

# **Tariff Trends SnapShot No. 23: Latest trends in Pre Pay services**

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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 #23 (Series 2014)

In this presentation TCL looks at Pre Pay Pricing in established markets. In the US both AT&T and T-Mobile have moved into Pre Pay markets via acquisition and are using sub-brands to expand their Pre Pay business. MNOs in established markets are developing a new interest in Pre Pay services for the first time as Post Pay markets mature.

## Contents

### **1. INTRODUCTION – USA MNOS MOVE INTO PRE PAY**

### **2. THE NEW TYPES OF PRE PAY PRICING**

### **3. NEW TRENDS IN PRE PAY SERVICES**

### **4. THE USES FOR PRE PAY SERVICES IN ESTABLISHED MARKETS**

### **5. CONCLUSIONS – THE GROWTH IN PRE PAY SERVICES**

#### **COMPANIES COVERED:**

AT&T (USA), T-Mobile (USA), Cricket Wireless (USA), Carrefour Mobile (France), Comviq (Sweden), TIM (Italy), Everything Everywhere (UK), O2 (Ireland), Vodafone (UK), PCCW-HKT (Hong Kong), Orange (France), SFR (France), T-Mobile (Netherlands), Starhub (Singapore), SingTel (Singapore), Telstra (Australia), Yoigo (Spain), Telekom Germany & 3 (UK)

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