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Abstracts

In SnapShot 107, TCL provides analysis of the launch of the Samsung 9 smartphone, with the types of service bundle and new smartphone package provided by MNOs worldwide.

The new Samsung Galaxy 9 & 9+ provides an improved version of the Samsung Galaxy 8 & 8+, with an improved camera, extra robustness and improved access to social media & emoji. Faced with a maturing market for smartphone devices, new improvements are increments rather than radical.

MNOs are seeking to promote the new smartphone to attract new customers, by offering a number of promotions, including -

- The use of extra data allowance

- Discounts for smartphone purchase

- Trade in offers for old smartphone

- Credits for number porting

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