

Tariff Trends SnapShot 49 - Smartphones in Emerging Markets

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Abstracts

In SnapShot 49, TCL analyses the growth in Smartphones provided by the MNO in a selection of Emerging Markets, including countries in Africa, Brazil, China, India & Indonesia. New smartphones are being provided at reduced purchase rates, with new low cost devices based on the Android mobile operating system being introduced specifically for the African market.

Low cost smartphones are being offered in all of the markets surveyed, with the lowest purchase price of Euro €61 being seen.

Contents

1. INTRODUCTION – THE GROWTH OF SMARTPHONES IN EMERGING MARKETS

2. TRENDS IN SMARTPHONES IN EMERGING MARKETS

3. EXAMPLES OF SMARTPHONE PRICING IN EMERGING MARKETS

4. CONCLUSION – THE GROWTH OF SMARTPHONES IN EMERGING MARKETS

KEY COMPANIES MENTIONED IN THIS SNAPSHOT INCLUDE:

Airtel (India & Nigeria), Cell-C (South Africa), China Mobile, China Unicom, Etisalat (Nigeria), MTN (Nigeria & South Africa), Mobinil (Egypt), Orange (Kenya), Reliance (India), Safaricom (Kenya), Telkomsel (Indonesia), Tigo (Ghana), TIM (Brazil), VIVO (Brazil), Vodacom (South Africa) & Vodafone (Egypt, Ghana & India).

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