

2021 Tariff Trend Report: A Survey of Content Bundles and their Pricing across the Globe

<https://marketpublishers.com/r/2925AD66F04FEN.html>

Date: November 2021

Pages: 52

Price: US\$ 540.00 (Single User License)

ID: 2925AD66F04FEN

Abstracts

In this Report, Telecomspricing looks at the types of Content Bundles being provided in Developing and Developed markets worldwide - survey of 43 operators. Across both types of market MNOs are offering three types of Content Bundles:

1. Video streaming: including TV & film content – such as Amazon Prime, Netflix, YouTube, Disney+ Hotstar, HBO Max as well as local TV content (including C More in Sweden).
2. Social Media: including key social networking Apps such as WhatsApp, Facebook, Facebook Messenger, Snapchat, Twitter, Instagram, Pinterest & LINE.
3. Music streaming: including Music streaming services such as Apple Music, Spotify & Deezer.

The survey found that In Developed markets, MNOs are typically offering a Content Bundle as part of a premium bundle. Selected MNOs are providing access to video streaming services to support a high price point.

In Emerging markets, MNOs are typically offering a Content Bundle as a specific Pre Pay bundle with a range of specific types of content. According to a report published in March 2021 by the Motion Picture Association that the number of streaming service subscriptions passed 1 billion worldwide for the first time in 2020, highlighting massive growth in Hollywood's direct-to-consumer business as the COVID-19 pandemic kept moviegoers glued to their sofas. This research reveals that a number of operators have introduced more content since the arrival of Covid-19.

The survey covers Telecomspricing has surveyed the Content Bundles offered in 14 country markets worldwide, examples from a total of 43 operators.

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