

S-38.042 Seminar on Networking Business, Autumn 2004
Opponent Sauli Kamppari's comments on the Timo Smura article
Mobile Number portability: Case Finland

Relevance

The paper makes it clear that from the mobile networks regulation point of view the topic is very relevant. The topic is related to the theme of the seminar, the economic impact has been very big, it is still a hot regulation policy issue in many countries and the question why the impact has been so big in Finland is interesting.

Form

The structure of the paper supports well the description of the key dimensions of the topic. After a brief introduction to the number portability concepts and stakeholders viewpoints the key regulatory, technical and business aspects are described. Finally the impacts are analysed and conclusions are made.

Substance

The description is informative, logical, concise and easy to understand.

For additional research following items should be considered:

The presented reasons what is behind the Finnish MNP effect are interesting and they may be true but before believing in that one should in addition to understanding the presented reasoning also

understand what kind of theoretical churn models can be found from literature,

understand what mechanisms prevent the subscribers in other countries with MNP to change the subscription when the subsidy related long binding conditions expire

analyse what was the churn in Finland before the MNP when compared to other countries and conclude how well the described reasons explain that

like to see evidence to the claim of easy price comparisons

The claim that '[differentiating] strategy carries benefits such as increased ARPUs and lower churns' is very strong and it would have been interesting to read what are the assumptions for the claim and what kind of evidence of success from this strategy in mobile network business can be presented .