

Handsets and Service Pricing Tool

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Abstracts

Tariff Consultancy Ltd for the first time releases a tool that will allow users of this tool to find out what device models are offered to postpaid customers across 14 key countries.

The tool set out in an easy-to-digest format will bring users of the tool information such as what device models are offered to postpaid customers, what are the handset and service fees associated to these device models, what is the minimum total cost of acquiring a handset, a comparison how contract terms vary between countries, what is the data bundle size for entry-level service plans, and more.

Just some of the QUERIES this tool will address for you!

What device models are offered to postpaid customers?

What are the handset and service fees associated to these device models?

What is the minimum total cost of acquiring a handset?

How do contract terms vary between countries?

What is the data bundle size for entry-level service plans?

In which markets is handset X currently available? (e.g. X=iPhone 6 Plus)

How does the total minimum cost of maintaining handset X differ between markets?

What are the OS shares in different operators' portfolios?

What are the manufacturers' shares in different operators' portfolios?

Which operators split device fees from service fees?

What is the penetration of 4G handsets in different operators portfolios?

and more

DELIVERABLE - Handsets and Service Pricing Tool includes:

Handset and Service Plan information is held in Excel. Use of Pivot tables and filters allowing a user create his own queries and draw his own conclusions.

Guide how to work use the Tool along with some key conclusions

Enquiry time

Contents

i) Geographical coverage: 14 countries / 3 operators per country

Europe (France, Germany, Italy, Netherlands, Poland, Spain, UK)

Middle East (Saudi Arabia, UAE)

Americas (Brazil, Chile)

Asia-Pacific (Australia, Singapore)

Africa (South Africa)

ii) Device & contract service fees (VAT incl) for new customers opting for the lowest priced monthly service plan. All service contract terms included (1/12/18/24/30 months)

iii) Specifications for 323 mobile device models of 32 manufacturers

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