

# 2021 Tariff Trend Report: Relationship between e-services and the Mobile Network Operator (MNO) - An analysis of 30 operators' e-services

<https://marketpublishers.com/r/22140B72C89FEN.html>

Date: April 2021

Pages: 40

Price: US\$ 540.00 (Single User License)

ID: 22140B72C89FEN

## Abstracts

Telecomspricing examines the relationship between e-services and the mobile network operator (MNO). It starts by examining the types of e-services that are on offer, how they are being integrated with existing plans, the development of new e-services as part of a new ecosystem.

Additionally, selected MNOs are offering a wide range of non-telecom services as they seek to diversify away from their core business of calls, SMS and mobile data. But the diversification, into content, financial services, insurance, home security, healthcare, energy and other digital services remains experimental, often made in partnership with a segment specialist. As some MNOs diversify from “core” telecoms services other MNOs have been quietly winding down their non-core services.

Telecomspricing finds that e-services are being used by the MNO in one of the following four ways:

MNOs offer e-services as part of an additional usage bundle or plan

MNOs offer e-services as a new stand-alone product or ecosystem

MNOs offer e-services as part of a loyalty programme

MNOs are developing their own e-service (whether wholly or in partnership with an e-service provider)

This report reviews the ways that e-services are being used by the MNO. It considers the types of e-services that are being offered and the role played by the MNO, and the future developments for e-services and the MNO, covering of thirty operators across the globe.

## Contents

Introduction - The definition of an e-service – What is an e-service in a mobile context?

Examples of e-services and the categories used by an MNO

The integration of an e-service with an existing MNO service plan

The use of e-services as part of an MNOs loyalty programme

The MNOs developing their own e-service products & ecosystem

Conclusions – Future MNOs aim to diversify into e-services

## List Of Figures

### LIST OF FIGURES – SNAPSHOT 164: E-SERVICES & MOBILE

- Figure 1 A Pie chart showing the most popular non-core Telecom Provider products under development in per cent
- Figure 2 A table showing the new non-Telecom services that have been deployed by MNOs
- Figure 3 A picture showing the Movistar Car device
- Figure 4 A picture showing the Telia Sense service
- Figure 5 A picture showing a list of some of the optional content services offered by SFR (France)
- Figure 6 A picture showing the ADT Korea security products
- Figure 7 A picture promoting the TIM E-Learning Card
- Figure 8 A screenshot showing the Movistar Panelas (solar panels) service
- Figure 9 A picture showing the O2 Money internet site
- Figure 10 A picture showing the Orange Bank Spain App
- Figure 11 A screenshot showing the T-Mobile USA Money service
- Figure 12 A picture showing the Verizon Visa Card
- Figure 13 A picture showing the Movistar Health single plan promotion
- Figure 14 A picture showing the Orange Segura & Zurich Insurance logo
- Figure 15 A table showing examples of MNO e-services offered around the world
- Figure 16 A banner showing the 1010 Hong Kong 5G gaming service
- Figure 17 The GameNow online gaming logo
- Figure 18 The JioSaavn music streaming logo
- Figure 19 A picture showing the Line Mobile LINE Healthcare service
- Figure 20 A schematic showing the proposed rollout of the Vodacom South Africa Ali Pay Super App
- Figure 21 A list of MNOs covered

## I would like to order

Product name: 2021 Tariff Trend Report: Relationship between e-services and the Mobile Network Operator (MNO) - An analysis of 30 operators' e-services

Product link: <https://marketpublishers.com/r/22140B72C89FEN.html>

Price: US\$ 540.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

[info@marketpublishers.com](mailto:info@marketpublishers.com)

## Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/22140B72C89FEN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:  
Last name:  
Email:  
Company:  
Address:  
City:  
Zip code:  
Country:  
Tel:  
Fax:  
Your message:

**\*\*All fields are required**

Customer signature \_\_\_\_\_

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970

