

Tariff Trends SnapShot 51 - Mobile Messaging Services

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Abstracts

In SnapShot 51, TCL analyses the current state of mobile messaging services worldwide, with SMS & MMS services, together with the growth in OTT-based messaging services. It looks at the examples of MNOs offering services in partnership with OTT service providers, and also offering their own OTT-style Apps as an alternative. Finally, it also gives examples of SMS & MMS packages for Pre Pay and Post Pay segments, with the emphasis on service innovation.

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KEY COMPANIES MENTIONED IN THIS SNAPSHOT INCLUDE:

3 (Hong Kong), CSL 1010 (Hong Kong), Etisalat (UAE), qb Communications (Cambodia), Movistar (Mexico), Reliance Communications (India), TIM (Brazil), Telcel (Mexico), Telkomsel (Indonesia), Turkcell (Turkey), Warid Telecom (Pakistan), XL (Indonesia) & Zong (Pakistan).

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