

Tariff Trends SnapShot 43 - LTE-Advanced Pricing

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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 #43 (Series 2015) LTE-Advanced Pricing.

In SnapShot 43, TCL highlights the introduction of LTE-Advanced (LTE-A) services with a survey of the types of pricing being adopted with the launch of high-speed LTE-A access.

LTE-A pricing is being provided by the MNO in one of two ways - a) either with an extra rental charge for the additional speed or, b) the additional LTE-A speed is included in the existing 4G tariff for no extra charge.

MNOs are offering higher speed services from 150 Mbps up to 300 Mbps & are implementing a form of LTE-A which provides extra speeds – by using extra spectrum - but without the channel bonding used by LTE-A as an interim measure.

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2. EXAMPLES OF LTE-A PRICING

3. LTE-A PRICING STRATEGIES

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KEY COMPANIES MENTIONED IN THIS SNAPSHOT INCLUDE:

A1 (Austria), AT&T (USA), Bouygues Telecom (France), CSL (Hong Kong), Everything Everywhere (UK), MegaFon (Russia), Movistar (Spain), Orange (France), Rogers (Canada), Si.Mobil (Slovenia), SingTel (Singapore), Sprint (USA), Starhub (Singapore), STC (Saudi Arabia), Swisscom (Switzerland), T-Mobile (USA), Telstra (Australia), TIM (Italy), Verizon (USA) & Vodafone (Australia, Spain & the UK).

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