

Tariff Trends SnapShot 145 - Impact MNO's Disruptive Services launched in France, Italy, India and the USA

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Abstracts

In SnapShot 145 Telecoms Pricing considers the impact of disruptive services launched by a range of MNOs in the key Countries of France, Italy, India and the USA. It looks at the less dramatic examples of service disruption.

It also considers some of the new products being launched by incumbent MNOs in response, and the impact on the industry landscape.

The impact on the four key Countries of disruptive MNOs has been long lasting, with Orange France continuing to see a reduction in mobile revenues in 2019 – more than seven years since the introduction of the disruptive MNO Free Mobile. Although the initial price reductions were caused by a new disrupter price reductions and service bundling have now become embedded in the market as a permanent feature.

Contents

1.INTRODUCTION – TYPES OF DISRUPTIVE SERVICES

2. EXAMPLES OF DISRUPTIVE SERVICES

3. CONCLUSIONS – DISRUPTIVE SERVICES AND THE WAY AHEAD

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