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Pricing Trends for Bundled and Unbundled Mobile Cloud Storage

https://marketpublishers.com/r/P4B0CC3F181EN.html
Date: August 2013
Pages: 0
Price: US$ 599.00 (Single User License)
ID: P4B0CC3F181EN

Abstracts

This new subscription service provides the Mobile Cloud Storage products and pricing offered by key MNOs around the world.

Mobile Cloud Storage services are provided by mobile operators which provide hosted virtual storage services via the internet which are accessed via a dedicated web portal for the user. The arrival of Mobile Cloud Storage has coincided with the rapid adoption of Smartphone devices worldwide now being used to access and store a wide range of content such as photos, video, music and e-mail applications.

MNOs either bundle a Mobile Cloud Storage service in with an existing high end Smartphone device or else charge for a stand-alone Mobile Cloud Storage service.

In the first edition of the Mobile Cloud Storage Tracker and Analysis subscription service TCL provides analysis of some 50 bundled mobile cloud storage offers (from 20 MNOs) and some 66 stand-alone mobile cloud storage offers (from 22 MNOs).

Key findings include:

Bundled Mobile Cloud Storage pricing ranges from USD $19.67 per month up to USD $262 per month. The bundled Mobile Cloud Storage average price in the survey is USD $79 per month – with bundles including unlimited calls and SMS, with Mobile Data (of up to 10 GB per month). The most common bundled pricing range is from USD $61 to USD $80 per month.

Unbundled Mobile Cloud Storage. The most common pricing for stand-alone (unbundled) Mobile Cloud Storage is in the range from USD $1 up to USD $5 per month

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(which accounts for 38 per cent of all offers). There are 15 offers priced for free. The average stand-alone Mobile Cloud Storage price in the survey is USD $4.8 per month.

The new Mobile Cloud Storage Tracker and Analysis Service provides a unique insight into the offerings to-date which are on the increase. The service will be updated every quarter and will keep subscribers abreast with the latest trends.

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