

## **'Naked' broadband will strip cash from Adam**

INTERNET Service Provider Adam Internet will launch its "naked" broadband service at a loss, while it awaits a pricing determination from the Australian Competition and Consumer Commission.

Currently, costs for "naked" broadband - where customers do not need to rent a fixed line for access - vary between companies because Telstra issued a new pricing structure midway through deliberations by the ACCC.

Some ISPs are operating under the new price structure, while others are forced to remain under the old system.

SA firm Adam Internet was

one of the ISPs forced to retain the previous pricing structure. The business faces costs almost double those of competitors because the new system was introduced before the ACCC had finalised Adam Internet's prices.

Boss Scott Hicks said the firm would supply access to the service at the lower prices offered by competitors, a move that will see Adam Internet's service run at a considerable cost to the firm.

"It is unreasonable to expect our customers to pay double that of competitors, when the product should be saving them money," he said.