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Tariff Trends SnapShot 104 - Evolution of Zero based content services

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Abstracts

In SnapShot 104 TCL provides an overview of Zero based content services as used by MNOs worldwide. The survey focuses on Europe and the recent introduction of zero-rated content services by a number of MNOs. It also considers the response of the regulators and the EU to the trend, in the context of the net neutrality debate.

The survey also considers the introduction of Zero based content services in other parts of the world, notably North America, Africa and the Asia Pacific regions.

It is a follow up to SnapShot 82, published in December 2016, which first looked at the introduction of zero-rated plans. Zero-rated plans are becoming a feature for selected plans in Europe and the USA, and seem likely to be adopted in other markets as a source of differentiation as a response to local competition.

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