



**Domestic Market Analysis of the  
Telecommunications and Broadcasting  
Sectors**

**January - March 2006**

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## 1. Overall Market Data

The data presented in this report are primarily based on the results of a survey of concessionaires conducted within the telecommunications and broadcasting sectors for the period 1st January to 31st March 2006, historical data series and other information made available to the TATT at the time of the report. Subsequent to this publication, the TATT will publish quarterly market updates on the telecommunications and broadcasting sectors.

Under the ambit of the Telecommunications Act 2001, the Telecommunications Authority of Trinidad and Tobago (TATT) is responsible for making recommendations to the Minister of Public Administration and Information for the granting of concessions to telecommunications operators (Section 21(5)). The TATT is however, authorized under Section 36 of the Telecommunications Act, 2001 also responsible for the granting of licences. In accordance with these legislative powers, as at March 2006, TATT has authorized a total of 86 licences while 54 concessions were granted by the Minister (Table 1).

**Table 1: Number of Authorizations**

<b>Total Authorizations</b>	<b>As at March 2006</b>
<i>Licences</i>	
Spectrum	19
General Radiocommunications	20
Broadcasting	38
Maritime	5
Special Events	4
<b>Total</b>	<b>86</b>
<i>Concessions</i>	
Fixed and international	12
Mobile	3
Broadcasting	39
<b>Total</b>	<b>54</b>

Source: Policy, Pricing & Research Unit TATT

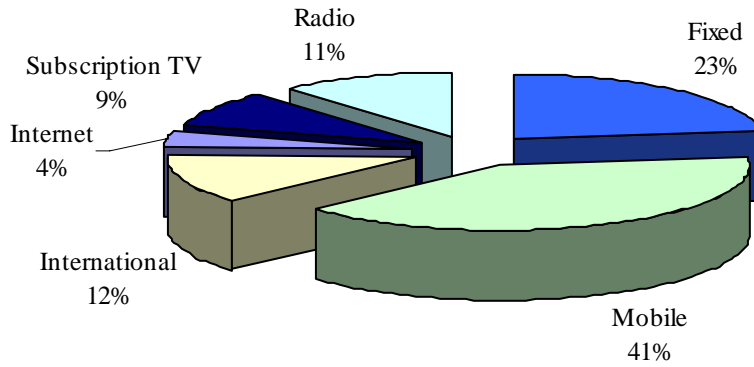
In 2005, the estimated gross revenue take-up of the telecommunications and broadcasting sectors totaled TT\$ 3 billion or US\$ 477.9 million which represents approximately 4 per cent of GDP for 2005. Of this amount, mobile services obtained the most revenues with approximately 41 per cent of the earnings for the year. The fixed<sup>1</sup> market accounted for 23 per cent, while international and

<sup>1</sup> Fixed market revenues include revenues earned from fixed voice (excluding international), fixed access and leased circuits.

radio represented 12 and 11 per cent respectively, with 9 per cent for subscription broadcasting. The smallest market within the ICT sector was the internet services having accounted for approximately 4 per cent of the total earnings for the year ending December 2005.

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**Figure 1: Telecommunications and Broadcasting Sector Market Share 2005**



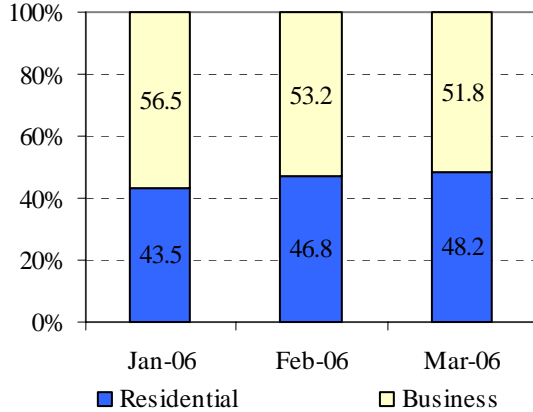
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Source: Policy, Pricing & Research, TATT

## 2. Fixed Line Market Data

Although the telecommunications market was opened to competition in December 2005, there exists only one fixed line telephone service provider in Trinidad and Tobago, the incumbent, Telecommunications Services of Trinidad and Tobago Limited, TSTT. TSTT currently offers fixed telephony services through its Integrated Service Digital Network, (ISDN).

**Figure 2: Share of Fixed Line Market Revenue Q1 2006**



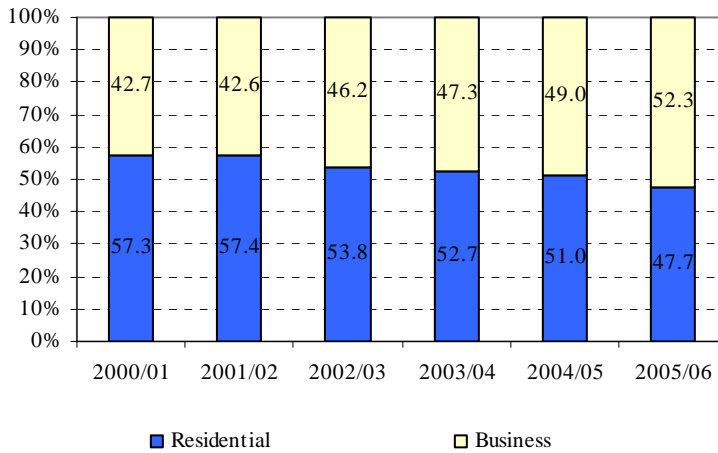
Source: Policy, Pricing & Research Unit, TATT

For the quarter ending March 31, 2006, the total gross revenues earned from fixed line subscribers, amounted to TT\$135.6 million. Of this amount, residential customers accounted for TT\$ 62.5 million or 46.2 per cent of the total earnings. Revenues from business customers on the other hand, accounted for the majority of total earnings for the quarter. At a disaggregated level within this three month period, business customers remained the dominant earner of revenues from fixed line services with declining market share of 56.5, 53.2 and 51.8 per cent respectively.

The total fixed line revenue for the year ending March 31, 2006 was TT\$566.3 million, an increase of 2.5 per cent over the previous year (04/05). This increase was fueled by a 9.4 per cent gain in business customer's revenues, resulting from a corresponding 6.6 per cent increase in the business customers during the same period. Residential customers contributed fewer revenues than the previous year as there was a decline of 4.1 per cent. This decline in revenues for residential customers may be a result of cheaper rates offered under the Smartchoice package introduced by TSTT in 2005.

The slight increase in market share of residential customers for the first quarter of 2006 was in contrast to the six year trend seen in Figure 3 below. For the six year period 2000/01 to 2005/06, the percentage of revenues earned from residential customers declined steadily from being the dominant revenue earner since 2000/01. During the 2005/06 year, business customers contributed the most to total fixed line revenues reversing the dominant trend seen since 2000/01.

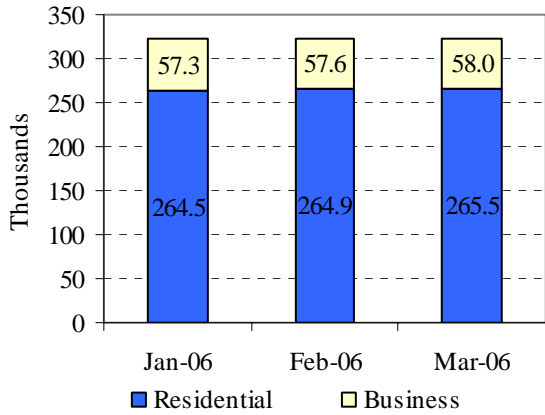
**Figure 3: Fixed Line Revenues FY 2000/01 – FY 2005/06**



Source: Policy, Pricing & Research Unit, TATT

From the perspective of subscriber base, the net increase in fixed line subscribers for the quarter ending March 31, 2006 stood at 1,139. This increase has led to a total of 323,477 subscribers of which 265,453 were residential and 58,024 were business related. This total also represents a 0.4 per cent increase in the number of fixed line subscribers since March 31, 2005. What must be noted however is that the 58,024 business subscribers contribute 52.8 percent of revenues for 1<sup>st</sup> quarter ending March 2006.

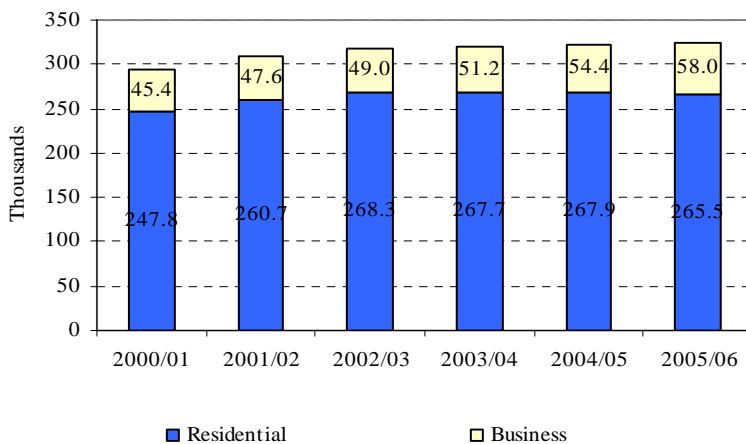
**Figure 4: Fixed Line Subscribers Q1 2006**



Source: Policy, Pricing & Research Unit TATT

Residential subscribers continued to dominate the fixed line market with an average market share of 87.4 per cent of total subscribers during the first quarter. There were increasing trends in both the residential and business customers over the quarter as depicted in Figure 4 above. The penetration of fixed line throughout Trinidad and Tobago was relatively constant within the first quarter of 2006 with an average rate of 24.7 subscribers per 100 inhabitants.

**Figure 5: Fixed Line Subscribers FY2000/01-FY2005/06**



Source: Policy, Pricing & Research Unit TATT

Figure 5 above shows that the number of residential fixed line customers increased steadily from the 2000/01 to 2004/05 period and declined in the 2005/06 year. Although there was a decline in residential customers in 2005/06 year, the overall subscriber base for fixed line customers increased by 0.4 per cent. This overall increase resulted from a 6.6 per cent growth in business customers during the period.

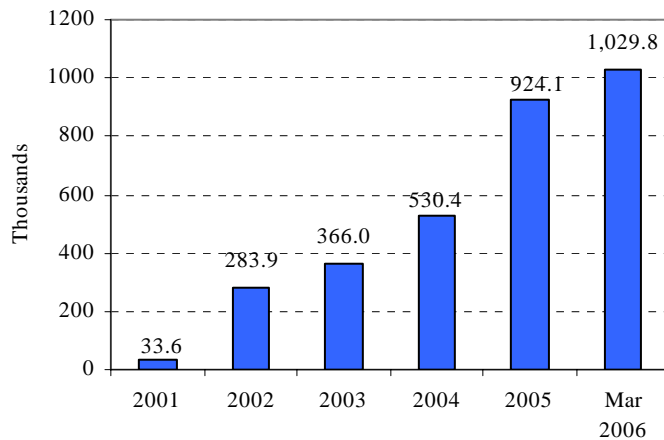
### 3. Mobile Market Data

Since the telecommunications market was opened to competition in December 2005, concessions were granted to two additional mobile service providers, Digicel Trinidad Limited and Laqtel Trinidad Limited. However, up to the end of March 2006, neither of these two mobile service providers had launched their services in Trinidad and Tobago. Therefore the mobile data presented below represents information from TSTT, the sole mobile service provider during the review period.

#### 3.1. Mobile Subscribers

The number of mobile service subscribers grew exceptionally within the last five years to a total of 924,059 as at December 2005 (Figure 6). This represents a phenomenal increase of 890,442 subscribers since 2001. The growth in mobile subscribers was the highest over the 2004-2005 period. Since December 2004, subscriber base increased by 393,670 or 74.2 per cent, the highest recorded growth in the Trinidad and Tobago mobile market.

**Figure 6: Mobile Subscribers 2001-2005 & As at March 2006**



Source: Policy, Pricing & Research Unit TATT

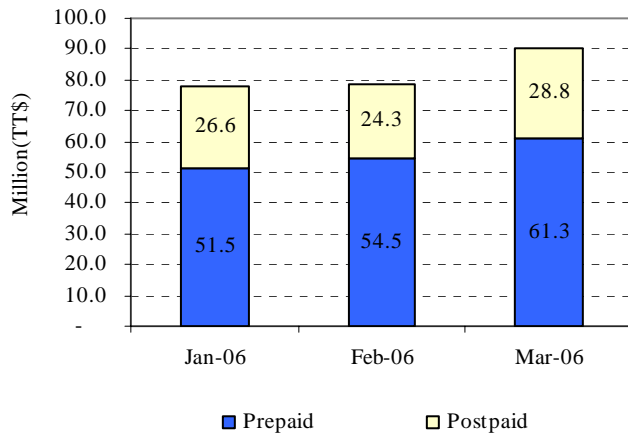
At the end of the first quarter of 2006, the net increase in the mobile subscriber base was 105,763. This represents an increase of 11.4 per cent since December 2005. This increase brought the number of active handsets as at March 2006 to 1,029,822. As a result, the number of mobile subscribers increased to 78.79 per 100 inhabitants; a remarkable achievement since the launch of mobile telephony in Trinidad and Tobago. It should be noted that this penetration rate may not be

indicative of the geographic penetration of mobile telephony in Trinidad and Tobago due to individuals owning multiple handsets.

### 3.2. Mobile Revenues

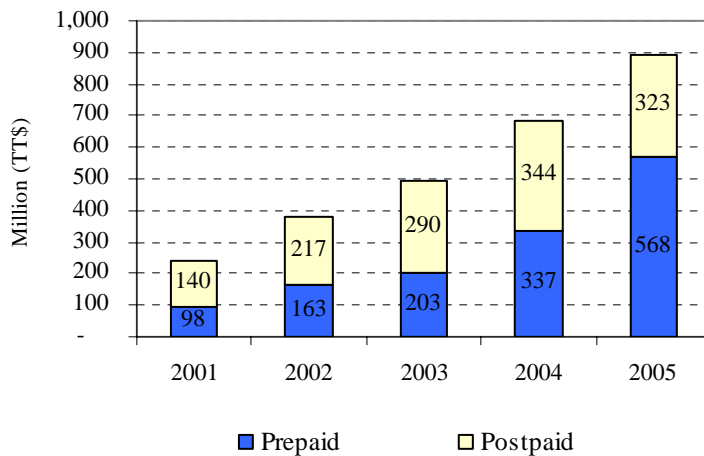
Mobile revenues for the first quarter of 2006 totaled TT\$246.9 million, of which prepaid customers accounted for TT\$167.2 million or 67.7 per cent while postpaid customers contributed TT\$79.7 million or 32.3 per cent of the total earnings. Prepaid customers accounted for the majority of revenues gained for mobile services for the first quarter of 2006 as depicted in Figure 7 below. In fact, in March 2006, prepaid customers accounted for TT\$ 61.3 million or 68 per cent of the total earnings while postpaid contributed only TT\$28.8 million or 32 per cent.

**Figure 7: Mobile Market Revenues Q1 2006**



Source: Policy, Pricing & Research Unit TATT

Since 2001 mobile revenues have grown consistently in Trinidad and Tobago as depicted in Figure 8 below. In 2005, total revenues collected for mobile services amounted to TT\$891.1 million, an increase of 30.9 per cent over the previous year. This upward trend in mobile revenues is highlighted by the TT\$652.8 million or 274 per cent increase recorded for the five year period 2001-2005.

**Figure 8: Mobile Market Revenues 2001-2005**

Source: Policy, Pricing & Research Unit, TATT

Figure 8 also highlights the fact that prepaid mobile revenues have surpassed post-paid revenues since 2004. This reverse in trend is consistent with the recent surge in the number of prepaid customers. As at March 2006 there were 966,668 prepaid customers an increase of 18.1 per cent over the 816,131 customers recorded in December 2005.

### 3.3. Mobile Retail Prices

With competition imminent in the mobile service market, the average price for making a call using a mobile phone is expected to decline. This has been the general trend in efficiently competitive mobile markets around the world. With the introduction of competition, incumbent mobile operators are forced to produce efficiently and reduce retail prices in order to compete with new entrants.

This was the experience in Jamaica<sup>2</sup> where Cable and Wireless Jamaica Limited reduced the retail rates for calls made from their mobile network to other mobile networks by an average of 55.4 per cent for peak<sup>3</sup> rates and 68.2 per cent for off-peak rates between June 2003 and June 2006<sup>4</sup>. This reduction in rates by the incumbent was replicated for calls made on its own network,

<sup>2</sup> Competition in the Jamaican mobile market started in 2001 with the launched of Digicel in June and Oceanic Digital in November.

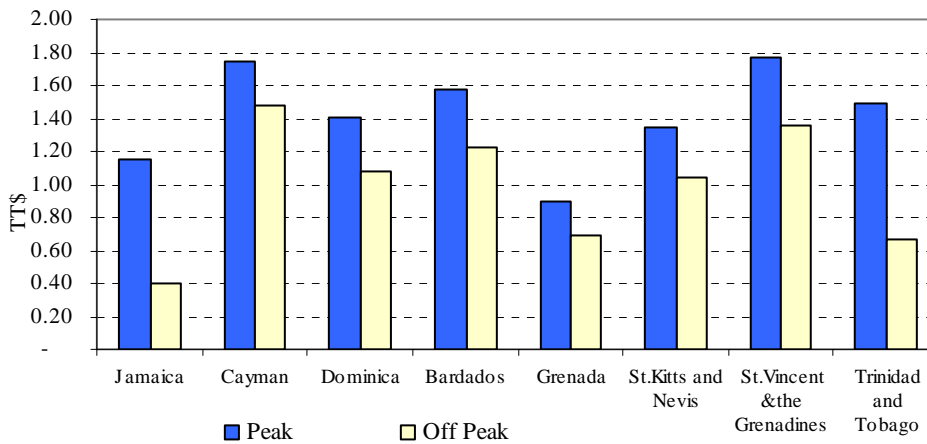
<sup>3</sup> Peak rates are defined as rates operators charge for busy hour periods, normally determined as 7 a.m. to 7 p.m. on week days. Off peak rates are periods outside the busy hour period which attract an off-peak rate

<sup>4</sup> Source: Mobile Interconnection: Experience from Jamaica, Franklyn Brown, OUR, various sources

which were reduced by 21 and 22.8 per cent respectively for peak and off-peak rates during the same period.

A cross Caribbean survey of mobile on-net<sup>5</sup> rates has revealed that Trinidad and Tobago has the fourth highest mobile to mobile peak rate and the third lowest off-peak rate among the 8 Caribbean islands depicted in Figure 9 below. Jamaica and Grenada charge the lowest off-peak and peak rates respectively while Cayman Island has the most expensive rates for both peak and off-peak on-net mobile calls.

**Figure 9: Average Mobile to Mobile Rates (On-net) March 2006**



Source: Policy, Pricing & Research Unit, TATT

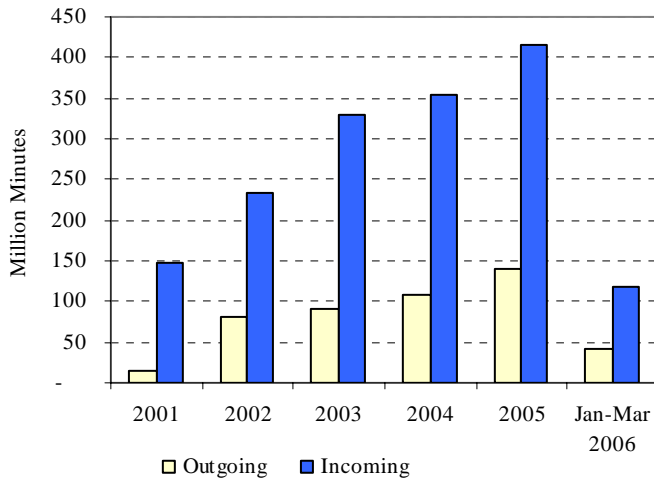
In Trinidad and Tobago it cost on average TT\$ 1.50 to make an on-net call on TSTT mobile network during peak hours. For off-peak hours, it cost on average TT\$ 0.66 to make a similar on-net call. Calls made from a TSTT mobile to the fixed line network cost the same as the on-net calls for peak and off-peak.

<sup>5</sup> On-net calls are calls made on the same network, e.g. same mobile network and are referred to as mobile to mobile.

#### 4. International Traffic Data

Total outgoing traffic from Trinidad and Tobago, for the first quarter of 2006, was estimated to be 42 million minutes while incoming traffic was approximately 118 million minutes. The continuing trend of incoming traffic being greater than outgoing traffic means that Trinidad and Tobago receives net gain on international traffic. Figure 10 below reveals that incoming traffic have been consistently greater than outgoing ones.

**Figure 10: International Traffic Data 2001-2005 & Q1 2006**



Source: Policy, Pricing & Research Unit, TATT

Gross revenues<sup>6</sup> for international traffic, for the quarter ending March 2006, were estimated at TT\$32.1 million for outgoing calls and TT\$51 million for incoming calls. The revenue derived from international calls has been declining since 2001 when local call centers began competing with TSTT for market share by offering cheaper rates for international outgoing calls, in addition to the decline in international settlement rates in the global market.

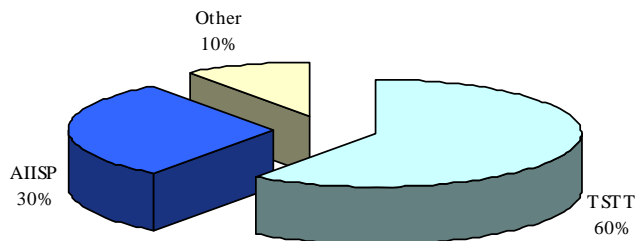
<sup>6</sup> Gross revenues refer to the total amount of money earned from international calls. Outgoing international call revenues are collection revenues earned from residents making calls from the domestic network to persons abroad. Incoming international revenues are settlement revenues earned from foreign exchange carriers who pay to terminate calls locally.

## 5. Internet Market Data

There are 10 main Internet Service Providers (ISPs) in the Trinidad and Tobago with a combined modem pool of more than 800 modems. They are, the incumbent and largest telecommunications provider TSTT, CableNett Limited, Carib-Link Limited, Cari Direc, Caribbean Interactive Limited, Illuminat Limited, InterServ Limited, Lisa Communications Limited, Opus Network Limited and WOW Net (2001) Limited. The Association of Independent Internet Service Providers, AIISP, represents this small group of ISP operators, with the exception of TSTT. Other internet service providers exist in Trinidad that operates on a smaller commercial scale. This small group of ISPs consists of niche operators that provide internet services to communities on a smaller scale as compared to the AIISP and TSTT.

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**Figure 11: Internet Market Share as at March 2006**




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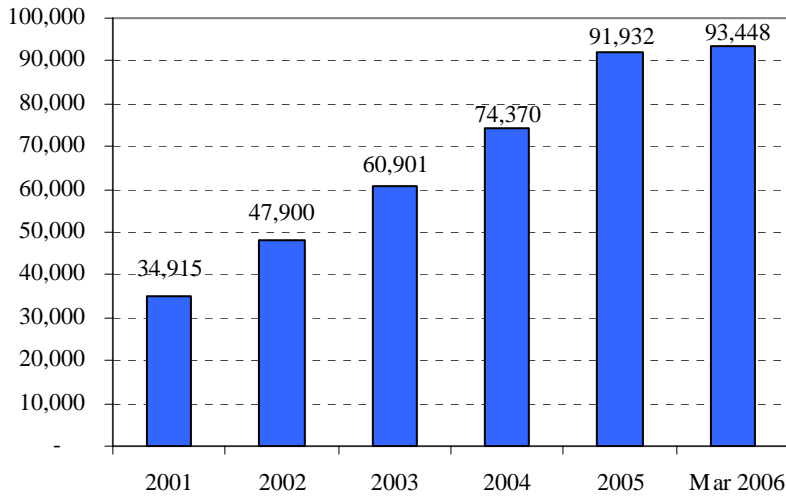
Source: Policy, Pricing & Research Unit, TATT

Preliminary estimates for the first quarter of 2006 indicate that TSTT has the majority share of the internet services market with a 60 per cent market share based on subscribers. The AIISP is the second largest with a 40 per cent share and the other ISPs accounted for 10 per cent of the market.

The number of internet subscribers increased steadily over the five year period 2001-2005 as depicted in Figure 12 below. As at December 2005, the total number of subscribers was 91,932, an increase of 17,562 connections since 2004. Internet connections with high speed access have been a new phenomenon worldwide. The demand for continuous access to internet services has expanded in Trinidad and Tobago in 2005 to 14,798 with 11,411 residential connections and

3,387 business connections. At the end of the first quarter of 2006 the number of high speed access points increased to 17,998.

**Figure 12: Internet Subscribers 2001-2005 & As at March 2006**

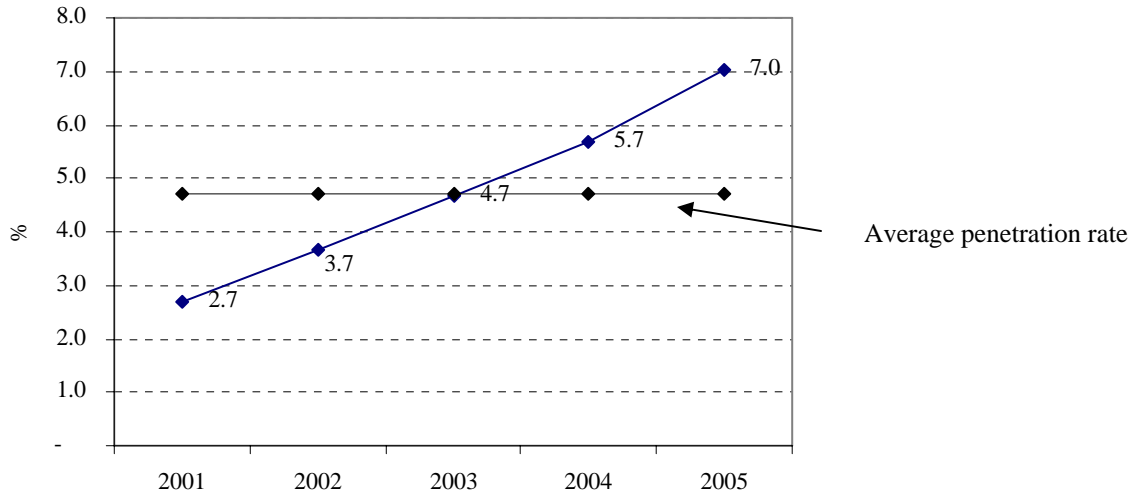


Source: Policy, Pricing & Research Unit, TATT

Despite the significant growth in the internet subscribers, the number of internet subscribers as a percentage of the population is significantly lower than the Caribbean regional average of 9.77 per cent. Figure 13 highlights the fact that Trinidad and Tobago averaged over the last five years was 4.7 persons per 100 inhabitants with internet access. The highest penetration rate of 7 per cent was achieved in 2005. Internet usage on the other hand has been increasing steadily as shown in Figure 14 below. The number of persons using the internet has grown to an estimated 198,000 persons as at March 2006, an increase of 98.4 per cent since 2001.

Table 3 in Appendix I shows a wide variance in the monthly rental charges for internet services for seven ISP providers. Dial-up access charges ranges between TT\$ 79.35 to TT\$ 799.25 per month, with an average monthly rental charge of TT\$229.69. High speed internet access for residential customers cost on average TT\$546.25 per month. Business customers have a wider variety of packages being offered by the ISPs. High speed internet access for business customers costs between TT\$1,000 and TT\$12,411 per month for connections with speed in excess of 256 kbps, which also depends on the features or specifications required for the particular business.

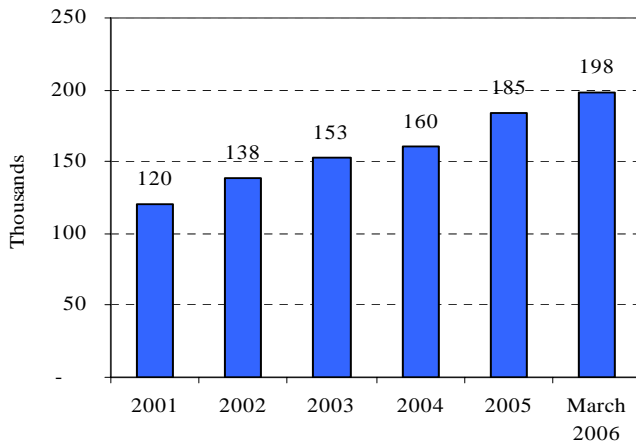
**Figure 13: Internet Penetration 2001-2005**



Source: Policy, Pricing & Research Unit, TATT

The number of internet users in Trinidad and Tobago stood at 15.4 per 100 inhabitants for the first quarter of 2006. This penetration rate was higher than the average Caribbean rate of 11.5<sup>7</sup> per cent during the period.

**Figure 14: Internet Users 2001-2005 & as at March 2006**



Source: Policy, Pricing & Research Unit, TATT

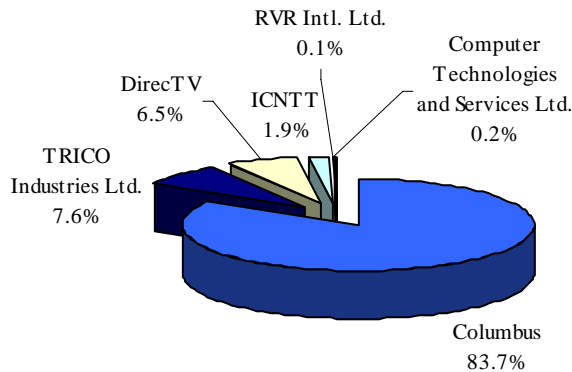
<sup>7</sup> www.internetworldstats.com

## 6. Broadcasting Market Data

Within the broadcasting sector there exist six main operators for cable television subscription services. They are Columbus Communications Trinidad Limited, DirecTV Trinidad Limited, TRICO Industries Limited, RVR International Limited, Computer Technologies and Services Limited, and Independent Cable Network of Trinidad and Tobago ICNTT. At the end of the first quarter for 2006, the total number of cable subscribers stood at 135,603, a 2.2 per cent increase since December 2005. Columbus Communications Trinidad Limited continues to dominate the market with 113,555 or an 83.7 per cent majority of subscribers. Second in line is TRICO Industries with an estimated 10,303 or 7.6 per cent market share. The only satellite based operator, DirecTV has 8,758 subscribers which represents 6.5 per cent of the market.

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**Figure 15: Subscription Television Market Share – Subscribers as at March 2006**

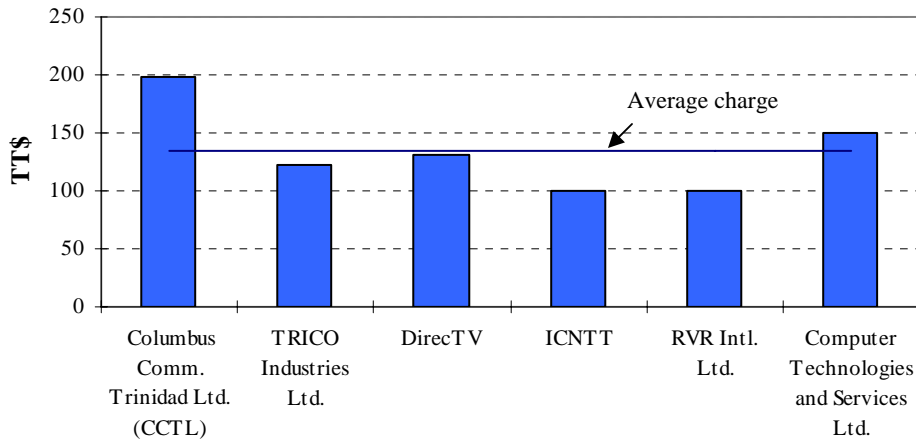



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Source: Policy, Pricing & Research Unit, TATT

One factor that supports the increase in subscribers is the relatively low monthly fee that is charged for cable services. CCTL is presently the most expensive option with a monthly rental fee of TT\$197.60. RVR and Independent Cable Network of Trinidad and Tobago, ICNTT have the lowest monthly rental fee of TT\$100, but RVR only has 35 channels compared with the 56 channels offered by ICNTT. The average monthly charges for cable services among these seven providers is TT\$133.50, which is approximately US\$21.19.

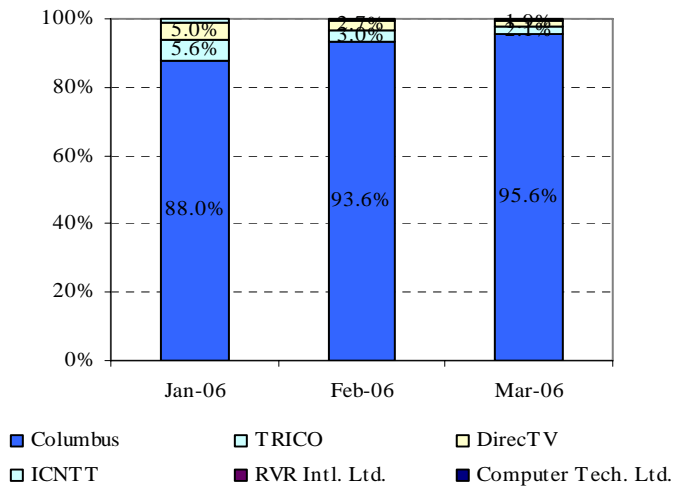
**Figure 16: Subscription TV Monthly Charges**



Source: Policy, Pricing & Research Unit, TATT

In addition to the 6 cable operators, there are 3 cable based subscription broadcasting service operators and 5 free-to-air television broadcasting operators that broadcast in Trinidad and Tobago. The 5 free-to-air television operators are Caribbean Communications Network Limited (TV6), Gayelle Limited, World Indian Network Television Limited (WINTV), Caribbean News Media Group (CNMG) and Advance Community Television Network Limited.

**Figure 17: Subscription TV Revenues Q1 2006**

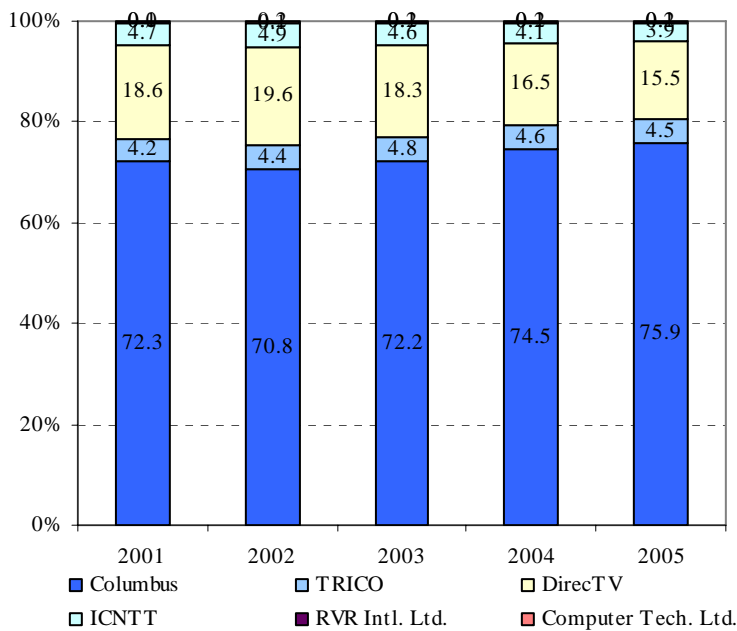


Source: Policy, Pricing & Research Unit, TATT

The 3 cable based subscription broadcasting television stations are Cable News Communications Limited, CNC3, Synergy Entertainment Network Limited and IETV. In contrast to the 14 cable, subscription and free-to-air television operators there are 36 radio stations in operation, 34 of which are broadcasting on the FM band while 2 on the AM band.

At the end of the first quarter of 2006, the cable television subscription services market made estimated gross revenues of TT\$61.4 million. Columbus Communications Limited received majority of the earnings, posting revenue shares of 88.0, 93.6 and 95.6 per cent respectively for each month in the quarter as represented in Figure 17 above. This dominant trend of Columbus is consistent with the five year trend seen in Figure 18 below.

**Figure 18: Subscription TV Revenues 2001-2005**



Source: Policy, Pricing & Research Unit, TATT

## **7. Summary and Outlook**

For the first quarter of 2006, the voice telephony market was dominated by the cellular services and this is expected to continue in the second quarter especially with the introduction of a new cellular provider, Digicel Trinidad Limited. It is predicted that mobile density will reach one hundred per cent coverage of the population by end of the third quarter of 2006 having reached 78.6 per cent as at March 2006.

Fixed line subscriber base is expected to continue on a stable path. Customers may opt to substitute their fixed line phones with mobile as the market for mobile telephones becomes competitive with more attractive packages being offered by the operators and price parity being attained between mobile and fixed services. It has also been a trend in other Caribbean islands, like Jamaica, where fixed line telephones were substituted by mobile ones because of the attractive packages offered by mobile service providers. However, the expected decline in residential customers in Trinidad and Tobago should be compensated by growth in business customers, as the expansion of the business customers is expected to continue.

The Internet market will attract more subscribers as the market becomes more developed with new technological advances and reduced prices. The number of subscribers is expected to grow consistently as was experienced in the last five years. The number of broadband subscribers is expected to grow considerably especially with the proliferation of alternative backbone network facilities for both domestic and international providers. The number of persons using the internet will grow significantly over the next two years as the government has embarked on a national initiative to transform the country into a knowledge based society by 2008. This project will see the establishment of community access centers that will provide citizens with access to computers and internet services.

The growth trend experienced in the broadcasting sector over the last five years is expected to stabilize. Radio and television stations will now compete for clients and audience market share given the large number of stations in operation. The number of cable subscribers is expected to grow considerably, especially with the introduction of triple play<sup>8</sup> packages by these telecom service providers in the near future.

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<sup>8</sup> The offering of Internet, telephony and cable TV services on the same medium.

**8. Appendix I**

**Table 2: Telecom Statistics**

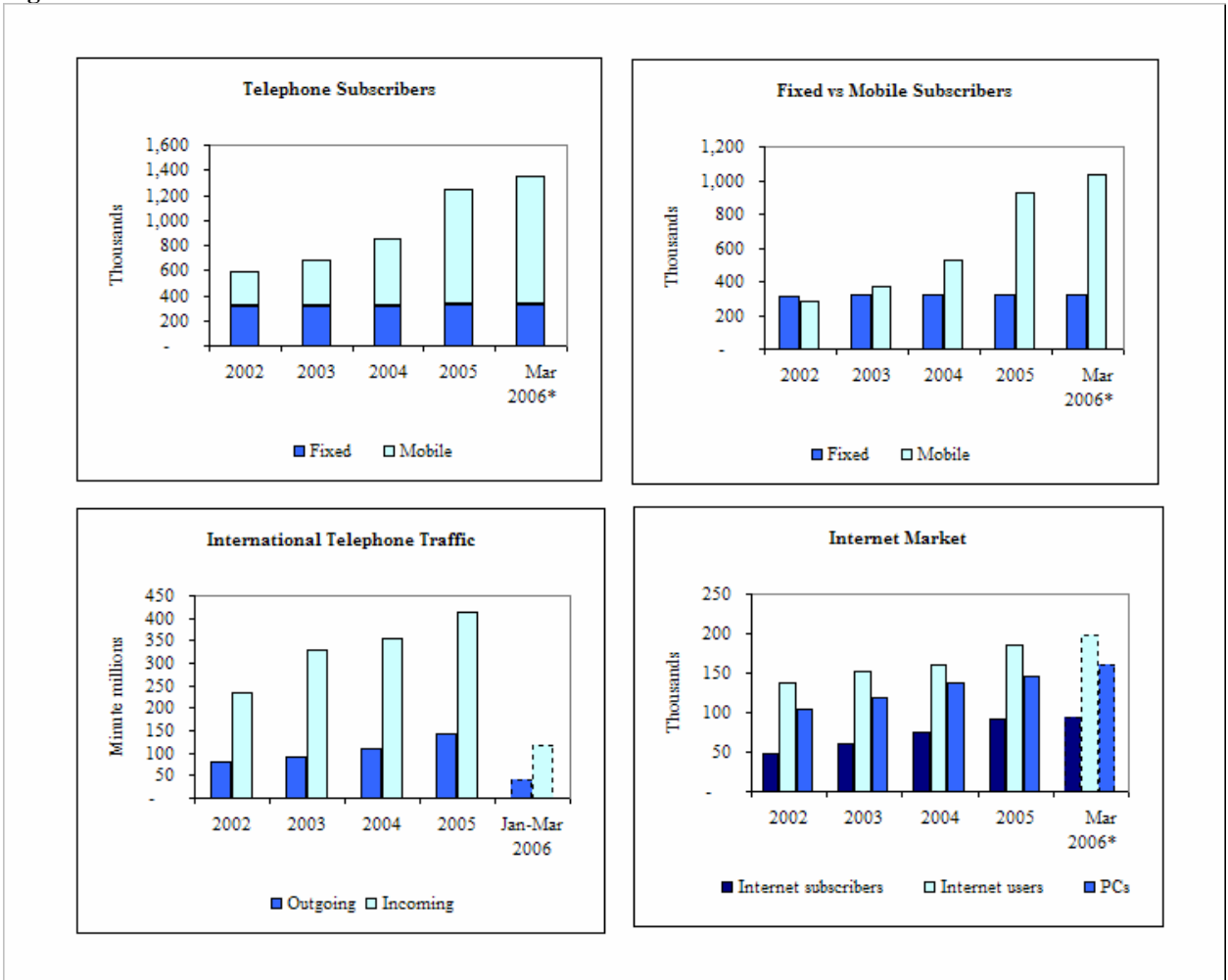
	2000	2001	2002	2003	2004	2005	Mar 2006*
<b>General</b>							
Population (millions)	1.29	1.30	1.30	1.30	1.31	1.31	1.31
GDP per capita (US\$)	5,951	6,892	7,166	8,246	8,470	9,041	9,169
Telecom revenue (US\$ million)	243.5	298.9	326.0	346.3	357.0	379.3	401.7
Total telephone subscribers ('000)	413	453	592	683	849	1,246	1,353
Total telephone subs. per 100 inhabitants	31.9	34.9	45.5	52.4	65.0	95.2	103.3
<b>Fixed</b>							
Main telephone lines ('000)	272	293	308	317	319	322	323
Main lines penetration (%)	21.0	22.6	23.7	24.4	24.4	24.6	24.7
Main lines growth (%)	(2.6)	8.0	5.2	2.9	0.5	1.1	0.4
<b>Mobile</b>							
Mobile subscribers ('000)	142	160	284	366	530	924	1,030
Mobile penetration (%)	10.9	12.3	21.8	28.1	40.6	70.5	78.6
Mobile growth (%)	266.4	13.0	77.3	28.9	44.9	74.2	11.4
<b>Internet</b>							
Internet subscribers ('000)	26	35	48	61	74	92	93
Internet users ('000)	100	120	138	153	160	185	198
Internet penetration (%)	2.0	2.7	3.7	4.7	5.7	7.0	7.1
Internet growth (%)	51.0	32.0	37.2	27.1	22.1	23.6	1.6
Internet host	6,596	6,872	7,209	8,003	12,207	16,132	17,812
Personal computers ('000)	80	90	104	119	137	146	160
<b>Traffic</b>							
International -Outgoing (min. million)	16	15	81	92	108	141	42
International -Incoming (min. million)	163	147	233	328	355	415	118
Inbound/Outbound int'l traffic ratio	10.3	9.7	2.9	3.6	3.3	2.9	2.8

\* As at March 2006

Data in blue are estimates

Source: Policy, Pricing & Research Unit, TATT

**Figure 19: Telecom Statistics**



\*As at March 2006

Source: Policy, Pricing & Research Unit, TATT

**Table 3: Internet Monthly Charges**

Service Provider	Internet Package Services	Downstream Speed kbps	Installation Cost TT\$	Monthly Charges TT\$
CableNett	Dial-Up #1	56	115.00	100.00
	Dial-Up #2	56	115.00	138.00
	Dial-Up #3	56	115.00	207.00
	Dial-Up #4	56	115.00	345.00
	Turbo Dial-Up	56	-	179.95
	High Speed-Resident	128	575.00	690.00
	High Speed #1	128	1,500.00	1,000.00
	High Speed #2	256	1,500.00	1,550.00
	High Speed #3	384	1,500.00	2,100.00
	High Speed #4	512	1,500.00	2,565.00
CaribLink	Dial-Up #1	56	115.00	115.00
	Dial-Up #2	56	115.00	161.00
	Dial-Up #3	56	115.00	230.00
	Dial-Up #4	56	115.00	345.00
	Dial-Up #5	56	115.00	414.00
	Turbo Dial-Up	56	-	179.95
	High Speed-Resident	128	575.00	690.00
	High Speed #1	128	1,500.00	1,000.00
	High Speed #2	256	1,500.00	1,550.00
	High Speed #3	384	1,500.00	2,100.00
High Speed #4	512	1,500.00	2,565.00	
greendot	Residential #1	128	1,725.00	316.25
	Residential #2	256	1,725.00	431.25
iNTERSERVE	Dial-Up #1	56	115.00	138.00
	Turbo Dial-Up	56	-	179.95
	High Speed-Resident	128	575.00	690.00
	High Speed #1	128	1,500.00	1,000.00
	High Speed #2	256	1,500.00	1,550.00
	High Speed #3	384	1,500.00	2,100.00
High Speed #4	512	1,500.00	2,565.00	
Lisa Communications	Dial-Up #1	56	115.00	79.35
	Dial-Up #2	56	115.00	184.00
	Dial-Up #3	56	115.00	230.00
TSTT	Dial-Up #1	56	115.00	79.35
	Dial-Up #2	56	115.00	143.75
	Dial-Up #3	56	115.00	230.00
	Dial-Up #4	56	115.00	799.25
	Dial-Up #5	56	115.00	345.00
	Residential High Speed	256	552.00	460.00
	Business 1	128	874.00	1,150.00
	Business 2	256	874.00	1,788.25
	Business 3	384	874.00	2,415.00
	Business 4	512	874.00	3,053.25
	Business 5	768	874.00	3,691.50
	Business 6	1544	874.00	4,329.75
	WOWnet	WOW@Home	56	100.00
WOW@Work		56	100.00	200.00
WOW@Work Ultra		56	100.00	375.00
Pipeline-64		64	2,300.00	5,984.00
Pipeline-128		128	2,300.00	12,411.00
WOW.net S.N.A.P.		56	1,250.00	1,625.00

Source: Policy, Pricing &amp; Research Unit, TATT