

2021 Tariff Trend Report: An Analysis of Operators' PrePay versus PostPay offers

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Abstracts

In this report Telecomspricing analyses the PrePay and PostPay services available in six selected markets including France, Italy, Japan, Malaysia, Singapore and the USA and examines the differences in products in each market. PrePay services are adopting some of the characteristics of PostPay markets.

PrePay versus PostPay services in six markets worldwide In most markets users have migrated towards PostPay services, but recently MNOs have started to promote PrePay services as a no commitment alternative. In Italy and the USA MNOs offer a no commitment plan alternative with an auto-pay mechanism using a credit or debit card which is renewable every month. Both PrePay and PostPay plans are offering a similar bundle of calls, SMS and mobile data. Additionally, MNOs are starting to invest in the PrePay market, most clearly with Verizon's purchase of the US MVNO TracFone. In Japan povo, a sub-brand of KDDI, provides a low-cost SIM only service, following LINE mobile and Yahoo Mobile, sub-brands of Softbank. In a number of markets, the established MNOs are now introducing high PrePay bundles of mobile data, including O2 Telefonica Germany & AT&T – but PrePay pricing remains expensive when compared with Post Pay.

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