

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.

Contents

Methodology

Introduction – MNOs core product bundle is the provision of voice calls, SMS & mobile data. But what other services can the MNO offer to differentiate itself?

The key types of value-added services being offered by MNOs worldwide

The examples of value-added services provided by MNOs worldwide

Conclusions – The types of value-added services being offered

List Of Figures

LIST OF FIGURES - MNOS AND THE USE OF ADD-ONS WORLDWIDE

Figure 1 – A table showing the 23 types of add-ons offered by the 36 MNOs with examples in the SnapShot 169 survey

Figure 2 – A pie chart showing the most common optional services offered by MNOs worldwide as a percentage of the total survey (37 MNOs)

Figure 3 – A table summarising the key add-ons service categories being offered by the 37 MNOs in the SnapShot 169 survey

Figure 4 – A picture showing the Optus (Australia) Customer Extras web banner

Figure 5 – A table showing the optional services provided by Bouygues Telecom (France)

Figure 6 - A table showing the optional services provided by Orange (France)

Figure 7 – A table showing the Orange France options for international calls, mobile data & SMS

Figure 8 - A table showing the optional services provided by SFR (France)

Figure 9 – A picture showing some of the TV channels available on O2 TV (Germany)

Figure 10 – A picture showing the Spotify Premium Mini promotion from 3 Indonesia

Figure 11 – A picture showing the 3 Indonesia KeepOn Amazon Prime Video service

Figure 12 – A table showing the WindTre calling packages for international calls

Figure 13 – A picture showing the Busuu Premium Plus language promotion from WindTre (Italy)

Figure 14 – A picture showing the WindTre Italy calling package to China

Figure 15 – A banner showing a promotion for Globe Philippines live streaming of the Pacquiao vs. Ugas boxing match

Figure 16 – A picture showing the Orange Poland unlimited games App

Figure 17 – A banner showing the Mobile Add-ons offered by Singtel (Singapore)

Figure 18 – A table showing the StarHub Singapore Pre-Pay WOW data roaming plans

Figure 19 – A promotional graphic showing the Movistar Spain Salud service

Figure 20 – A graphic showing the Orange Spain Seguro Movil smartphone insurance service

Figure 21 – A web graphic showing the Vodafone Spain discount for additional lines/SIMs

Figure 22 – A graphic showing the content bundles introduced by Optus Australia

Figure 23 – A graphic showing the Post Pay bundles offered by Hot Telecom (Israel)

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