

Gloves off in mobile price war



By [Craig Wilson](#)

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It's no secret that despite having the longest-standing mobile networks on the continent, SA still has some of the highest mobile call rates in Africa. This week, Cell C went some way to correcting that when it announced it was cutting prepaid rates, and hinted that new post-paid pricing will follow soon, but there's arguably still a long way to go.

On Wednesday, 16 May 2012, Cell C announced it was dropping prepaid call rates to 99c/minute regardless of the time of day or destination network. Within minutes, Vodacom responded with its own price cut, that appeared, at first glance, to match Cell C's rate.

Vodacom's offering, however, sees customers billed 99c for the first minute, and then in 30-second increments thereafter. Cell C's new prepaid plan, on the other hand, is billed per second from the first second, making it much better priced and, more importantly, the more transparent of the two offerings.

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