

Tariff Trends SnapShot No 63 - Low cost providers' offerings

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Abstracts

In SnapShot 63 TCL examines the low cost no frills plans that are being provided by MVNOs and MNOs in Europe, with a focus on the integrated tariff plans that are being deployed at low price points.

TCL analyses the types of low-cost integrated mobile plans that are available in Europe, how they are changing and the conditions that are required to encourage the launch of low cost no-frills integrated plans.

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1. INTRODUCTION – NO-FRILLS PLANS IN EUROPE

2. EXAMPLES OF LOW COST PLANS IN EUROPE

3. CONDITIONS FOR LOW COST MARKET ENTRY

4. CONCLUSIONS – THE TYPES OF LOW COST NO-FRILLS PRODUCTS

KEY COMPANIES MENTIONED IN THIS SNAPSHOT INCLUDE:

4 KA (SLOVAKIA), 48 (IRELAND), ALLIANZ SIM (AUSTRIA), BIBOB (DENMARK), BOB (AUSTRIA), CBB MOBIL (DENMARK), FROG MOBILE (GREECE), GIFFGAFF (UK), GE.ORG (AUSTRIA), HOFER TELECOM (AUSTRIA), MOCHE (PORTUGAL), NJU (POLAND), POST MOBILE (IRELAND), TELE2 (AUSTRIA), YESS! (AUSTRIA), YORN (PORTUGAL) & YOUSEE MOBIL (DENMARK).

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