

Tariff Trends SnapShot 59 - LTE launches in 2015

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Abstracts

In SnapShot 59, TCL analyses the key developments in LTE pricing by analysing the most recent LTE product launches made during 2015.

This SnapShot follows on reviews of previous LTE pricing trends shown in previous SnapShots (including SnapShot 4 (November 2012), SnapShot 17 (August 2013) & SnapShot 32 (June 2014)).

Over time, the price premium for LTE (4G) services has been eroded. LTE (4G) pricing is becoming incorporated into an MNO's mobile data service.

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