

Mobile Broadband Pricing Survey 2009

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Abstracts

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Report Synopsis

Mobile Broadband is becoming an increasingly important source of subscriber and revenue growth for the mobile operator in Europe. Mobile operators are reporting that an increasing proportion of their new subscribers are coming from Mobile Broadband subscribers. This is a relatively new development and is also responsible for the increase in data revenues being reported by the mobile operator.

Mobile Broadband Pricing in Europe - 2009 provides a comprehensive profile of all of the main Mobile Broadband operators. It includes information from 97 mobile operators in 33 countries throughout Western and Eastern Europe including the EU-25 countries plus Slovakia, Slovenia, Turkey & Russia.

Key Highlights

Mobile Broadband flat rate bundles are now the norm across Europe and are the most common form of price package

The average flat rate package bundle provided has doubled over the last 12 months to almost 4GB (based on the analysis of 100 mobile operators)

The most common monthly user allowance price point on offer across Europe is now 5GB and 10GB, closely followed by 1GB and 500MB allowances

There are at least 20 mobile operators across all countries which are now

offering an “unlimited” user allowance for their Mobile Broadband service

Pricing in 2008 has fallen by an average of 4% across all countries when compared with the previous year – even though average user allowances have more than doubled

80 per cent of Mobile Broadband operators in Europe charge a Per MB out of monthly allowance – for national traffic - with charges ranging up to 3.27 euro per MB although typical rates are between 10 and 20 euro cents.

Average Mobile Broadband prices have fallen by as much as 53%, 43% and 35% in Latvia, Austria and the UK respectively over the past year.

In Ireland, Germany, Sweden and Spain average Mobile Broadband prices are now significantly lower than the most popular fixed line DSL Broadband service, which is driving customers to the mobile Broadband offer.

New offerings include: Prepaid per day, weekly, monthly with an “off-peak” or time-limited tariff.

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