

2021 Tariff Trend Report: A Survey of Mobile Operators' Value-Added Services covering 37 MNOs

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Abstracts

Telecomspricing examines the types of Add-ons also referred to bolt-ons being provided by each MNO of the 37 featured in this report. In addition, the report provides insight into where operators features VAS (add-ons) on its website, revealing that different approaches are taken.

MNOs in Europe and the Asia Pacific regions continue to offer a wide range of add-ons. This is despite the spread of integrated bundles of voice calls, SMS and mobile data, with MNOs also adding content bundles as standard.

But this is not the whole trend. In some markets, despite integrated bundles being offered, there are many add-ons, with the three established French MNOs (Bouygues Telecom, Orange and SFR) providing a huge number of options – including roaming and international calling packs as well as content (including music, cinema, TV & sports packs).

In competitive markets MNOs focus on a specific price point with their core integrated bundle which means that other services, such as international calls & content, are available as additional add-ons.

But it should be noted that MNOs are constantly reforming their plans, with content now being bundled with a core plan in some markets (for example Optus Australia), so the number of add-ons per MNO can vary.

In the Asia Pacific region in particular MNOs are using add-ons to provide additional bundles of mobile data, calls, IDD, roaming & specific types of content. The add-ons are

being used for both Post Pay and Pre-Pay plans.

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