

Tariff Trends SnapShot 68: Mobile in the Air

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Abstracts

In SnapShot 68 TCL analyses the new market for mobile services in the air, with the growth in mobile services on international flights. The market for in-air mobile has been a challenging market for airlines & the mobile service provider, with relatively low take up with high prices. The market has also been undermined by the arrival of new strategies by selected low cost airlines, such as Virgin America, where free in-flight Wi-Fi is now being bundled in as part of the flight experience included in a standard flight ticket.

The survey examines the pricing models that are being deployed for in-flight mobile (mainly data) services around the world.

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