

SmartPhone tariff Tracker

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Abstracts

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35 pages plus excel spreadsheets

Smartphones are now becoming like mini-PCs with a range of functions on top of messaging and calls. A typical smart phone now has around 8 GB of memory capacity and a fast dual core processor supporting video, music, mobile internet, 3D graphics and a range of digital services.

The huge success of the Apple App Store was widely imitated by a number of other providers with RIM's BlackBerry and Google Android (with its Android Market application store) also providing their own variants. By mid-2009 the Apple App Store alone had 225,000 apps available with Google Market having a further 65,000 apps available for download.

The growth of the smart phone segment is particularly strong in mature markets. Half of all handsets sold in Japan - as of 2009 - can be classified as smart phones, with the US smart phone penetration forecast to reach 50% of all handsets by the end of 2011.

However, smart phone penetration is not so strong in emerging markets where there is a greater proportion of Pre Pay subscribers. In markets such as India and Latin America for example, smart phone handset penetration rates are currently less than 10%.

In mature markets the smart phone is typically sold as part of a Pay Monthly package with the MNO partly or wholly subsidising the purchase cost of the handset in return for an 18 month or 24 month contract term. There are signs that smart phones are also being sold into the Pre Pay sector, with individual MNOs providing ""entry-level"" versions of higher specification devices for purchase with Pre Pay mobile data coupons.

Geographical Coverage

BlackBerry

iPhone

iPad

Region

Country

No. of operators

Country

No. of operators

Country

No. of operators

EU

20

36

22

28

5

7

Non-EU

5

9

3

3

1

1

Middle East

8

11

5

6

0
0

Asia-Pacific

6
10
9
11
4
4

Africa

7
7
2
2
0
0

Americas

5
5
15
22
2
2

Total

51 countries
78 operators
56 countries
72 operators
12 countries
14 operators

Plus details of Smartphone tariff plans that have been published to-date.

Price points covered in tabular output

Type of price plan postpaid or prepaid

Rental per month (or week, day) in local currency and Euros

Included voice, SMS, MMS and data

Excess usage charges for data, SMS and voice

Details of contract terms

Plus other relevant details relating to each price plan

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