

Mobile Data Services: Business Model Assessment

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Abstracts

The mobile data market has become saturated in major industrialized nations. Mobile operators in those markets find it increasingly difficult to raise mobile data prices as competitors are ready to lure away unsatisfied customers. This report analyzes how global mobile operators sell mobile data services, manage customer loyalty programs, develop innovative services, and offer customer incentives such as zero-rated services and international travel plans. It also provides an update of global mobile data revenues earned by operators from 2017-2021.

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