

Tariff Trends Snapshot 72 - 10 years of Tariff Consultancy Ltd - pricing developments over 10 years

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Abstracts

In SnapShot 72 TCL analyses the changes over the past 10 years in the mobile industry, since 2006 to 2016. TCL has been tracking the mobile industry for ten years this year - in SnapShot 72 we look back at the news and pricing events that we covered in 2006 and contrast them with the mobile market landscape in 2016.

From today's vantage point, 2006 looks remarkably different – the original Apple iPhone (with GSM and Wi-Fi but not 3G) was still a year away and was first introduced to Europe in November 2007. MNOs were still providing their own web content and web portals. The bundling of SMS were limited, Mobile Data bundles were rare and some MNOs had only just introduced HSPA (3G+) speeds. Roaming costs were high and unregulated. A different world.

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