

Tariff Trends SnapShot: No 62 - German Mobile Pricing Prior and After Merger

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Abstracts

In SnapShot 62, TCL analyses the changes in German MNO pricing since 2013. In July 2013, Telefonica O2 Deutschland – the 4th German MNO - announced a plan to acquire the 3rd German MNO, E-Plus, owned by KPN.

The SnapShot surveys the main pricing trends taking place in the German market, and how the consolidation of MNOs - from four providers to three providers – has affected overall price levels.

It also pinpoints the main characteristics of the German market, with ARPU and churn as well as pricing.

Contents

- 1. INTRODUCTION – THE GERMAN MOBILE LANDSCAPE**
- 2. PRE-2013 MNO PRICING IN GERMANY (4 MNOS)**
- 3. POST-2013 MNO PRICING IN GERMANY (3 MNOS)**
- 4. THE MAIN MNO PRICING CHANGES IN GERMANY SINCE 2013**
- 5. CONCLUSIONS – GERMAN MARKET CHARACTERISTICS**

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