

# Mobile Pricing Trends and service Innovation

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## Abstracts

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Mobile pricing trends are taking place against a backdrop of rising mobile penetration on a global scale with 3.2 billion mobile users at the end of 2007, with year on year growth of 15 per cent.

Some 18 per cent of mobile revenues worldwide are accounted for by data – mainly with SMS – but with a decline in ARPU of 8 per cent. Pricing is critical to maintaining ARPU levels and reducing churn. As a result mobile operators will have to recognise that reducing churn and extending the customer life cycle will be the key to improving service profitability. This means that more emphasis should be placed on customer segmentation as a means of providing customer loyalty over time.

This report provides plenty of pricing examples for voice and data offerings, supported by tables and charts. It is an invaluable reference for operators, regulators and other players in the market.

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