Tariff Trends SnapShot 111 - Fixed Mobile Convergence Trends

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Abstracts

In SnapShot 111, TCL considers the introduction of mobile and fixed bundles suitable for home and personal use.

A number of Telecom Providers are now bundling Fixed Telephony, Broadband, TV & mobile into a single package with the aim of improving churn for mobile users.

Packages include the use of data SIM cards with a home package for a number of family members.

Premium Home packages are also adding a mobile service in order to maintain a higher price point in the market as a source of differentiation.

Contents

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