

2014 LTE Pricing Strategies

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Abstracts

The TCL 2014 4G LTE Pricing Strategies report analyses the key pricing trends for MNOs in the EU, Non-EU, Asia Pacific & Middle East regions. The report draws on findings from the TCL Global LTE Tariff Tracker subscription service and provides pricing case studies for 15 MNOs that have launched 4G LTE services. The case studies include - Bouygues Telecom (France), Vodafone (Germany), KPN (Netherlands), TMN (Portugal), Everything Everywhere (UK), Telenor (Norway), MegaFon (Russia), Swisscom (Switzerland), Optus (Australia), NTT DOCOMO (Japan), Vodafone (New Zealand), SingTel (Singapore), Batelco (Bahrain), Nawras (Oman) & Ooredoo (Qatar).

In the 2014 Global LTE Pricing Strategies report TCL provides focus on the main 4G LTE pricing trends highlighted in the TCL Global LTE Data Price Tracker subscription service including:

Analysis of overall 4G LTE pricing by 4 main geographical regions worldwide (incl. the EU, non-EU countries, Asia Pacific and theMiddle East)

Further analysis of 4G LTE pricing by the 4 main geographical regions by the following detailed metrics:

Pricing per GB of data allowance (in USD per month)

Average monthly data user allowance (in GB)

Highest LTE pricing per region (in USD per month)

Lowest LTE pricing per region (in USD per month)

Examines MNO 4G LTE pricing launch strategies per region

Examines current MNO 4G LTE pricing strategies per region

Finally, the report provides a selection of 15 key MNO 4G LTE case studies with pricing at launch and since launch

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