

# pay as you go briefing

## april 2010



<b>Segment:</b>	PAYG	<b>Product/ Service:</b>	Dolphin - Increasing internet allowance	<b>Segment</b>	For any queries please contact your key account marketing manager
<b>Brief date:</b>	22/02/10	<b>Go Live in Channel:</b>	25/03/10	<b>Contacts:</b>	

### summary

What starts?	Dolphin - Increasing internet allowance to 100 MB
What stops?	-

### detail

Changes to Tariffs	Dolphin - Increasing internet allowance from 50 MB per month to 100 MB.
Why are we doing this?	To more effectively compete with other networks on the market.
Scheduled Above the Line Activity	No shout about 100 MB internet allowance. Overall ATL Dolphin support from 1 <sup>st</sup> April till 16 <sup>th</sup> May. Key themes for Orange: Dolphin - free internet.
Key Priorities for this month	<ol style="list-style-type: none"> <li>Miami Promotion</li> <li>Animal tariffs</li> <li>Orange Wednesdays</li> </ol>
Comms Messaging for priorities	<ol style="list-style-type: none"> <li>Free texts, music &amp; speaker – only with Orange Miami. Want to listen to hundreds of thousands of great tracks for free? It's easy. Just pick up a touchscreen for £XX.XX – the new Miami from Orange – and we'll give you a free bass-enhancing mini-speaker. Plus with Monkey you even get a whole load of free music and texts. Get moving. Once the speakers are gone – they're gone.</li> <li>300 free texts and free internet when you top up by £10 on Dolphin</li> <li>2 for 1 movies and pizzas with Orange Wednesdays (text tickets cost 35p)</li> </ol>
Changes to Terms and Conditions (short T&Cs)	Dolphin: Minimum top-up of £10 a month. UK texts only. Reward starts from 300 texts for £10 monthly top-up. Free internet (mobile internet browsing) is UK only and subject to a 100MB cap and minimum £10 top-up.

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Full T&Cs/ Business Rules

Dolphin: Minimum top-up of £10 a month. UK texts only. Reward starts from 300 texts for £10 monthly top-up. Free internet (mobile internet browsing) is UK only and subject to a 100MB cap and minimum £10 top-up. Orange considers 100MB sufficient for typical mobile internet browsing usage. It is insufficient for streaming of audio/video content, Peer to Peer, file sharing or Voice over Internet Protocol (VoIP) calls and internet tethering. If customers do any of this they should expect to exceed the 100MB cap and be charged at standard data rates.