

# 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

## Contents

The Main Points – New Types of Unlimited Mobile Data Plans

Introduction

New Types of Unlimited Mobile Data plans with the impact of 5G Services

Finland – MNO plans off unlimited mobile data with differentiation based on download speeds

Telenor Norway – Case Study

Vodafone Group – Move to Unlimited Mobile Data Plans

MNOs Unlimited Plans Differentiated by Download Speed

MNOs with Unlimited Mobile Data for Specific Applications only

South America Case Study – No Unlimited Mobile Data but Unlimited Social Media Use Instead

USA Case Study – Examples of Unlimited Mobile Data Plans – Focus on the US Market

Unlimited Mobile data for Prepaid Customers

Unlimited Mobile for Convergent Customers

Conclusions – The new types of unlimited mobile data plan

Appendix I Details of Vodafone subsidiaries' unlimited tariff plans

Appendix II – List of operators covered

## List Of Figures

### LIST OF FIGURES – THE NEW TYPES OF UNLIMITED MOBILE DATA PLANS WORLDWIDE

Figure 1 – The SFR free promotion of YouTube, linked to the launch of 4G with SFR RED 5 GB plans

Figure 2 – The T-Mobile USA video streaming promotion called Binge On

Figure 3 – The graphic showing the 3 UK Go Binge Promotion launched in 2017

Figure 4 – The Orange 5G plans including the unlimited mobile data plan

Figure 5 – Movistar’s infinite mobile plan

Figure 6 – Vodafone’s unlimited 5G mobile plan

Figure 7 – Vodafone’s Netherlands Red Unlimited plan

Figure 8 – Elisa’s Data Bundles Subscription Split – usage-based versus speed-dependent

Figure 9 - Telenor Norway’s speed-dependent postpaid plans

Figure 10 - Telenor Sweden’s postpaid subscriptions from 4 GB up to unlimited

Figure 11 – Vodafone UK’s five unlimited offers including the offers that come with Entertainment

Figure 12 - A table showing the types of unlimited mobile data plans provided by Vodafone in each country market

Figure 13 – O2 Germany’s New Unlimited speed-dependent plans

Figure 14 - A1 Austria’s 5G speed-dependent tariff portfolio

Figure 15 - Magenta Austria’s unlimited portfolio

Figure 16 - Sunrise Switzerland’s unlimited tariff portfolio

Figure 17 – A graphic from AT&T showing the unlimited mobile data plans launched in January 2016

Figure 18 – A chart showing the entry point in USD per month for the 4 US MNOs from 2014 to 2019

Figure 19 – A picture showing Roger (Canada’s) Infinite plans

Figure 20 – A picture showing giffgaffs new golden goodybag

Figure 21 – A picture Virgin Media UK’s converged bundles including mobile data

Figure 22 -Pricing for unlimited versus data inclusive GB tariff plans

Figure 23 – Chart showing Smartphone postpaid plan – lowest unlimited priced plan on offer (T&Cs vary, see figure above) - February 2021

Figure 24 – Chart showing Smartphone postpaid plan – Selected highest data allowance after unlimited (T&Cs vary, see figure above) - February 2021

Figure 25- Price difference between lowest priced unlimited plans and highest priced plan with an GB data allowance – February 2021

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