

Pre Pay Mobile Broadband Services - Trends and Products from around the world

<https://marketpublishers.com/r/P2CAAE889E0EN.html>

Date: November 2009

Pages: 165

Price: US\$ 3,055.00 (Single User License)

ID: P2CAAE889E0EN

Abstracts

Site License Price: US\$6,110.00

Pre Pay Mobile Broadband services are now becoming a key component of a mobile operator's product portfolio in most countries around the world.

The adoption of HSDPA (High Speed Data Packet Access) networks (which allow a theoretical upload access speed of up to 7.2 Mbps) by an increasing number of mobile operators has meant the offer of higher speed access bundles and higher data Monthly User Allowances (MUAs) for subscribers.

This report is a follow up to the findings published in the earlier Mobile Broadband Pricing report which was published in 2008, where we saw the early signs of Pre Pay Mobile broadband services being introduced by selected operators

Synopsis

Initially, Mobile Broadband services (which are defined for the purposes of this report as being a USB flash modem which supports a theoretical upload access speed of at least 384Kbps) are gaining in popularity for Pay Monthly customers supported by higher speed mobile networks and flat rate pricing for contract users.

But in many countries the majority of mobile voice subscribers are Pre Pay users, not Pay Monthly users. In Italy, for example, the application of tax to Pay Monthly contracts means that some 80 per cent of mobile users use a Pre Pay service, which is the norm for business users.

Pre Pay Mobile Broadband services are very much a new phenomena. The first services were introduced in 2008, but have been quickly adopted by all operators when introduced. The research has identified mobile broadband pre pay services in 74 countries.

Contents

Argentina, Australia, Austria, Belgium, Bermuda, Bolivia, Botswana, Brazil, Bulgaria, Cambodia, Canada, Chile, Colombia, Croatia, Cyprus (South), Denmark, Ecuador, Egypt, Estonia, France, Georgia, Germany, Greece, Guatemala, Honduras, Hong Kong, Hungary, India, Indonesia, Ireland, Italy, Jamaica, Japan, Kenya, Latvia, Lithuania, Luxembourg, Macau, Macedonia, Malaysia, Malta, Mexico, Moldova, Morocco, Namibia, Netherlands, New Zealand, Nigeria, Norway, Oman, Panama, Paraguay, Peru, Philippines, Poland, Portugal, Romania, Russia, Saudi Arabia, Serbia, Singapore, South Africa, Spain, Sri Lanka, Sweden, Switzerland, Thailand, Turkey, UAE, USA, UK, the Ukraine, Uruguay and Uzbekistan.

The report provides a description of each offering along with prices for the service as well as the set-up costs often referred to the start-up kit. The benchmark section of the report reveals that Daily Pre Pay Mobile Broadband rates are provided at an average of 3.4 Euro in the EMEA region, with a spread of pricing from 9 Euro to 1 Euro with Weekly rates in the region cost an average of almost 8.9 Euro. The most popular tariff worldwide is a flat rate bundle of Hours or per flat rate per GB/MB followed by a Daily (24 Hour) flat rate. [Click here to view the press release of the findings.](#)

A section of the report is devoted to a forecast revenue and subscriber forecast for each region namely Asia, EMEA, Americas.

A LIST OF TABLES & CHARTS USED IN THIS REPORT

ACKNOWLEDGEMENTS

METHODOLOGY

EXECUTIVE SUMMARY

The Key Take Aways from this report

Introduction: A definition of Pre Pay Mobile Broadband services

PART ONE: THE GROWTH IN PRE PAY MOBILE BROADBAND SERVICES

Introduction

The distinction between Pre Pay and Pay Monthly Mobile Broadband services

Pre Pay Mobile Broadband versus Pay Monthly Mobile Broadband pricing

Pre Pay Mobile Broadband pricing structure and device costs
Technological developments in Pre Pay Mobile Broadband services
Types of Pre Pay Mobile Broadband services
Usage & Revenue implications of Pre Pay Mobile Broadband services
Limitations of Pre Pay Mobile Broadband service deployments
Key Point Summary

PART TWO: A SURVEY OF PRE PAY MOBILE BROADBAND SERVICES

The same lay-out for each of the 74 countries is used

Name of country
Pre Pay Mobile Broadband Operators & Products
Pre Pay Mobile Broadband Strategies
Key Point Summary: Price Benchmark

PART THREE: THE FUTURE OF PRE PAY MOBILE BROADBAND SERVICES

Introduction

The deployment of Pre Pay Mobile Broadband services to date
Forecast subscriber & revenue growth rates for Pre Pay Mobile Broadband from 2010 to 2013
Forecast subscriber growth in the EMEA
Forecast revenue growth in the EMEA
Forecast subscriber growth in the Americas
Forecast revenue growth in the Americas
Forecast subscriber growth in the Asia Pacific
Forecast revenue growth in the Asia Pacific
The major trends in Pre Pay Mobile Broadband deployments
Conclusions to Pre Pay Broadband
Key Point Summary

I would like to order

Product name: Pre Pay Mobile Broadband Services - Trends and Products from around the world

Product link: <https://marketpublishers.com/r/P2CAAE889E0EN.html>

Price: US\$ 3,055.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/P2CAAE889E0EN.html>