

# Pricing Promotions by Mobile Operators Worldwide

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## Abstracts

The report entitled Pricing Promotions by Mobile Operators Worldwide - 2011 is a survey of the main trends taking place for mobile pricing promotions around the globe.

The survey includes just under 300 promotions offered by some 150 mobile operators across 80 countries.

The aim of this report is to provide as comprehensive overview of the main trends in the promotion of mobile services in both mature and so-called developing markets. In the report the emphasis is on price-based mobile promotions, but TCL also examines the role of non-priced based functions such as the provision of additional features, applications or services by the mobile operator.

This report considers both PrePay and Pay Monthly service promotions and the different types of offer that are evolving for calls, SMS, mobile data (for smartphone use) and mobile broadband using a USB flash modem.

Furthermore, a brief overview features main trends in promotion based on the introduction of new services. In particular the focus is on promotions geared around the introduction of new types of smartphone handset and new value added services such as Mobile Broadband services.

The report includes a commentary on the main trends that are taking place in the market for mobile promotions and identifies the most common and the most innovative forms of promotion that are now appearing.

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