

# TariffSnapShot 159 - The Swiss mobile market ahead of UPC acquisition of Sunrise

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## Abstracts

In SnapShot 159, Telecomspricing provides an update of the Swiss Mobile market, examining the reasons behind the continued dominance of incumbent Swisscom and the responses of competitors Sunrise and Salt (formerly Orange).

The Swiss market has three MNOs, but has also seen the introduction of a range of no-frills sub-brands, MVNOs and joint venture mobile brands enter the Swiss market. MNOs are experimenting with the use of their own App-based plans.

Overall Swisscom remains dominant in Switzerland with more than half the market. But all three MNOs are offering a fixed mobile convergence, TV and broadband services.

## Contents

**1. INTRODUCTION – MARKET SHARES, ARPU LEVELS, BUNDLING AND SUB-BRANDS**

**2. SWISSCOM MOBILE DEVELOPMENTS**

**3. SUNRISE MOBILE DEVELOPMENTS**

**4. SALT MOBILE DEVELOPMENTS**

**5. THE USE OF SUB-BRANDS IN THE SWISS MOBILE MARKET**

**6. MVNOS AND OTHER PROVIDERS IN THE SWISS MOBILE MARKET**

**7. CONCLUSIONS – COMPETITION AND MOBILE PRICING LEVELS IN SWITZERLAND**

### **COMPANIES INCLUDED IN THE REPORT INCLUDE:**

Coop Mobile  
DasAbo  
Lidl Connect  
Lycamobile  
M-Budget Mobile  
Mobilezone  
Salt  
Sunrise  
Swisscom  
UPC  
Wingo  
yallo swype.

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