

1.4.4 Value Added Services (VAS)

The definition of what constitutes a value added service which may be offered by private suppliers in the open market has been in the hands of Telecom. Until recently the Telecom position was that it would permit VAS which could not be regarded as telecommunications services or unadorned message switching services. A VAS has not been regarded as a telecommunications service if the use of telecommunications is only incidental to the provision of the service.

Typical VAS which have been allowed in Australia are:

- * computer bureau services;
- * information retrieval services, including videotex;
- * communications services involving delayed delivery, including mail box type electronic mail services (text or voice);
- * telephone answering services;
- * radio paging services (see next sub-section). Telecom itself has been offering VAS in competition with private suppliers. Telecom VAS include Viatel (a videotex service), Keylink (an electronic mail service) and a range of paging services.

1.4.5 Mobile Communications

The mobile communications market in Australia has consisted of the following segments:

- * cellular mobile telephone service (CMTS) - a Telecom monopoly on provision of the network and fixed transmission facilities, with competitive provision of in-vehicle, portable and hand-held terminals;
- * paging services - competitive provision of services and terminals;
- * private mobile communications (HF, VHF and UHF), including trunked private mobile radio systems - base station facilities and mobile units generally owned and operated by user organisations, although there is some shared use and third party use of trunked systems;
- * aeronautical and other public radiocommunications services.