

Tariff Trends SnapShot 148 - Trends in Mobile Data Allowances across the Globe covering over 200 smartphone data plans

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Abstracts

In SnapShot 148 Telecoms Pricing considers the types of Mobile Data Bundles currently available worldwide, broken down by region – including Europe, Middle East & Africa (EMEA), the Americas (North & South America) and the Asia Pacific region. It looks at the average mobile data allowance offered (by GB size), whether it is part of an integrated bundle (including calls, SMS & Mobile Data) and the cost of the mobile data allowance (converted into USD from the local currency).

For each of the three regions 23 countries, 43 MNOs and over 200 data plans, surveyed, Telecoms Pricing provides the average mobile data allowance offered, the range of pricing and the average price which is on offer.

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