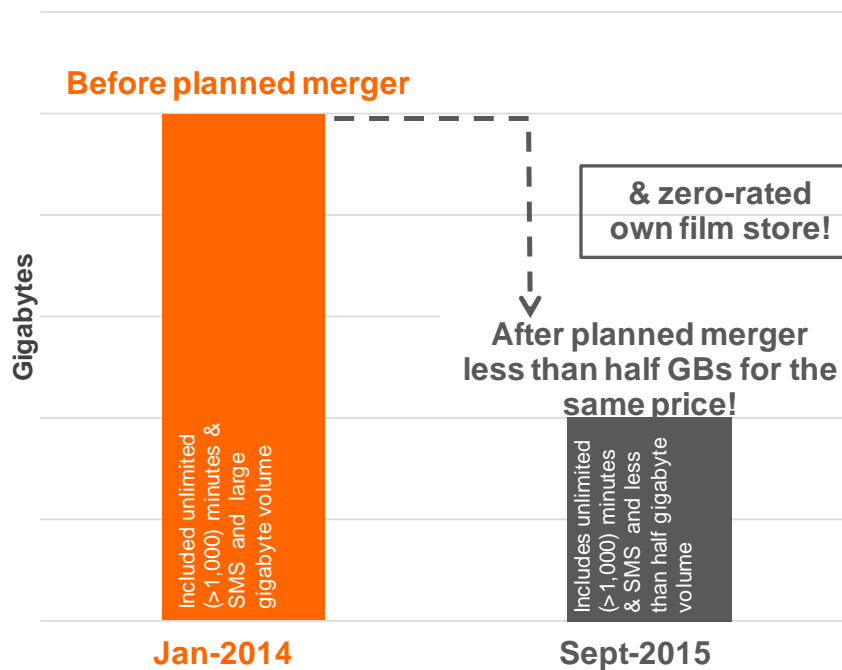


## The 4 to 3 consolidation effect – Hutchison Three Italy halved the gigabytes in its flagship smartphone plan and launched its own zero-rated film store!

- Ahead of its planned merger with Wind in Italy Hutchison Three has halved the gigabytes in its flagship 4G LTE smartphone mobile internet access plan and launched its own zero-rated (unlimited gigabytes at €0/GB) film store!
- Will GSMA claim<sup>1</sup> again, as they did for Austria using dubious<sup>2</sup> economics, that “...there is no evidence that prices increased...” even though consumers are asked to pay the same price to purchase a smartphone plan that includes half the amount of data volume?
- 36 leading US scholars, in a letter<sup>3</sup> addressed to FCC on January 2015, called for a ban on all forms of paid prioritization (including zero-rating) and highlighted the inadequacy of competition law in addressing all net neutrality violations. The scholars wrote “Antitrust cannot practically prevent the other two competition problems associated with paid prioritization: excessive access charges imposed by terminating monopolists and their incentive to degrade non-priority traffic or set low monthly bandwidth caps”.

Rewheel / Digital Fuel Monitor premium research note, 7<sup>th</sup> September 2015

### Gigabytes included by Hutchison Three Italy in its flagship 4G LTE smartphone tariff



<sup>1</sup> [http://www.gsma.com/publicpolicy/wp-content/uploads/2015/05/Assessing\\_the\\_case\\_for\\_in-country\\_mobile\\_consolidation.pdf](http://www.gsma.com/publicpolicy/wp-content/uploads/2015/05/Assessing_the_case_for_in-country_mobile_consolidation.pdf)

<sup>2</sup> [http://www.dfmonitor.eu/insights/2015\\_mar\\_premium\\_frontier/](http://www.dfmonitor.eu/insights/2015_mar_premium_frontier/)

<sup>3</sup> <https://cyberlaw.stanford.edu/downloads/ProfessorLetterToFTC-20150129.pdf>