

Tariff Trends SnapShots 2021 Series - An Insight into Operators' Products and Service Offerings

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Abstracts

The Tariff Trends SnapShot Service now in its 9th year provides in-depth analysis of telecoms pricing issues in an easy to read PowerPoint format delivered 20 times a year available for \$US 2760.00 or alternatively, individual SnapShots can be purchased for \$US 550.00

With the upcoming 20 issues - the 2021 Tariff Trends SnapShot Series - TCL intends to provide analysis of key pricing topics in five main sections including the following:

Latest on trends on new services, mobile payment, 5G, FWA etc

Regular hot topics – to include updates on the latest in postpaid and prepaid, Mobile Data pricing, device and plan bundling

How content is bundled and sold to consumers

How are new services positioned and sold, insurance, ehealth, OTT etc.

The key markets – to include surveys of pricing in emerging markets and selected MNO pricing strategies

Key Future Trends – Pricing for Segmentation

News and events – to include commentary and analysis on significant breaking news or events.

SnapShot 161 published in February 2021 provides an insight into sub-brands across

the globe and how they are positioned versus the operator's main-brand.

The TCL Tariff Trends SnapShot service draws on the expertise of analysts at Tariff Consultancy Ltd and uses our unique database of telecoms pricing worldwide.

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