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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.

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