

Tariff Trends SnapShot 103 - Key mobile trends for 2018

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Date: June 2018

Pages: 0

Price: US\$ 329.00 (Single User License)

ID: T998C44CE33EN

Abstracts

In SnapShot 103 TCL provides an update on the key trends for mobile services in 2018. TCL provides some of the highlights from SnapShots produced during 2017, including the growth in mobile data, new types of smartphone devices, new types of bundled roaming services and the most popular types of mobile apps.

The Top Ten key trends for 2018 are in most cases an evolution of previous trends, including – the introduction of MNO self-service apps, online promotions, the merging of Post Pay & Pre Pay services, the spread of integrated bundles, the decline in roaming costs worldwide and the addition of extra bundles of data content for particular applications.

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