

2021 Tariff Trend Report: Latest Trends in Mobile Postpaid Premium Offerings

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Abstracts

In this Report, Telecomspricing looks at the Premium Mobile Plans that are being introduced worldwide – including the price levels that are being provided by country and region and the types of bundles that are being deployed.

The survey find that price levels vary from region to region, and in Europe particularly there are a wide range of price levels – with MNOs in Central & Eastern Europe in particular having low Premium Mobile rates when compared with selected MNOs in Switzerland, Austria and Ireland – however Europe has the lowest average Premium mobile Plan pricing of all the regions surveyed at USD \$53.8 per month.

The Middle East region (the 6 Gulf States) have the highest average Premium mobile Plans at USD \$150 per month followed by the North America region (US & Canada) at USD \$86.2 per month, with Europe having the lowest at USD \$52.

Additionally, this survey provides the difference in the inclusive allowance between the top priced plan and the second top priced plan for each of operator with the largest mobile subscriber base in the surveyed countries.

Geographical coverage

Austria

Bahrain

Belgium

Brazil,

Canada

Chile

Czech Republic

Denmark

Finland

Ghana,

Greece

Hong Kong

Indonesia

Ireland

Kenya

Kuwait

Malaysia

Mexico

Morocco

Nigeria

Netherlands

Oman

Peru

Poland

Qatar

Romania

Saudi Arabia

Singapore

South Africa

Spain

Switzerland

Thailand

the UAE

the USA

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