

Tariff Trends SnapShot 54 - Japan 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 #54 (Series 2015) - Japanese Mobile Pricing

In SnapShot 54, TCL analyses Japanese MNO pricing and products, focusing on the 3 national MNOs – NTT DoCoMo, KDDI au & SoftBank – with the key Post Pay plans provided. TCL surveys the trends in pricing and the types of value added service that are being provided by all MNOs. Despite the competition between the 3 MNOs, average blended ARPU levels in Japan remain stable, but all providers are introducing higher speed internet access based on LTE 4G, are offering content & mobile payment services aimed at particular user segments.

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