

Tariff Trends SnapShot 48 - OTT Services with Mobile Plans

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Abstracts

In SnapShot 48, TCL analyses the changes taking place in mobile packages, as MNOs start to offer OTT services with their plans.

Some MNOs are partnering with OTT providers to offer additional bundles, and others have also introduced their own forms of messaging services – which offer free VoIP over WiFi and messaging. With the introduction of Smartphone services, MNOs are experimenting with their own Apps. In Emerging Markets in particular a number of MNOs are introducing bundles of OTT social networking and messaging applications.

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KEY COMPANIES MENTIONED IN THIS SNAPSHOT INCLUDE:

AT&T (USA), Airtel (India), Bouygues Telecom (France), H3G (Hong Kong), Lycamobile, Movistar (Peru), Orange, Reliance Communications (India), SFR (France), T-Mobile (USA), Telefonica, Telekom (Germany), Telenor (Pakistan), Telkomsel (Indonesia), TIM (Italy), Vodafone (UK) & Warid Telecom (Pakistan).

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