

Middle-East Smartphone Tariff Tracker and Analysis - 2020

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Abstracts

SYNOPSIS

Pricing is used as one of the key differentiators by mobile operators across the industry. To keep up-to-date with the increased complexity of packages offered is a challenge.

Telecomspricing has researched and collated prices for post- and prepaid smartphone price plans across the Middle East since 2008 and has just released the latest edition covering 11 countries and 23 operators and over 300 price plans.

Prices presented in local currency, Euros and USD allows for a speedy and like-for-like comparison of the 3,000 and plus price plans covered.

Key information collected and provided in excel spreadsheet include:

Name of operator

Effective/Verified Date

Type of customer (Consumer, Youth, Senior etc)

Type of subscription (Postpaid/Prepaid,Hybrid)

Contract term for Postpaid plans(m-t-m, 6, 12, 18, 24 plans)

Validity for prepaid plans

Name of Plan

Cost in local currencies and Euro (inclusive and exclusive of tax)

Inclusive allowances such as Voice, IDD, SMS, MMS, Data, roaming VAS, other, a separate column for each of these)

Charges (per min, per SMS, per MMS, per 1 Mbyte of Data)

Tax rate

Comments (these relate to the price plan and an provide additional information such as add-on details)

In this continuously updated service - every quarter - based on a survey of providers, the database will illustrate how operator marketing strategies create plans to retain loyalty, entice new customers and increase usage and value.

The database also highlights key changes announced by operators since the previous update which are easily identifiable as marked in red.

Geographical coverage (mobile network operators and MVNOs)

Bahrain

Egypt

Jordan

Kuwait

Lebanon

Lybia

Oman

Qatar

Saudi Arabia

UAE

Deliverables every quarter (4 per subscription)

Spreadsheet

Report highlighting the changes and compare pricing across the region.

Key highlights of the database include:

Tariff price plans for consumer and business post and prepaid, presented in tabular format, in local currency, Euros and US Dollars allowing for easy comparison

Each plan provides details such cost and allowances that come with it.

All the data is updated quarterly, changes made are marked in red.

Summary report provided with each update commenting on key changes

Researched by a multi-lingual team

Enquiry service provided by the telecomspricing tariff expert with 24-years of experience in telecoms pricing

Subscription includes

4 Updates per annum

Summary report with each update

FREE Enquiry Service

Who should subscribe to this service

Government agencies with a need to compare mobile prices across countries

Telecommunication operators

Software and equipment vendors

Consultancies

Investors, Venture Capital companies and Financial Institutions

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