

Tariff Trends SnapShot 146 - Japanese Mobile Trends - A SnapShot of the Japanese market before 4th new entrant starts offering services

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Abstracts

With SnapShot 146 Telecoms Pricing provides an update on the Japanese Mobile Market following the announcement from Rakuten Mobile entering the market with its commercial offer.

Previously examined in SnapShot 96 (published in July 2017) the Japanese market has since undergone significant change prior to the entry of the 4th Japanese MNO Rakuten Mobile, a subsidiary of the Japanese e-commerce, retailing and internet group.

Telecoms Pricing examines the changes in subscribers, ARPU and services that have taken place since 2017, and the proposed launch of Rakuten Mobile, with the responses made by the three existing MNOs, NTT DoCoMo, KDDI (au) and SoftBank Mobile

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