

Tariff Trends SnapShot 57 - Development in Mobile Roaming

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Abstracts

In SnapShot 57, TCL analyses the key developments in mobile roaming pricing since the 2014. It considers the latest EU roaming regulations, the trend for Data Roaming packages, and the trend for MNOs to bundle roaming packages in with their premium price plans. It also provides examples of inclusive roaming that is being made by selected MNOs (such as T-Mobile (US) and AT&T) and whether the range of MNO initiatives being taken is actually having a real impact on user behaviour.

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KEY COMPANIES MENTIONED IN THIS SNAPSHOT INCLUDE:

AT&T (USA), Bouygues Telecom (France), Du (UAE), Ooredoo (Oman), Orange (France), Sunrise (Switzerland), Swisscom (Switzerland), T-Mobile (USA), Telekom (Germany), Telenor (Norway), Telia (Sweden), Verizon (USA), Viva (Bahrain), Vivo (Brazil), Vodafone (Qatar), Zain (Bahrain).

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