

Tariff Trends SnapShot 25 - Ten Trends to watch in 2014

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Abstracts

About the Tariff Trend SnapShot Service It is a Research & Analysis Service published by Tariff Consultancy Ltd (TCL) providing a brief snapshot analysis of a new pricing trend for mobile or fixed line services seen by TCL analysts. It is published approximately every fortnight (for 20 issues a year).

The service can be purchased as a 1-year subscription or as individual SnapShots.

The TCL Tariff Trends SnapShot #25 (Series 2014)

The Top Ten Trends for 2014

1. European pricing continue to decline, MNOs will seek to generate revenues via more precise packages & out of allowance charges
2. Low cost devices will continue to spread with lower price points & monthly rentals
3. LTE 4G will continue to gain momentum, but price premiums will be eroded
4. Disruptive pricing continues to drive overall market rates
5. The separation of handset & usage bundles will continue to grow
6. Bundling of content & usage to be used as a differentiator
7. BYOD continues to spread, sparking a rewards race
8. Roaming is diverging between Europe & the Rest of the World
9. FTTH & Fibre Broadband deployments to continue, with added content bundles
10. As pricing remains competitive – cost cutting & consolidation will continue

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