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Abstracts

In SnapShot 74, TCL provides an update on the main changes in French Mobile Pricing, and is an update on the previous SnapShots on the French mobile market published mostly every year from October 2012, February 2014, November 2014 & July 2015.

Since January 2012, and the introduction of the 4th MNO in the French market, Free Mobile, price levels, ARPU and revenues have fallen, although subscriber numbers have risen significantly. Although there have been attempts to reduce the number of French MNOs from four to three – the most recent being a proposed merger between Orange & Bouygues Telecom, which was called off on April 1st 2016 – they have not been successful. Instead, network sharing between selected MNOs (between Bouygues Telecom & Numericable/SFR) is being pursued as a way of pooling 4G network costs.

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