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# All-in-one ADSL at R139 per month

Staff Writer MyBroadband | 18 March, 2010

## Internet Service Provider (ISP) @lantic cuts its ADSL rates for first six months

@lantic yesterday announced that it has launched the country's most affordable bundled ADSL service: DSL384 access and 1GB data for R139 per month.

The standard price for a 384k ADSL line currently stands at R152 per month, making this pricing quite aggressive. "We are committed to saving our customers money and have started our ADSL offering at R139 per month, which includes 1GB of free internet usage per month," says Dederick Venter, @lantic Marketing Director.

This price is however only valid for the first six months after which the standard R189 per month kicks in. This price is still lower than some competitors like Telkom's Do Broadband offering, but is higher than companies like Web Africa which charges R169 per month for the same service.

For higher bandwidth consumers, @lantic has brought out a 512k equivalent starting at R326, and a 4MB line, starting at R413 per month which are both equal to the line cost and also include 1GB of free internet usage per month. These prices are however also only valid for the first six months, after which the standard pricing of R389 per month (DSL512) and R489 per month (DSL4Mbps) respectively kicks in.

Consumers should also be aware that the out-of-bundle price of 10c/MB will kick in after the 1Gb cap is reached. @lantic's new ADSL range however also includes a 5 and 10GB bundle option to serve higher-usage consumers.

"An added benefit of the @lantic offering is that we provide cost effective voice options through our VoIP network, with free Vox to Vox calls. Our customers also earn rebates on all incoming calls which is a huge differentiator compared to most competitors," says Venter.

"We believe our current offering is sustainable and we don't expect to see any increases in the foreseeable future," adds Venter.

All these new ADSL offerings require signing up for a 12 month contract which for certain segments of the ADSL market is a negative as it serves as a lock-in mechanism that many want to avoid, especially given the recent drastic price drops.

The following table provides an overview of some of the bundled ADSL 384 Kbps services in the market. The total price is calculated over a 12 month period.

<b>DSL384 access and 1GB data</b>			
	<b>First six months</b>	<b>Next six months</b>	<b>Average monthly cost over 12 months</b>
@lantic	139	189	164
Web Africa	169	169	169

Cybersmart	169	169	169
MWEB	199	199	199
Telkom Internet	199	199	199

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