



News Release

LLU Commercial Launch and Workshop with the Industry

Manama, Kingdom of Bahrain - Sunday 22 May 2011

Following the issuance of the LLU Order on 5 May 2011, TRA hosted last Thursday a workshop with the industry on LLU. The workshop aimed at providing operators with a better understanding of LLU and its accompanying services and how can it allow them to offer alternative broadband and fixed services using the Batelco copper network infrastructure.

TRA's Chairman Dr Mohammed Al Amer said "starting from today LLU services are commercially available to other licensed operators. We are looking forward to see the first copper pair unbundled to provide competing services and realise the goals of LLU by resulting in better prices, higher speed, and more innovative services"

TRA's manager of Market and Competition, Mr Adel Darwish stated that "This workshop helped licensed operators to plan their business model for providing competing broadband services over Batelco copper network as well as making all operators aware of the next steps which need to be taken in order to apply for this service." Speaking about the benefits of LLU, Mr Darwish added that "this should enable internet prices to be more competitive and consumers to benefit from more a wider choice over the copper pair connected to their premises."

Batelco has been ordered by TRA to provide LLU services to other operators in recognition of its dominant position in the provision access the local copper network, which is considered a key facility that cannot be economically replicated by alternative operators.

LLU will bring several benefits to both operators and consumers. The main benefits of LLU for consumers will including:

Speed – As alternative operators use their own equipment to connect to end users rather than re-selling Batelco services, they are able to use alternative technologies to offer faster connection speeds and add more features to the copper connected to end users.

Price – Alternative operators also have more control and independence over their costs as they are making an upfront investment and using their own equipment and technology rather than re-selling Batelco services (pay Batelco per customer for renting the copper pair), they have more control and flexibility over their costs and can offer competing deals.

Innovation and product differentiation – Alternative operators will be able to introduce innovations and new services independently of Batelco. This would result in further product differentiation to the benefit of consumers.



LLU Workshop

About TRA

Since its establishment in 2002 the Telecommunications Regulatory Authority of the Kingdom of Bahrain (TRA) has been working with government, consumers, operators and investors to develop the Kingdom of Bahrain into the region's most modern communications hub and to facilitate the growth of the market. As an exemplary Regulator for the region, TRA independently carries out its duties in a transparent and non-discriminatory manner. More information about TRA can be viewed at www.tra.org.bh