Equity | United States | Telecom Services-Wireline 19 January 2010

Fast follower on wireless pricing

AT&T quickly follows Verizon Wireless price cut

On the heels of Verizon's price refresh announced Friday morning, AT&T responded with new pricing of its own Friday afternoon largely mirroring Verizon's moves. AT&T's rapid action recalls its response to Verizon's introduction of high end unlimited plans in February 2008 which occurred within 24 hours of the Verizon announcement. AT&T's high end unlimited wireless plan is now \$120 per month down from \$150 for smartphones including the iPhone. AT&T and Verizon seem to be following the same strategy, lowering ARPU immediately for a small, high end percentage of the base but likely raising ARPU over time within the middle market, a much larger percentage of the total.

Spotlight now on struggling operators

In our view, Verizon's move to lower high end pricing and raise mid-tier pricing must have anticipated AT&T's response given the broadside attack it represented and AT&T's past history of response. The focus now then is on who, beyond Verizon's own customers, was the real target of the move. The answer would appear to be Sprint, which among the laggard national providers has worked the hardest to cultivate a higher end clientele with its Simply Everything plan and which has led the market down with its Any Mobile, Anytime, mid-tier plan. We would not expect a quick reaction from Sprint given its industry-low service margin, recent price moves in the fall, and likely desire to evaluate the 1Q impact of these AT&T and Verizon moves.

Estimates (Dec)

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(US\$)	2007A	2008A	2009E	2010E	2011E
EPS	1.94	2.16	2.12	2.26	2.54
GAAP EPS	1.94	2.16	2.12	2.26	2.54
EPS Change (YoY)	18.3%	11.3%	-1.9%	6.6%	12.4%
Consensus EPS (Bloomberg)			2.12	2.24	2.48
Dividend Rate	1.43	1.61	1.64	1.68	1.72
Valuation (Dec)					
	2007A	2008A	2009E	2010E	2011E
P/E	13.3x	11.9x	12.2x	11.4x	10.2x
GAAP P/E	13.3x	11.9x	12.2x	11.4x	10.2x
Dividend Yield	5.6%	6.2%	6.4%	6.5%	6.7%
EV / EBITDA*	6.0x	6.0x	6.3x	6.0x	5.7x
Free Cash Flow Yield*	10.7%	8.8%	11.0%	12.3%	11.9%
* For full definitions of <i>iQmethod</i> sm measures, see page 7.					

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Stock Data

Price	US\$25.79
Price Objective	US\$30.00
Date Established	5-Jan-2009
Investment Opinion	A-2-7
Volatility Risk	LOW
52-Week Range	US\$21.44-28.73
Mrkt Val / Shares Out (mn)	US\$152,161 / 5,900.0
BofAML Ticker / Exchange	T/NYS
Bloomberg / Reuters	T US / T.N
ROE (2009E)	12.7%
Total Dbt to Cap (Sep-2009A)	42.1%
Est. 5-Yr EPS / DPS Growth	5.3% / 2.2%

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iQprofile[™] AT&T Inc.

iQmethod [™] – Bus Performance*

(US\$ Millions)	2007A	2008A	2009E	2010E	2011E
Return on Capital Employed	5.4%	6.0%	5.9%	6.2%	6.8%
Return on Equity	10.4%	12.2%	12.7%	13.1%	14.2%
Operating Margin	17.2%	18.6%	17.9%	19.2%	21.1%
Free Cash Flow	16,355	13,321	16,687	18,787	18,130

iQmethod [™] – Quality of Earnings*

(US\$ Millions)	2007A	2008A	2009E	2010E	2011E
Cash Realization Ratio	2.9x	2.6x	2.7x	2.7x	2.4x
Asset Replacement Ratio	0.8x	1.0x	0.9x	0.9x	0.9x
Tax Rate	34.3%	35.4%	34.2%	36.0%	36.0%
Net Debt-to-Equity Ratio	63.4%	84.4%	78.4%	73.3%	70.9%
Interest Cover	5.8x	6.8x	6.5x	7.1x	7.6x

Income Statement Data (Dec)

(US\$ Millions)	2007A	2008A	2009E	2010E	2011E
Sales	118,928	124,028	123,143	125,425	128,033
% Change	1.6%	4.3%	-0.7%	1.9%	2.1%
Gross Profit	72,873	74,360	72,969	75,019	77,555
% Change	2.8%	2.0%	-1.9%	2.8%	3.4%
EBITDA	43,909	43,939	41,758	43,658	46,150
% Change	8.6%	0.1%	-5.0%	4.5%	5.7%
Net Interest & Other Income	(2,200)	(3,160)	(2,990)	(3,157)	(3,397)
Net Income (Adjusted)	11,951	12,867	12,549	13,383	15,094
% Change	16.0%	7.7%	-2.5%	6.6%	12.8%

Free Cash Flow Data (Dec)

(US\$ Millions)	2007A	2008A	2009E	2010E	2011E
Net Income from Cont Operations (GAAP)	11,951	12,867	12,549	13,383	15,094
Depreciation & Amortization	21,577	19,883	19,695	19,590	19,168
Change in Working Capital	0	0	20	(321)	(172)
Deferred Taxation Charge	NA	NA	NA	NA	NA
Other Adjustments, Net	544	906	1,775	3,874	1,964
Capital Expenditure	(17,717)	(20,335)	(17,352)	(17,739)	(17,925)
Free Cash Flow	16,355	13,321	16,687	18,787	18,130
% Change	-18.1%	-18.6%	25.3%	12.6%	-3.5%

Balance Sheet Data (Dec)

* For full definitions of *iQmethod* sm measures, see page 7.

(US\$ Millions)	2007A	2008A	2009E	2010E	2011E
Cash & Equivalents	1,970	1,792	1,197	5,729	6,682
Trade Receivables	16,678	16,047	15,279	15,610	16,006
Other Current Assets	6,093	4,717	5,208	5,208	5,208
Property, Plant & Equipment	95,890	99,088	100,729	105,086	108,951
Other Non-Current Assets	155,923	143,601	141,468	138,612	136,695
Total Assets	276,554	265,245	263,882	270,246	273,541
Short-Term Debt	11,015	8,139	7,436	7,027	5,907
Other Current Liabilities	21,399	20,032	19,284	19,294	19,518
Long-Term Debt	64,115	74,991	72,664	74,995	78,102
Other Non-Current Liabilities	64,658	65,736	63,883	64,852	61,010
Total Liabilities	161,187	168,898	163,266	166,167	164,537
Total Equity	115,368	96,347	100,615	104,079	109,005
Total Equity & Liabilities	276,555	265,245	263,882	270,246	273,541

Legacy SBC acquired legacy AT&T Corp. in November 2005 to form the new AT&T Inc., which completed its acquisition of BellSouth at YE06. AT&T now operates over 57 million telephone lines, owns 100% of wireless operator AT&T Mobility LLC and is the nation's largest telecommunications company.

Investment Thesis

AT&T is fundamentally sound with a stable subscription-based business model. However, potential for negative estimate revisions and valuation at the high end of the historic range support our Neutral rating. M&A and wireless margin expansion have driven premium earnings growth and fueled the story, but they are running out of steam at a critical juncture. We expect rising wireless substitution to drive accelerating line loss on the wireline side while wireless margins will remain under pressure.

Stock Data

Q2

Q3

Q4

Stock Data		
Average Daily Volume	е	27,299,352
Quarterly Earning	s Estimates	
	2008	2009
Q1	0.57A	0.53A

0.63A

0.55A

0.41A

0.54A

0.54A

0.51E

Company Description

Fast follower on pricing

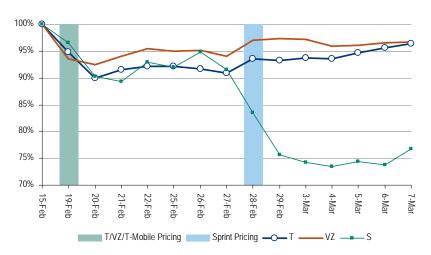
On the heels of Verizon's price refresh announced Friday morning, AT&T responded with new pricing of its own Friday afternoon largely mirroring Verizon's moves. AT&T's high end unlimited wireless plan is now \$120 per month down from \$150 for smartphones including the iPhone. AT&T and Verizon seem to be following the same strategy, lowering ARPU immediately for a small, high end percentage of the base but likely raising ARPU over time within the middle market, a much larger percentage of the total.

Verizon's move to lower high end pricing and raise mid-tier pricing must have anticipated AT&T's response given the broadside attack it represented and AT&T's past history of response. The focus now then is on who, beyond Verizon's own customers, was the real target of the move. The answer would appear to be Sprint, which among the laggard national providers has worked the hardest to cultivate a higher end clientele with its Simply Everything plan and which has led the market down with its Any Mobile, Anytime, mid-tier plan. We would not expect a quick reaction from Sprint given its industry-low service margin, recent price moves in the fall, and likely desire to evaluate the 1Q impact of these AT&T and Verizon moves.

Revisiting the last go 'round

AT&T's rapid action recalls its response to Verizon's introduction of high end unlimited plans in February 2008 which occurred within 24 hours of the Verizon announcement. At that time, Verizon's move was, after the fact, considered largely a non-event because it did not impact a meaningful percentage of users and in fact eliminated large, shared, bucket minute plans resulting in price increases for many volume users.

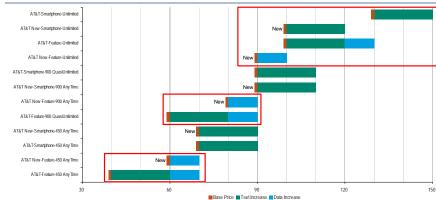
Chart 1: Sprint took the biggest hit in 2008 during the industry's last round of pricing innovation which coincided with year end results



Note: Returns relative S&P500 Source: FactSet

New vs. old plan comparison

Chart 2: AT&T follows Verizon's lead.

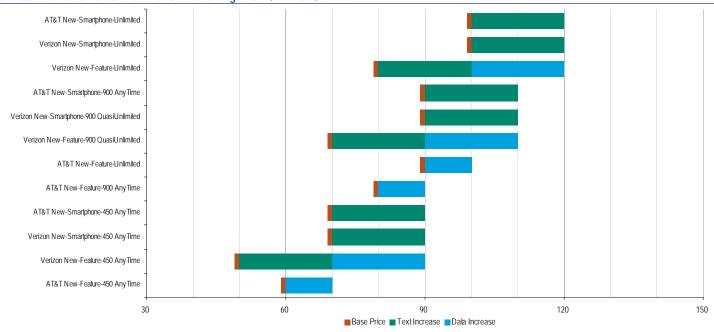


Source: BofA Merrill Lynch Global Research estimates

AT&T's plan change is nearly identical to Verizon's announced change save for a few key differences. AT&T is setting itself up to be \$20 cheaper than VZ for all limited voice + unlimited messaging + data for enhanced tier devices.

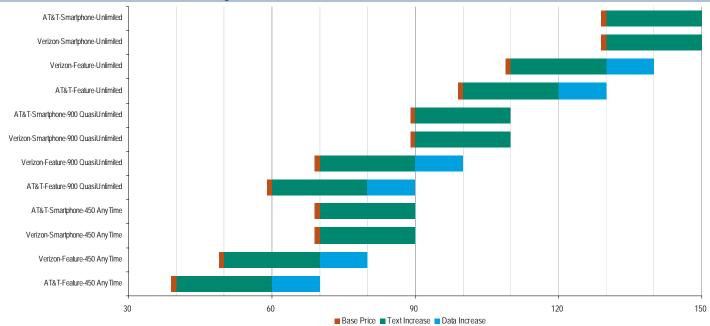
- AT&T looks to be lowering prices for all unlimited offers. The unlimited voice component falls by \$30.
- All feature devices are required to take at least a \$20 messaging and/or data plan vs. Verizon's \$9.99 25MB data plan required by Verizon. Smartphone devices are required to take a \$29.99 data plan for both carriers.
- Unlimited all-in prices fall by \$30 for all devices, vs. Verizon's \$20 for enhanced and \$30 for smartphones and basic devices
- Unlimited Data & Text for enhanced devices is \$30 at AT&T vs. \$50 at Verizon.

Chart 3: AT&T and Verizon New Plans - Plans range from \$49.99 to \$119.99



Source: BofA Merrill Lynch Global Research estimates

Chart 4: AT&T and Verizon Old Plans - Plans ranged from \$39.99 to \$149.99



Source: BofA Merrill Lynch Global Research estimates



Price objective basis & risk

AT&T Inc. (T)

Our \$30 12-month price objective is based on DCF and market relative valuation analysis and reflects forward PE and terminal EBITDA multiples of 15x and 4.5x. AT&T has traded at 0.7x to 0.95x the S&P multiple on an historic basis, with a mean of 0.8x. Our price objective assumes that these historic levels hold. For our DCF analysis w assume a cost of equity of 10.9%, a cost of debt of 5.9% and a beta of 1.3x.

The risks to our price objective are: 1) negative estimate revisions to 2009E consensus EPS. 2) greater than expected consumer downsizing of wireless plans, 3) rising handset subsidy-based competition.

Analyst Certification

I, David W. Barden, CFA, hereby certify that the views expressed in this research report accurately reflect my personal views about the subject securities and issuers. I also certify that no part of my compensation was, is, or will be, directly or indirectly, related to the specific recommendations or view expressed in this research report.

US-Telecom Services Coverage Cluster

03-Telecom Services	Coverage Glusier			
Investment rating	Company	BofAML ticker	Bloomberg symbol	Analyst
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	CenturyTel	CTL	CTL US	David W. Barden, CFA
	Cogent	CCOI	CCOI US	Michael J. Funk
	Crown Castle International Corp.	CCI	CCIUS	David W. Barden, CFA
	Equinix, Inc.	EQIX	EQIX US	David W. Barden, CFA
	Leap Wireless International Inc.	LEAP	LEAP US	David W. Barden, CFA
	MetroPCS Communications Inc.	PCS	PCS US	David W. Barden, CFA
	PAETEC	PAET	PAET US	Michael J. Funk
	Qwest Communications International Inc.	Q	QUS	David W. Barden, CFA
	SBA Communications Corporation	SBAC	SBAC US	David W. Barden, CFA
	TW Telecom	TWTC	TWTC US	Michael J. Funk
	Windstream Corporation	WIN	WIN US	David W. Barden, CFA
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	Alaska Communications Systems Group Inc.	ALSK	ALSK US	David W. Barden, CFA
	AT&T Inc.	T	T US	David W. Barden, CFA
	Level 3	LVLT	LVLT US	Michael J. Funk
	SAVVIS, Inc.	SVVS	SVVS US	David W. Barden, CFA
	Sprint Nextel Corp.	S	SUS	David W. Barden, CFA
	Verizon Communications Inc.	VZ	VZ US	David W. Barden, CFA
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	Cbeyond, Inc	CBEY	CBEY US	Michael J. Funk
	Cincinnati Bell Inc.	CBB	CBB US	David W. Barden, CFA
	Clearwire-CL A	CLWR	CLWR US	Michael J. Funk
	Dycom Industries Inc.	DY	DY US	Michael J. Funk
	Frontier Communications Corp.	FTR	FTR US	David W. Barden, CFA



iQmethod™ Measures Definitions

Business Performance Numerator Denominator

Return On Capital Employed NOPAT = (EBIT + Interest Income) * (1 - Tax Rate) + Goodwill Total Assets – Current Liabilities + ST Debt + Accumulated Goodwill

Amortization Amortization

Return On Equity Net Income Shareholders' Equity

 Operating Margin
 Operating Profit
 Sales

 Earnings Growth
 Expected 5-Year CAGR From Latest Actual
 N/A

 Free Cash Flow
 Cash Flow From Operations – Total Capex
 N/A

Quality of Earnings

 Cash Realization Ratio
 Cash Flow From Operations
 Net Income

 Asset Replacement Ratio
 Capex
 Depreciation

 Tax Rate
 Tax Charge
 Pre-Tax Income

 Net Debt-To-Equity Ratio
 Net Debt = Total Debt, Less Cash & Equivalents
 Total Equity

 Interest Cover
 EBIT
 Interest Expense

Valuation Toolkit

Price / Earnings RatioCurrent Share PriceDiluted Earnings Per Share (Basis As Specified)Price / Book ValueCurrent Share PriceShareholders' Equity / Current Basic Shares

Dividend Yield Annualised Declared Cash Dividend Current Share Price

Free Cash Flow Yield Cash Flow From Operations – Total Capex Market Cap. = Current Share Price * Current Basic Shares

Enterprise Value / Sales EV = Current Share Price * Current Shares + Minority Equity + Net Debt + Sales

EV / EBITDA Enterprise Value Basic EBIT + Depreciation + Amortization

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T Price Chart



B: Buy, N: Neutral, S: Sell, U: Underperform, PO: Price objective, NA: No longer valid

"Prior to May 31, 2008, the investment opinion system included Buy, Neutral and Sell. As of May 31, 2008, the investment opinion system includes Buy, Neutral and Underperform. Dark Grey shading indicates that a security is restricted with the opinion suspended. Light grey shading indicates that a security is under review with the opinion withdrawn. The current investment opinion key is contained at the end of the report. Chart is current as of December 31, 2009 or such later date as indicated

BofAML price charts do not reflect analysts' coverage of the stock at prior firms. Historical price charts relating to companies covered as of December 31, 2008 by former Banc of America Securities LLC (BAS) analysts are available to BAS clients

Investment Rating Distribution: Telecommunications Group (as of 01 Jan 2010)

806

investment Rating Distribution. 1	ciccommunications of	oup (as of of sail 20	10)		
Coverage Universe	Count	Percent	Inv. Banking Relationships*	Count	Percent
Buy	82	45.81%	Buy	42	61.76%
Neutral	56	31.28%	Neutral	33	75.00%
Sell	41	22.91%	Sell	20	58.82%
Investment Rating Distribution: G	lobal Group (as of 01.	Jan 2010)			
Coverage Universe	Count	Percent	Inv. Banking Relationships*	Count	Percent
Buy	1699	50.78%	Buy	904	58.82%
Neutral	841	25 13%	Neutral	491	65.03%

^{*} Companies in respect of which MLPF&S or an affiliate has received compensation for investment banking services within the past 12 months. For purposes of this distribution, a stock rated Underperform is included as a Sell.

Sell

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Total return expectation (within 12-month period of date of initial rating) Ratings dispersion guidelines for coverage cluster*

Buy	≥ 10%	≤ 70%
Neutral	≥ 0%	≤ 30%
Underperform	N/A	≥ 20%

^{*} Ratings dispersions may vary from time to time where BofAML Research believes it better reflects the investment prospects of stocks in a Coverage Cluster.

24.09%

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Sell

368

49.80%



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