

# **Rethinking Handset Subsidies: What Role Do Handsets Play in Telcos' Strategies and in the Value Chain's Evolution?**

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## **Abstracts**

This report looks at how operators are grappling with the issue of handset subsidies

After providing a reminder of the main reasons these subsidies exist, we analyse how operators – now facing growing competition and a changing value chain – have redefined the role that handsets play in their strategies.

We will see how a paradigm shift has occurred in a matter of years, and how the status quo might evolve over the long term.

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