

# Tariff Trends SnapShot 33 - Mobile IDD and Roaming Bundles

https://marketpublishers.com/r/T7FFF3E5628EN.html

Date: June 2014

Pages: 30

Price: US\$ 299.00 (Single User License)

ID: T7FFF3E5628EN

### **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 #33 (Series 2014) Mobile IDD and Roaming bundles:

In this SnapShot 33, TCL analyses the Mobile IDD & Roaming bundles which are being introduced by a number of MNOs worldwide. This SnapShot examines the reasons for the launch of the new bundles and gives examples of MNOs that are offering Mobile IDD & Roaming bundles. TCL examines the use of Mobile IDD & Roaming bundles as a premium product aimed at supporting a high price point.

#### Content

- 1. Introduction Mobile IDD & Roaming bundles
- 2. The launch of Mobile IDD & Roaming bundles
- 3. Examples of Mobile IDD & Roaming bundles
- 4. Conclusion The move towards Mobile IDD & Roaming bundles

Key companies mentioned in this SnapShot include – AT&T (USA), Bouygues Telecom (France), Du (UAE), Free Mobile (France), O2 (Germany), Orange (France), SFR (France), Sunrise (Switzerland), Swisscom (Switzerland), T-Mobile (USA), Telekom (Germany), Verizon Wireless (USA), Vodafone (Germany) & Vodafone (Qatar).



#### **About**

SnapShot 33, TCL analyses the Mobile IDD & Roaming bundles which are being introduced by a number of MNOs worldwide.

This SnapShot examines the reasons for the launch of the new bundles and gives examples of MNOs that are offering Mobile IDD & Roaming bundles. TCL examines the use of Mobile IDD & Roaming bundles as a premium product aimed at supporting a high price point.

MNOs in 5 regions/countries provide different price points for integrated roaming & IDD bundle price points including:

Middle East region – IDD & Roaming bundles range from Euro 27 to Euro 204 per month

Germany – IDD & Roaming bundles range from Euro 99 to Euro 150 per month

Switzerland – IDD & Roaming bundles range from Euro 81 to Euro 139 per month

USA - SMS international bundles range from Euro 33 to over Euro 99 per month

France – IDD & Roaming bundles range from Euro 20 to Euro 130 per month



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