

LTE SnapShot Number 32 - LTE Pricing and its trends

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Date: July 2012

Pages: 29

Price: US\$ 159.00 (Single User License)

ID: L64D4AA6D58EN

Abstracts

But 4G LTE is increasingly being offered as part of a standard mobile data service bundle 4G LTE is now being used across the most of the MNOs product portfolio – with the different price points offered reflecting the different sizes of the monthly mobile data allowance. The service is marketed over a range of price points as the market matures. Other price trends include

MNOs are also providing differentiated tiers of 4G LTE pricing based on different download speeds - with premium pricing reserved for the highest download speed – which may be 50Mbps, 100Mbps or 150Mbps.

A handful of MNOs are beginning to experiment with a separate monthly charge for users who access a 4G LTE network, on top of the service bundle, but the majority of operators are more concerned to increase user adoption by eliminating the price premium for 4G LTE access over time.

As the market for 4G LTE services matures, MNOs are introducing more packages of 4G LTE bundles. Packages are being launched at lower price points, and MNOs are offering more differentiated 4G LTE tariffs (with different user allowances, speeds & content bundles being provided at a particular price point with a 4G service).

Although the headline average entry-level 4G LTE price is falling over time, the change in entry level pricing mainly reflects the increase in packages offered, as MNOs move to offer a wider range of packages rather than a “one size fits all” tariff or a pure premium price.

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