

Tariff Trends SnapShot 69: Top up Bonuses for Prepaid

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Abstracts

In SnapShot 69 TCL analyses the Top Up bonuses that are being awarded to Pre Pay users around the world. In many countries Pre Pay users are still the majority of mobile users, and MNOs are providing additional Top Up bonuses to encourage repeat usage and SIM loyalty.

The type of bonuses provided are changing over time, from extra minutes or SMS bundles to a Mobile Data bonus, or access to additional services – such as selected social networks – for a limited time period. The bonus element amount also depends on the size of the Top Up amount made.

Contents

1. INTRODUCTION – THE TYPES OF PRE PAY SERVICES & TOP UP BONUSES AVAILABLE WORLDWIDE

2. EXAMPLES OF PRE PAY SERVICES & TOP UP BONUSES AVAILABLE WORLDWIDE

3. NEW TYPES OF PRE PAY SERVICES & TOP UP BONUSES

4. CONCLUSIONS – USES OF PRE PAY SERVICES & TOP UP BONUSES

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