

Tariff Trends SnapShot 152 -Trend towards unlimited plans in Europe at what price points

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Abstracts

In SnapShot 152 Telecomspricing examines the availability of unlimited services in Europe, to determine how frequently “unlimited” bundles of SMS, calls and mobile data are used by mobile operators, and at what price points are they introduced by mobile operator and by Country Market.

Telecomspricing has selected 51 mobile operators in 15 European Countries including the countries of:

Czechia

France

Germany

Hungary

Ireland

Italy

Netherlands

Norway

Poland

Portugal

Romania

Spain

Sweden

Switzerland

the UK.

It considers the first price point per mobile operator where unlimited SMS, calls or mobile data was shown, with data collected at the end of May 2020, with pricing converted into Euro from the local currency in each country where appropriate.

Contents

- 1.INTRODUCTION – UNLIMITED PRICE POINTS IN EUROPE**
- 2.UNLIMITED PRICE POINTS IN EUROPE – BY COUNTRY & MNO IN EUROPE**
- 3.UNLIMITED PRICE POINT SUMMARY – DATA LISTS AND CHARTS**
- 4.UNLIMITED PRICE POINTS IN EUROPE – 15 COUNTRY SUMMARY**
- 5.CONCLUSIONS – UNLIMITED PRICE POINTS IN EUROPE – KEY TRENDS**

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