

S-38.042 Seminar on Networking Business, Autumn 2004

Timo Ralli's comments to Mathias Tallberg's paper presented on 13.10.2004

Bundling of handset and subscription

Relevance

The topic is in line with the theme of the seminar and the relevance of the subject emerges also well from the paper. Different business models are in use around the world and the debate is alive also in Finland.

In short, bundling of handset and subscription will be one of the hot topics of the Finnish telecom market in the near future.

Form

The structure of the paper is very logical. The main concepts as well as the motive and solutions are explained in the beginning. That is, the paper answers well to the questions what, why and how. After the brief introduction the pros and cons of the solutions are explained. With the given theory also the reader is able to evaluate the different implementations in the presented markets. The experience collected up from the presented markets is used alongside while making the analysis of the current Finnish market. The concluding chapter is clear even though a bit deeper approach could have been possible.

Substance

The paper describes the fundamental elements and concepts of the topic in a clear and consistent way. The descriptions of the different approaches from the European, Japanese and South Korean markets give a quite good picture from the current situation. More depth and reference lines would have been reached by including analysis of the U.S market as well as analysis of some specific European countries.

The very different market situations in different countries make it difficult to give a simple answer or solution for the Finnish telecom market. This paper, however, gives a good starting point for more serious discussions.