
From: Rohan James [REDACTED]
Sent: Friday, 14 October 2022 10:02 AM
To: Merger Authorisations
Subject: Wireless solutions : MA1000021 – Telstra TPG Spectrum Transaction – submission'

Hello,

I am writing in relations to this TPG Telstra Spectrum transaction.

I have worked in the mobile phone industry for over 27 years , joining Optus soon after the first step in ending Telstra's (Then known as Telecom) monopoly. As Optus and Vodafone entered the market Australian consumers saw the benefits of competition for the first time and prices dropped significantly and continued to drop with the increase in competition, as well as customer service and support. As the market has matured it has become clear whilst there is limited competition in metro area's , if you are a consumer that needs mobile coverage in regional and remote area's Telstra is the only choice you have. Telstra effectively has a monopoly for many regional users as they have no other choice. Telstra use this regional coverage monopoly as a key selling point of its network and thus their plans are significantly more expensive than those of other networks.

As Vodafone business dealer if the spectrum transaction were to complete it would be of great benefit to many of my current customers and of great benefit to my business. The large majority of my customer that leave Vodafone and potential customers that choose not to move to Vodafone even though we are up to 50% cheaper than Telstra , state that the main reason for this decision is their concerns over our regional coverage.

The size of Australia compared to the population makes means that it is not economically viable for Vodafone , Optus and Telstra to roll out duplicate Networks when sharing the cost of network between 2 or more carriers is more efficient and cost effective.

If the Telstra TPG Spectrum Transaction were not to proceed it would be to the detriment of all consumers in the long run as it will maintain their monopoly in many regional and remote area's. I believe if the ACCC were to prevent this from happening it would be far more detrimental to the industry than allowing it to proceed.

Kind regards



Rohan James
Vodafone Dealer Principal

Wireless Solutions "For personalised service and a single point of contact"

M: [REDACTED]
L: [REDACTED]
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