

2021 Tariff Trend Report: Fourth MNOs Adopted Strategies

<https://marketpublishers.com/r/2BD243EE15E5EN.html>

Date: October 2021

Pages: 42

Price: US\$ 540.00 (Single User License)

ID: 2BD243EE15E5EN

Abstracts

In this report Telecomspricing analyses the strategies that are being deployed by MNOs that enter the market as a fourth MNO – in essence whether they are pursuing a disruptive challenger strategy or a follower strategy.

Telecomspricing looks at the plans that are being introduced by the fourth MNO, and how they differentiate from other MNOs in the market and the types of strategy being deployed – and broadly whether the fourth MNO is a challenger or a follower in its mobile market. In summary the strategy of the fourth MNO evolves over time and becomes more akin to the established MNOs. The challenger role is increasingly being taken by the MNO sub brand, which offers a simple low-cost proposition. It will be interesting to see whether recently launched fourth MNOs in Singapore and Japan will continue with their distinctive challenger strategy.

In the survey, Telecomspricing first considers the plans offered by the fourth MNO, followed by a positioning of the fourth MNO compared with the other MNO plans and price levels. Finally, Telecomspricing provides the summary of the fourth MNO in each market and whether it fulfils a challenger or a follower role when compared with the other MNOs present.

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