

# **2021 Tariff Trend Report: Move Towards Unlimited Mobile Tariffs, a survey analysing 50 Operators' unlimited offerings**

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## **Abstracts**

The latest Tariff Trend Report called 'Move Towards Unlimited Mobile Tariff' establishes that MNOs increasingly launch 'unlimited' mobile tariff plans, it covers over 50 operators' unlimited offerings.

This Report examines the types of unlimited mobile data plans that are being introduced and the differences between plans. Not all MNO plans offer just unlimited mobile data but provide varied speeds for data or instead offer unlimited data usage for particular Apps.

A further trend shows that MNOs are also combining different pricing models in their plans. These include a standard per GB cap (as an entry level plan) unlimited data for social media use only and then an unlimited mobile data plan (as a premium product plan). Other MNOs, such as Vodafone, have introduced unlimited data plans which differ according to download speed, typically up to 2 Mbps, up to 10 Mbps and up to 1 Gbps.

Telecomspricing looks at MNO strategies in markets including Finland (where all MNOs have adopted pricing based on access speed with unlimited data), the USA where MNOs have introduced unlimited mobile data plans as a standard offering and South America, where a number of MNOs have introduced unlimited data confined to a specific suite of Apps.

The report also gives insight into why operators launch unlimited plans, Virgin Media in the UK on launching its truly unlimited plan in 2018 said Virgin Mobile is giving its customers peace of mind by eliminating the fear of running out of data

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