

# **2022 Tariff Trend Report: The emergence of the mobile eSIM - The eSIM in theory should allow more choice & service innovation**

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Date: May 2022

Pages: 0

Price: US\$ 595.00 (Single User License)

ID: 2D50EB8C63DEEN

## **Abstracts**

Telecomspricing examines the emergence of the mobile eSIM. It also looks at examples of the mobile eSIM deployment worldwide.

An eSIM (short for embeddedSIM) is software embedded directly into a device to allow automatic connectivity from the device (without the need for the user to purchase a separate SIM) and can also store multiple MNO profiles. One of the first introductions of eSIMs occurred in 2014 when Apple introduced the Apple SIM card in the US & the UK – with an eSIM installed in the iPad Air2 and the iPad Mini3 device allowing their customers to select their own MNO through the air after purchasing the device.

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Poland

Portugal

Saudi Arabia

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Taiwan

Thailand

Turkey

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Vietnam

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