

TariffSnapShot 158 - Responses from the existing Japanese MNOs following 4th operator Rakuten Mobile's launch

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Abstracts

In SnapShot 158, Telecomspricing provides an update of the Japanese Mobile market, following the launch of Rakuten Mobile on April 8th 2020, after several months of delay. Rakuten Mobile is the 4th MNO in Japan and uses new virtual-RAN (Radio Access Network) and cloud technology and has also introduced a series of unlimited voice and mobile data plans. Rakuten is to launch 5G in September 2020.

This SnapShot is a follow up to SnapShot 142, published in January 2020, which looked at the Japanese market ahead of the entry of Rakuten Mobile. Since the existing Japanese MNOs (au (KDDI), NTT docomo & Softbank Mobile) have responded by introducing their own variants of unlimited data plans.

Docomo is the dominant operator with just under 50% market share, Softbank has improved the market share by 1% and docomo lost 1%.

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COMPANIES INCLUDED IN THE REPORT INCLUDE:

au (Japan)
NTT docomo (Japan)
Rakuten Mobile (Japan)
Softbank (Japan)
LINE (Japan)
UQ Mobile (Japan)
Yahoo! Mobile (Japan)

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