

Tariff Trends SnapShot 113 - Evolution of data roaming

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Abstracts

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In SnapShot 113, TCL looks at the latest trends in Data Roaming worldwide. Over the past year there has been a sharp decline in overall pricing for Data Roaming, particularly in Europe, with the adoption of Roam Like At Home (RLAH) pricing, which appears to have been compensated for with the increase in new subscribers – with a gradual decrease in the number of “silent roamers” taking place.

But other regions outside Europe are also seeing growth in Data Roaming, and are offering lower cost roaming bundles and some RLAH bundles to selected countries with premium tariff plans. Data roaming is becoming more common to more and more users.

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