

Tariff Trends SnapShot 45 - Handset Purchase Plans

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Abstracts

In SnapShot 45, TCL examines the changes in Handset purchase plans. In competitive markets, MNOs are offering low cost rentals for new handsets, which are separated out from the cost of the bundle of calls, SMS & Mobile Data. The aim is to provide greater transparency of costs to the end user, and to encourage upgrades to Smartphone devices. New low cost purchase plans are being introduced to widen the overall market. TCL surveys the Smartphone purchase plans in a number of countries worldwide.

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KEY COMPANIES MENTIONED IN THIS SNAPSHOT INCLUDE:

AT&T (USA), BASE (Germany), Etisalat (UAE), Free Mobile (France), M6 Mobile (France), Maxis (Malaysia), Movistar (Spain), Reliance Communications (India), Sunrise (Switzerland), Tele2 (Sweden), Telstra (Australia), TIM (Italy), SmarTone (Hong Kong), VIVO (Brazil), Vodafone (Romania) & Wind (Italy).

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