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Abstracts

In this presentation TCL surveys the new MNOs that are entering the African market, and examines the entry strategy of new operators, the introduction of LTE & 4G networks and the rise in Smartphone and Mobile Data usage. What new pricing strategies are being developed in Africa and can they be applied to other markets?

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About

It is a Research & Analysis Service published by Tariff Consultancy Ltd (TCL) providing a brief snapshot analysis of a new pricing trend for mobile or fixed line services seen by TCL analysts. It is published approximately every fortnight (for 20 issues a year).

The service can be purchased as a 1-year subscription or as individual SnapShots.

In this presentation TCL surveys the new MNOs that are entering the African market, and examines the entry strategy of new operators, the introduction of LTE & 4G networks and the rise in Smartphone and Mobile Data usage. What new pricing strategies are being developed in Africa and can they be applied to other markets?

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