

Tariff Trend Report - The Swiss mobile market ahead of UPC acquisition of Sunrise

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Abstracts

In this Report, Telecomspricing provides an update of the Swiss Mobile market, examining the reasons behind the continued dominance of incumbent Swisscom and the responses of competitors Sunrise and Salt (formerly Orange).

The Swiss market has three MNOs, but has also seen the introduction of a range of no-frills sub-brands, MVNOs and joint venture mobile brands enter the Swiss market. MNOs are experimenting with the use of their own App-based plans.

Overall Swisscom remains dominant in Switzerland with more than half the market. But all three MNOs are offering a fixed mobile convergence, TV and broadband services.

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COMPANIES INCLUDED IN THE REPORT INCLUDE:

Coop Mobile
DasAbo
Digitec
Lidl Connect
Lycamobile
M-Budget Mobile
Mobilezone
Salt
Sunrise
Swisscom
UPC
Wingo
yallo swype.

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