

Tariff Trends SnapShot No. 46 - Pricing for the Apple iPhone 6

<https://marketpublishers.com/r/T994E82F877EN.html>

Date: May 2015

Pages: 0

Price: US\$ 299.00 (Single User License)

ID: T994E82F877EN

Abstracts

In SnapShot 46, TCL examines the growth in Apple iPhone sales, with the announcement of Apple's record Q1 2015 results (which includes the crucial Christmas sales period), powered chiefly by record iPhone sales, which have doubled since 2012. Unit sales have increased despite the average revenue per unit remaining high – and growing in the last quarter period.

TCL surveys how MNOs worldwide are marketing the new Apple iPhone 6 & Apple iPhone 6 Plus devices, with the call, data and VIP plans that have been introduced with the launch of the new devices.

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KEY COMPANIES MENTIONED IN THIS SNAPSHOT INCLUDE:

A1 (Austria), Airtel (India & Nigeria), AT&T (USA), China Mobile, China Telecom, Claro (Brazil), Etisalat (Nigeria), Free Mobile (France), Glo (Nigeria), KDDI (Japan), Movistar (Spain), NTT docomo (Japan), Softbank (Japan), T-Mobile (USA), Telekom (Germany), TeliaSonera (Sweden), Telkomsel (Indonesia), TIM (Brazil & Italy), Verizon (USA), Vivo (Brazil) & Vodafone (India).

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