

# Key Smartphone Mobile Data Pricing Trends in Europe

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## Abstracts

### Background

Tariff Consultancy Ltd (TCL) in this report provides a survey of Smartphone Mobile Data Trends for Pre Pay and Post Pay user segments for ten European countries identified in the survey which are shown in the Summary Box below:

Summary Box – The 10 Countries surveyed in the TCL report

France, Germany, Ireland, Italy, Netherlands, Portugal, Spain Sweden, Switzerland & the UK.

It should be noted that the survey focuses on the Smartphone Mobile Data user only and excludes as far as is possible Mobile Broadband (using a USB modem to connect to a PC) services and Tablet PC services from the analysis. It does not include the MVNO segment.

The TCL survey includes information from 41 MNOs in the 10 countries which are listed in the Summary Box below:

Summary Box – A list of the 41 MNOs included in the report

Orange, SFR, Bouygues Telecom, Free Mobile (France)  
Telekom, Vodafone, Telefonica O2, E-Plus (Germany)  
Vodafone, Telefonica O2, H3G, Meteor (Ireland)  
Telecom Italia Mobile, Vodafone, Wind, H3G (Italy)  
KPN, Vodafone, T-Mobile (Netherlands)

TMN, Vodafone, Sonaecom (Portugal)  
Movistar, Vodafone, Orange, Yoigo (Spain)  
Telia, Tele2, Telenor, H3G (Sweden)  
Swisscom, Sunrise, Orange (Switzerland)

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