires at midnight)	E5.00	100MB	256kbps
Weekly	E20.00	500MB	256Kbps
Monthly	E60.00	2GB	256kbps

Source: ESCCOM Database

4.1.6 Max Value Plus

Eswatini Mobile introduced a Max Value Plus Package. The package was designed based on the current Max Value 3 product and its purely designed for heavy data users. The difference is that the Max Value Plus has unlimited data which throttles at 80GB. Table 12 below depicts the features of the Max Value Plus.

Table 12: Eswatini Mobile Max Value Plus Package

Max Value Plus		
Validity	Voice	Data
Monthly E1,495.00	Unlimited Minutes On-Net & 400 Minutes Off-Net	Unlimited Anytime Data Throttle @ 80GB

Source: ESCCOM Database

4.1.7 Home Fixed Wireless Package

Eswatini Mobile introduced a Home Fixed Wireless 4 Package which was designed based on the current Home Fixed 2 Package. The Home Fixed 2 costs E595.00 and offers unlimited data with speeds throttling at 40GB. The New Home Fixed Wireless 4 Package costs E995.00 and has unlimited data with speeds throttling at 80GB. Table 13 below depicts the features of the Home Fixed Wireless 4 Package.

Table 13: Eswatini Mobile Home Fixed Wireless 4

Home Fixed Wireless 4		
Validity	Voice	Data
Monthly @ E995.00	N/A	80GB Anytime Data

Source: ESCCOM Database

4.1.8 Second Home Fixed Wireless Package

Eswatini Mobile introduced a Home Fixed Wireless 5 Package which was designed based on the current Home Fixed 3 Package. The Home Fixed 3 Package costs E795.00 and offers unlimited data with speeds throttling at 40GB. The New Home Fixed Wireless 5 Package costs E1,495.00 and offers unlimited data with speeds throttling at 120GB. Table 14 below depicts the features of the Home Fixed Wireless 5 Package.

Table 14: Eswatini Mobile Home Fixed Wireless 5 Package

Home Fixed Wireless 5 Package		
Validity	Voice	Data
Monthly @ E1,495.00	Unlimited Minutes On-Net & 300 Minutes Off-Net	Unlimited Anytime Data Throttle @ 120GB

Source: ESCCOM Database

4.1.9 International Voice Bundles

Eswatini Mobile introduced International Voice Bundles valid for 30 days. These bundles are designed for customers who would like to make international calls. International Voice Bundle will take priority over all voice bundles when an International call is made. Table 15 below depicts the features of the of the International Voice Bundles.

Table 15: Eswatini Mobile International Voice Bundles

Voice Bundle	Monthly Subscription
15 Minutes	E50.00
30 Minutes	E95.00
45 Minutes	E140.00
60 Minutes	E180.00

Source: ESCCOM Database

4.2 MTN Eswatini

4.2.1 Uncapped Night Bundle

MTN Eswatini introduced an Uncapped Night Bundle valid for 5 hours at E40.00. The Night Bundle entitles the customer to uncapped data volume at throttled speeds of 2Mbps.

4.2.2 Weekly Voice Bundles

MTN Eswatini introduced a Weekly Voice Bundle on top of the existing hourly, daily and monthly voice bundles. Table 16 below depicts the features of the weekly bundle.

Table 16: MTN Eswatini Weekly Voice Bundles

MTN Eswatini Weekly Voice Bundle			
Bundle	Price	Minutes	Validity
Weekly	E15.00	90	7 days
Weekly	E20.00	130	7 days
Weekly	E25.00	180	7 days

Source: ESCCOM Database

4.2.3 Fixed Data Bundles

MTN Eswatini introduced a New Fixed Data Bundle which come with streaming service, Netflix. Table 17 below depicts the features of the New Fixed Data Bundle Product. With the last two bands, a customer has an option to purchase a smart TV and the charge will be added to the total subscription and spread over the contract period.

Table 17: MTN Eswatini New Fixed Data Bundles Product

Offer	Data (GB)	Netflix	Price
Fixed Data Only 40GB	40GB	N/A	E750.00
Fixed Data Only 60GB	60GB	N/A	E1,040.00
Fixed Data Only 80GB	80GB	N/A	E1,350.00
Fixed Data Only 100GB	100GB	N/A	E1,630.00
Fixed Data + Netflix 20GB	20GB	Basic	E615.00
Fixed Data + Netflix 40GB	40GB	Basic	E900.00
Fixed Data + Netflix 60GB	60GB	Standard	E1,230.00
Fixed Data + Netflix 80GB	80GB	Premium	E1,580.00

Source: ESCCOM Database

4.2.4 Fixed Data Top-Up Bundle

MTN Eswatini introduced Fixed Data Top-Up Bundles. The top-up bundles were introduced to cater for customers who desire to purchase smaller bundles of data after the first main bundle has been depleted. Table 18 depicts the Fixed Data Top-Up offer.

Table 18: MTN Eswatini Fixed Data Top-Up

Offer Description	Data (GB)	Price
Fixed Data Only 5GB	5GB	E150.00
Fixed Data Only 10GB	10GB	E300.00

Source: ESCCOM Database

4.2.5 Fixed Voice Bundles

MTN Eswatini introduced a Fixed Voice Bundle to accommodate customers who desire high volume voice bundles. Table 19 below depicts the Fixed Voice Bundle.

Table 19: MTN Eswatini Fixed Voice Bundles

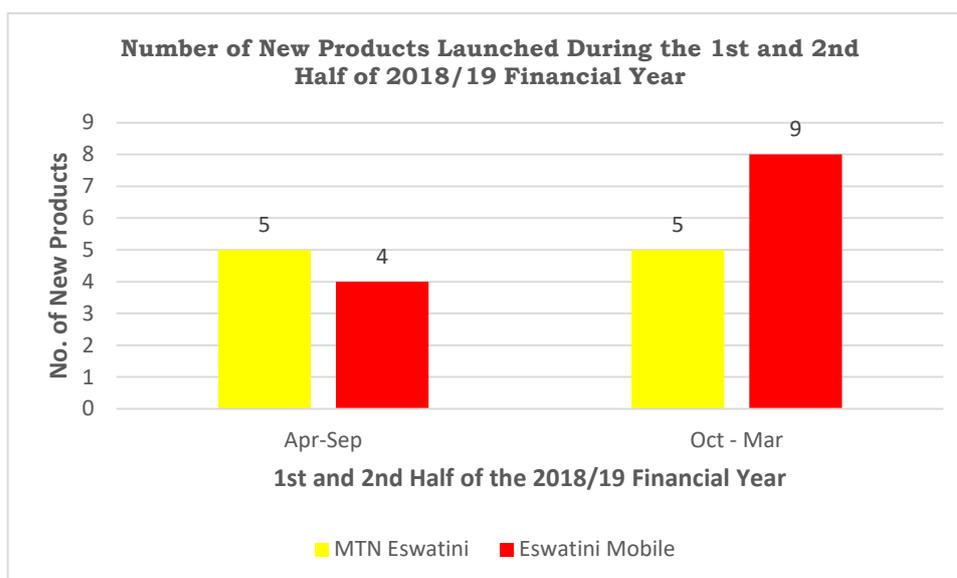
Offer Description	Volume (Minutes)	Price
Fixed Voice Only 500 Minutes	500	E80.00
Fixed Voice Only 10,000 Minutes	10,000	E900.00
Fixed Voice Only 20,000 Minutes	20,000	E1,600.00
Fixed Voice Only 30,000 Minutes	30,000	E2,100.00

Source: ESCCOM Database

4.3 Number of New Products Launched during the 2018/19 Financial Year

Figure 4 below depicts a comparison of the number of new products launched during the first and second half of the 2018/19 Financial Year. Eswatini Mobile launched a total of 13 new products, the products were predominantly bundled products which extended more data to customers. MTN Eswatini launched a total of 10 new products. Similarly, the launched products were predominantly data related products.

Figure 4: Number of New Products Launched during the 2018/19 Financial Year



Source: ESCCOM Database

5. PRODUCT MODIFICATIONS

5.1 Eswatini Mobile

5.1.1 No Frills 50

Eswatini Mobile provided an upgrade to their No Frills 50 Contract. Initially the No Frills 50 Hybrid Contract offered 250 minutes on-net, 50 minutes off-net and 50 local SMSs. Eswatini Mobile modified the offering by adding data as part of the package. In addition to including data as part of the package, customers will now be required to pay on expiry of their package as opposed to cumulative payments throughout the month which add up to E50.00. Table 20 below depicts the modified No Frills E50.00 Contract.

Table 20: Eswatini Mobile No Frills 50 Contract

	Old No Frills 50 Contract	New No Frills 50 Contract
Data	N/A	100MB
On-Net Minutes	250	250
Off-Net Minutes	50	50
Local SMS	50	50

Source: ESCCOM Database

5.1.2 No Frills Contract Packages

Eswatini Mobile modified all the No Frills Contract Packages by doubling the data previously offered. For the No Frills E295.00 contract the off-net minutes were reduced from 200 to 150. Table 21 and Table 22 depict the No Frills Packages before and after the modifications respectively.

Table 21: Eswatini Mobile No Frills Package Before Modifications

	No Frills 50	No Frills 100	No Frills 195	No Frills 295
Anytime Data	100MB	256MB	1GB	4GB
Off-net Minutes	50	60	120	200
On-net Minutes	250	300	600	Unlimited
Local SMS	50	60	120	150
Subscription	E50.00	E100.00	E195.00	E295.00

Source: ESCCOM Database

Table 22: Eswatini Mobile No Frills Package After Modifications

	No Frills 50	No Frills 100	No Frills 195	No Frills 295
Anytime Data	200MB	512MB	2GB	8GB
Off-net Minutes	50	60	120	150
On-net Minutes	250	300	600	Unlimited
Local SMS	50	60	120	150
Subscription	E50.00	E100.00	E195.00	E295.00

Source: ESCCOM Database

5.2 MTN Eswatini

5.2.1 MTN Pulse

MTN Eswatini made modifications to the MTN Pulse Product by adding 100MB free data valid for 7 days. The 100MB free data will only be used for Twitter. Customers outside the MTN Pulse bundles will not be eligible for the 100MB free Twitter. Table 23 below depicts the modified MTN Pulse.

Table 23: MTN Eswatini Modified Pulse Bundle

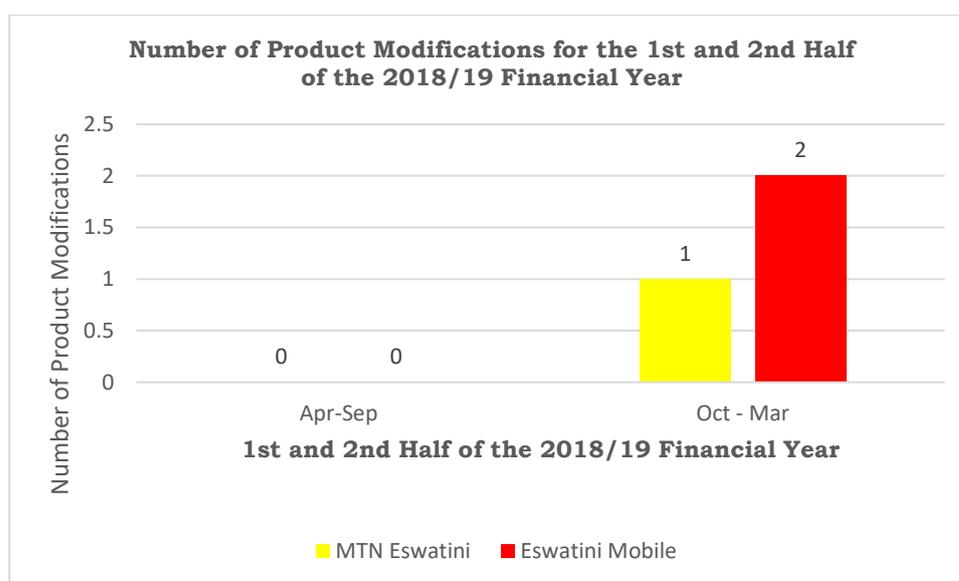
MTN Pulse Twitter							
Price	On Net Minutes	Anytime Data	SMS	Night Bundle	Validity	Free Twitter	Validity
E5.00	5	15MB	5	0MB	Daily	100MB	7 days
E10.00	10	60MB	10	20MB	Daily	100MB	7 days
E30.00	30	250MB	15	80MB	Weekly	100MB	7 days
E50.00	50	500MB	15	130MB	Monthly	100MB	7 days

Source: ESCCOM Database

5.3 Number of Product Modifications Effected During the 2018/19 Financial Year

Figure 5 below depicts a comparison of the number of Product Modifications done during the first and second half the 2018/19 Financial Year. Product modifications were only done during the last half of the financial year.

Figure 5: Number of Product Modifications Effected During the 2018/19 Financial Year



Source: ESCCOM Database

6. PROMOTIONS

6.1 Eswatini Mobile

6.1.1 Prepaid Promotions

Eswatini Mobile Introduced prepaid promotions valid for 90 Days. The approved promotions were in two forms as follows:

- (a) Promotion 1 – A prepaid customer would recharge their account with a minimum of E20.00 air time and receive 1GB of data valid till mid-night; and
- (b) Promotion 3 – A pre-paid customer would re-charge their account with E25.00 cumulatively in a day and receive 500MB of data valid till midnight the same day.

6.1.2 Connections Promotion

Eswatini Mobile launched a Connections promotion for new Eswatini Mobile prepaid customers. Customers who recharged with E10.00 or more would receive 512MB anytime data and 512MB night owl data valid till midnight the same day.

6.1.3 Recharge Promotion

Eswatini Mobile launched a Recharge promotion for existing prepaid customers. A customer who recharged with E10.00 or more would receive 512MB anytime data and 512MB night owl data valid till midnight the same day.

6.1.4 Usage Promotion

Eswatini Mobile launched a Usage promotion for prepaid customers. A Customer who used airtime to the value of E150.00 or purchased data bundles to the value of E150.00 or more cumulatively within a 30-day period would get 1GB anytime data valid for 72hours.

6.1.5 Targeted RGS30 Promotion

Eswatini Mobile launched a Targeted RGS30 promotion for prepaid customers which have not been active on the Eswatini Mobile network for 30 days or more. Customers who recharged their accounts received free offers which ranged from free data, free voice and or free SMSs.

6.1. MTN Eswatini

6.2.1 Tourist Package

MTN Eswatini got approval to launch a Tourist Package. This promotion is targeting the Bush Fire Festival. The first combo purchased will come pre-loaded in the SIM card. The Tourist Package bundle is valid for 7 days. Table 24 depicts the features of the Tourist Package.

Table 24: MTN Eswatini Tourist Package

Validity	Tariff	International Voice Minutes	On-net Voice Minutes	DATA MBs
Weekly 1	E99.00	15	45	1GB
Weekly 2	E150.00	15	50	2GB
Weekly 3	E299.00	30	50	5GB

Source: ESCCOM Database

6.2.2 Welcome Offer Product for Prepaid Customers

MTN Eswatini launched a Welcome Offer Product for prepaid customers. The Welcome Offer product is to create excitement for new customers joining the MTN network. Customers received 10 minutes of voice, 10MBs of data and 10 SMSs at a price of E2.00. The offer replicates until the 6th month of the customer existence in the network. To trigger the offer, a customer has to recharge with a minimum of E2.00.

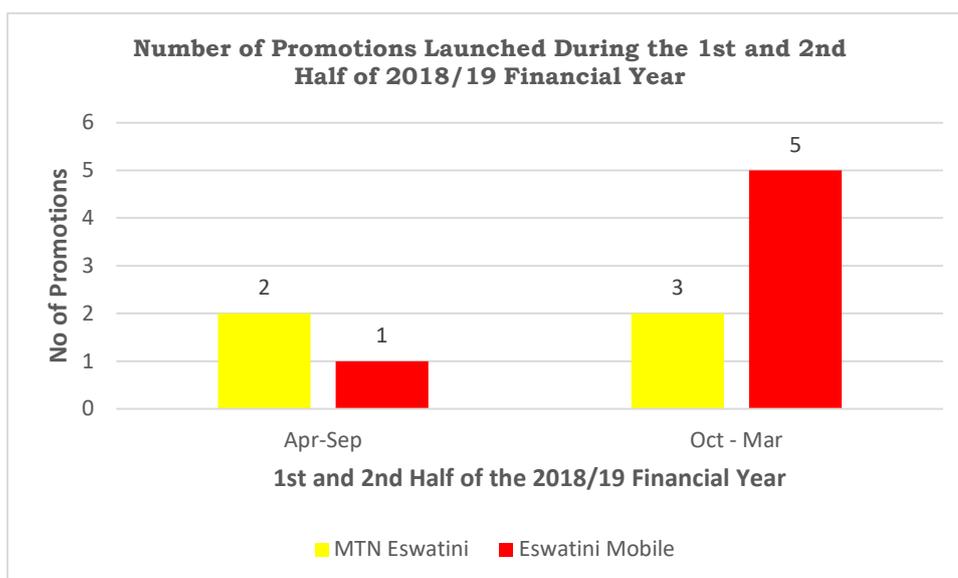
6.2.3 Makoya Promotion

MTN Eswatini extended the Makoya promotion for another 3 months. The Makoya promotion is a promotion where customers got points on voice calls they made. The more voice calls made, the more points accumulated to qualify for a draw to win the prize, a Ford Everest.

6.3 Number of Promotions Launched 2018/19 Financial Year

Figure 5 below depicts a comparison of the number of Promotions launched during the first and second half of the 2018/19 Financial Year. Eswatini Mobile launched a total of 6 promotions and MTN Eswatini launched a total of 5 promotions.

Figure 6: Number of Promotions Launched during the 2018/19 Financial Year



Source: ESCCOM Database

7. CONCLUSION

For the period under review there was no change in standard voice tariffs, however both Operators had price changes, modified products, introduced new products and had promotions. In total there were 4 Price Changes, 14 New Products, 3 Product Modifications and 8 Promotions. The introduction of new products centred around products which were designed for high data users and social media users. This was seen by the introduction of Unlimited Night Bundles, Unlimited WhatsApp Bundles and increased data volumes for Fixed Mobile Offerings.

As a new entrant and trying to penetrate the market, Eswatini Mobile introduced, modified and launched more products than MTN Eswatini. The new products that were introduced are set to promote competition. However, caution must be exercised, as the market can be flooded with a lot of products which may not impact or add value to the market.