

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

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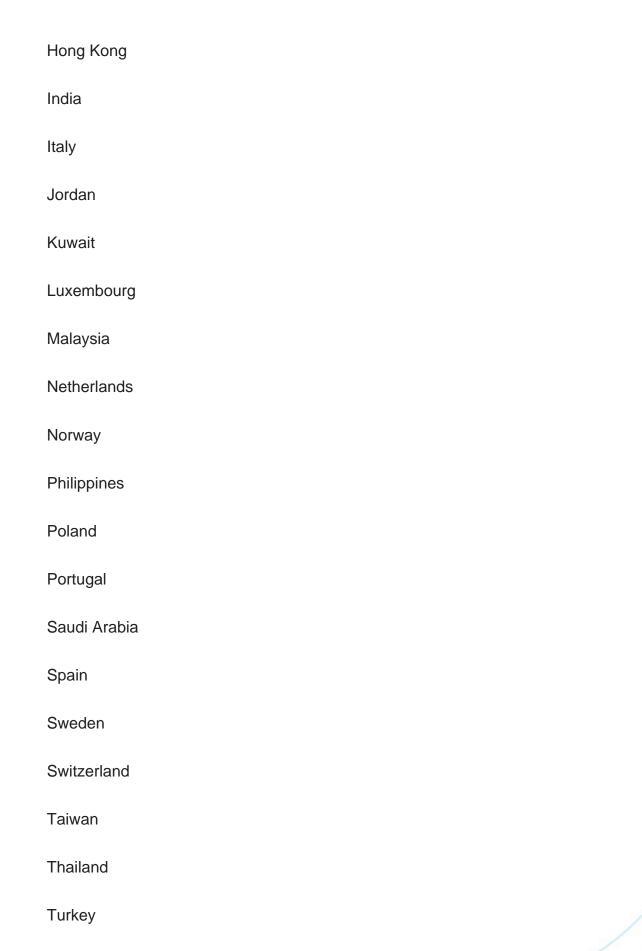
### **Abstracts**

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.

Argentina
Australia
Bahrain
Brazil
Canada
France









UK			

USA

UAE

Vietnam



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