

2021 Tariff Trend Report: The latest Trend in Mobile Youth Offerings - A survey of 34 Operators' Youth offerings

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Abstracts

Telecomspricing has surveyed 34 MNO's Mobile Youth Offerings in 18 countries worldwide.

Mobile Youth Plans are being offered in one of two ways, either the MNO adapts the existing integrated offer which is then discounted for the youth segment, or it introduces a new plan as part of a digital channel offer.

The main market for Mobile Youth Plans is Europe, with multiple youth plans offered in Austria, Belgium, Czechia, Germany, Italy, Portugal and Switzerland as well as in other markets outside Europe.

There are a range of additional features being offered in the mobile youth plans, notably the streaming of social media, music and video along with the standard combination of calls, SMS and mobile data.

Mobile Youth Plans have been offered initially as a digital channel offer, but MNOs - notably Vodafone with VOXI - are now broadening their customer base by offering their plans to all age groups. The use of SIM-Only plans with no contract is common practice in combination with digital channels. Digital channels and self-service have allowed the MNO to test market a new sub-brand at relatively low cost.

The different types of Mobile Youth Plans by MNOs worldwide
MNOs have introduced Mobile Youth Plans either as a separate digital sub-brand (with a low-cost sub-brand as a SIM-Only and no contract offer) or by using the existing core brand plan which is then discounted for the youth user.

When launching a new digital sub-brand, the brand has been used to appeal to the youth market, with a vibrant brand and new logo with social media marketing which is also communicated through digital channels via the web or through a mobile App. But increasingly the MNO has applied the digital sub-brand to all potential users without age restrictions.

The Mobile Youth Plan differs from most other MNO plans in offering a higher mobile data allowance, with a number of MNOs offering unlimited mobile data frequently at a relatively low price point.

The other difference in the youth segment is the bundling of additional content – based on popular streaming services, starting with social media (including Instagram, WhatsApp or Twitter), music (including Apple Music, Spotify & Amazon Prime) and video streaming (including YouTube, Tiktok or snapchat).

In essence, the youth segment is being used to test the market with content, higher mobile data allowances through the use of SIM-Only and no contract plans – with plans being adopted for all age groups.

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