

Tariff Trends SnapShot 75 - Sport on Mobile

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Abstracts

In SnapShot 75, TCL considers the use of Sports Content on the mobile device, and how it is being used by the MNO to attract new users.

MNOs seem to be using sports content in one of three ways. As part of an integrated fixed line TV offer, where the operator also offers Sports TV for the household and then allows it to be accessed through a mobile device, as part of a Value Added Service App, most often seen in emerging markets as a sports alert App service, and finally as apart of a promotion for a specific sporting event, including data usage, competition or gifts.

By contrast, unlike the TV world, where sports content is a crucial part of paid-for subscriptions, there is relatively little sports content being bundled by the MNO as part of a premium bundle. Film, TV & Music streaming subscriptions are more common.

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