

Tariff Trends SnapShot 52 - The Use of Subbrands

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Abstracts

In SnapShot 52, TCL analyses the use of sub-brands, by the fixed & mobile telecoms operator. In March 2015 there was mixed news for the sub brand. Swisscom announced that it would be introducing a low cost fixed Broadband sub brand from April, and that KPN would be abolishing its Hi mobile sub brand from the beginning of May. But other MNOs around the world continue to offer sub brands, with a focus on either the low cost no frills service or the youth segments.

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KEY COMPANIES MENTIONED IN THIS SNAPSHOT INCLUDE:

Congstar (Germany), Fonice (Germany), giffgaff (UK), Glow (Pakistan), Hi (Netherlands), M6 Mobile (France), Moche (Portugal), OTELO (Germany), Quan (Argentina), Sosh (France), TIM Young (Italy), Tuenti (Argentina), wingo (Switzerland) & Yorn (Portugal).

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