

Tariff Trends SnapShot 53 - Russia Mobile Pricing

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Abstracts

About the Tariff Trend SnapShot Service. It is a Research & Analysis Service published by Tariff Consultancy Ltd (TCL) providing a brief snapshot analysis of a new pricing trend for mobile or fixed line services seen by TCL analysts. It is published approximately every fortnight (for 20 issues a year).

The service can be purchased as a 1-year subscription or as individual SnapShots.

The TCL Tariff Trends SnapShot #53 (Series 2015) - Russia Mobile Pricing

In SnapShot 53, TCL analyses Russian MNO pricing and products, focusing on the 3 national MNOs – MTS, MegaFon & VimpelCom (Beeline) – and a regional MNO Tele2 Russia, which is being formed from the mobile assets of Tele2 and Rostelecom. The Russian mobile market is increasingly mature with 171 per cent SIM penetration (but is higher in the major cities of Moscow & St Petersburg) and consists mainly of Pre Pay users with low ARPU, but is seeing growth in data usage, with the use of mobile services as a substitute for fixed line services.

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