

Tariff Trends SnapShot 55 - Sprint & T-Mobile disruptive pricing in the USA

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Abstracts

In SnapShot 55, TCL analyses the disruptive mobile pricing introduced by Sprint and T-Mobile USA, as both operators seek to battle for the 3rd spot in the US market. Sprint over time has been losing subscriber market share, but T-Mobile has been gaining new subscribers with a series of bundled plans with unlimited calls, SMS & different mobile data allowances. Since the acquisition by Japanese provider Softbank, Sprint has attempted to fight back with additional bundles and reduced pricing. But both providers remain behind market leaders Verizon & AT&T.

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