

# Tariff Trends SnapShot No 66 - Top 10 Trends for 2016

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## Abstracts

In SnapShot 66 TCL examines the main Top Ten Pricing Trends that are emerging into 2016. TCL also looks at the predictions of pricing trends made over the past 3 years (for 2013, 2014 & 2015), and the pricing topics covered over the last year –including the 20 editions of the TCL SnapShot subscription services published during 2015.

TCL forecasts the Top Ten Pricing Trends for 2016 and finds that the majority of changes will be evolutionary, and will be a continuation of current trends. The growth in new mobile subscriptions will level off, as will pricing for LTE and Mobile Data allowances. But other trends will continue, such as the trend towards the separation between handset cost & usage bundles.

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**KEY COMPANIES MENTIONED IN THIS SNAPSHOT INCLUDE:**

AT&T (USA), Claro (Brazil & Peru), KPN (Netherlands), sosh (France), T-Mobile (USA), Tele2 (Sweden), Telenor (Myanmar), Telkomsel (Indonesia), Vodacom (South Africa) & Vodafone (UK).

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