

Tariff Trends SnapShot 143 - A survey of MNO's add-on options from data to content and non-telecom services

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Abstracts

With SnapShot 143 Telecoms Pricing looks at MNO Add Ons worldwide, with the number of options being added by a number of MNOs.

MNOs increasingly are offering a basic portfolio of call minutes, SMS and Mobile Data as the core product.

To this they are adding additional bundles, which can include content, roaming and international calls as an additional option.

The options are being used as additional revenue earners for the MNO. Selected MNOs are changing their strategy by reducing the amount of services bundled in their core product, allowing a low price point to be charged for the core product.

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