

Tariff Trends SnapShot 140 - Latest trends in smartphone plan bundling with devices

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Abstracts

With SnapShot 140 Telecomspricing reviews the latest changes in Premium Smartphone plans by MNOs worldwide. MNOs continue to introduce new more sophisticated smartphone devices using a variety of repayment models. But the MNO also faces competition from other payment schemes, such as those introduced by Apple (using 3rd party finance).

MNOs are providing device instalment plans typically without interest, with terms typically of 24 months, but in some cases being stretched to 30 or 36 terms to achieve a lower price point.

In the US, there are a range of promotional schemes. In Asia MNOs provide fewer device plans, typically with a combination of subsidy with a premium usage plan and up-front payment.

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