

Tariff Trends SnapShot No 64 - Mobile in Myanmar

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Abstracts

In SnapShot 64, TCL examines the growth of mobile services in Myanmar, one of the last large markets to be developed - with a population of 60 million people. The Myanmar mobile market has expanded from one single mobile incumbent (MPT) at the start of 2014 up to 3 MNOs by the end of 2014.

Growth rates have rocketed since the arrival of the 3 MNOs, with Telenor signing up 1 million new customers in one day, and Ooredoo increasing up to 1 million customers in Yangon over a 3 week period.

New services are being introduced with flat rate call tariffs, handset promotions & bundles of mobile data. Pricing is competitive and can be expected to fall further with a 4th entrant due to enter the market.

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