

Tariff Trends SnapShot 149 - Postpaid and Prepaid Trends - Migration from Prepaid to Postpaid

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Abstracts

In SnapShot 149, Telecoms Pricing considers the migration from PrePay to PostPay services along with trends for both type of services worldwide. Many MNOs are aiming to migrate their users from PrePay to PostPay services to:

Protect revenue streams,

Raise ARPU levels which can be up to – in the case of Globe in the Philippines - 9 times, Telekom in Germany 11 times, Vodafone in the UK 4 times,

Reduce churn rates,

Easier access to clients,

Postpaid offers are more attractive to prepaid.

Migrations to PostPay varies by Country and MNOs continue to see an increase in PrePay numbers (including in South America).

Telecoms Pricing examines the PrePay and PostPay markets in Brazil, France, Germany, Italy, Mexico, Spain, the UK and the USA. The migration to PrePay services is being assisted by the increase in SIM-Only contracts with some operators offering short term plans including 30 day rolling contracts, which resemble PrePay with a minimal commitment required. In Italy, where the majority of mobile users remain PrePay, the user undertakes to provide a set recharge amount (from debit or credit card) every 30 days which in itself resembles a continuous 30 day rolling contract type.

With increased offerings of integrated prepaid across the globe, typically the 30-days offerings are automatically renewed

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