

Tariff Trends SnapShot No. 22: Mobile Voice Pricing

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Abstracts

About the Tariff Trend SnapShot Service 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.

The TCL Tariff Trends SnapShot #22 (Series 2014)

In this presentation TCL looks at Mobile Voice Pricing. It considers the impact of mobile VoIP services, and how MNOs are positioning their voice proposition with bundles of unlimited calls to support a premium price point. Rather than being commoditised voice remains a feature of a premium package.

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