

Tariff Trends Snapshot No 3 - Developments in the Spanish Mobile Market

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Abstracts

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The TCL Tariff Trends SnapShot #3 examines developments in the Spanish Mobile Market.

Abandoning handset subsidy

The new service proposition from Movistar

The impact on MNOs of the change in tariff plans

Competitive responses from Vodafone, Orange & Yoigo

The impact on the Spanish market

Implications for future pricing & commercial success

Conclusions

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