

Tariff Trends SnapShot 100 - The Main Trends over 100 SnapShots

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Abstracts

In SnapShot 100 TCL has identified the key trends over the past five years, with the 100th SnapShot we review some of them, including:

1. Disruptive MNOs – with the impact on the market of new MNO entrants
2. MNO Consolidation – the impact of MNO acquisition and mergers
3. Emerging Market MNOs – the changes in emerging markets over 5 years
4. Handsets & Smartphones – the increase in mobile Smartphone penetration worldwide
5. Pre Pay & Post Pay services – a slight increase in Post Pay services used worldwide
6. Premium Bundles – an increase in mobile data, roaming & international calls
7. LTE Data Adoption – 4G LTE services has entered the mainstream in all markets
8. Mobile Content services – Mobile Content is being used as part of a premium bundle
9. Pricing Changes – Most price reductions are due to a fall in bundles, or a rise in the amount
10. Integrated Bundles – Integrated bundles (voice, SMS & data) is becoming standard.

Contents

- 1. INTRODUCTION – THE MAIN CHANGES OVER 100 SNAPSHOTS**
- 2. THE TEN KEY CHANGES OVER THE LAST 5 YEARS**
- 3. CONCLUSIONS – THE KEY TRENDS HAPPENING ACROSS ALL MARKETS**

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