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Press Release

Average price of an SMS at Bouygues Telecom: 5 euro cents in 2008 versus 11 euro cents in 2006

Following the publication of a report on price trends for SMS messaging services*, Bouygues Telecom points out that the average price its customers pay for an SMS is 5 euro cents in 2008, compared with 11 euro cents at the beginning of 2006.

Each month, a Bouygues Telecom customer sends on average 41 free SMSs and 26 paid texts.

Two trends are observed in SMS consumption at Bouygues Telecom:

- The volume of paid SMSs has been stable since 2006 (+4%)
- The growth is found in free SMSs sent during unlimited messaging periods (+1,266% since 2006).

If the government were to decide to impose a lower unit cost, the business model would change, and the price for high-volume service plans could go up. Such a change would be to the detriment of young people, who are heavy SMS users.

** Report of the French telecoms regulator ARCEP on trends in SMS and data transmission pricing on French mobile telephone networks.*

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