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# EETT-Tarifica collaboration for the comparative evaluation of the Greek telecommunications market

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The president of EETT, Konstantinos Masselos

EETT proceeded in collaboration with Tarifica, with the aim of the comparative evaluation of the Greek fixed and mobile telephony market in relation to other EU member states, based on three main indicators: price, network performance and investments. Tarifica's platform, through a combination of AI technology, modeling and market experience, monitors hundreds of thousands of packages and prices, thus enabling EETT to compare the landscape of mobile telephony services in Greece with that of five European countries - Belgium, the Czech Republic, Denmark, Poland and Portugal.

The benchmarking will be done quarterly. Tarifica, a US-based company, will submit at the end of each assessment a report (a total of 4 quarterly reports), which will contain the methodology and assumptions made for the country benchmarking and an analysis of the results based on a composite index that will combine the offered prices of fixed and mobile communications services, with data on quality of services and network development costs. At the end of the project, he will submit an overall annual report.

Tarifica is considered a leading global provider of telecommunications plan prices and data. The company, among other activities, gathers and evaluates market data in the relevant markets worldwide and assists national telecommunications regulators to evaluate and compare the prices of their markets in relation to the markets of other third country countries and, in particular, the States EU members, so that they can better assess the competitiveness of the services provided and monitor the evolution of the prices offered for the provision of electronic communications services.

"Our mission is to continuously evaluate and improve Greece's telecommunications services, promoting quality, innovation and the sustainable development of the network. Tarifica's platform allows us to carry out comprehensive evaluations, taking into account not only what consumers pay, but also the quality of services and long-term investments in the network", said the president of EETT, Professor Konstantinos Masselos.