

# **TariffTrends SnapShot 153 - The development of Sub Brands by Mobile Network Operators**

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## **Abstracts**

In SnapShot 153, Telecomspricing examines the development of Sub Brands by Mobile Network operators. MNOs are using Sub Brands to address new customer segments and expand their business. Sub brands are being developed to focus on the youth market and low-cost brands that are separate from the established brand. The MNOs are also building in-house digital only brands as an experiment in providing digitalized services.

Telecomspricing examines the growth in MNO Sub Brands with brief profiles of the key new service launches worldwide. It examines pricing and product positioning of the new sub brands with customer take up and the attraction of the new services offered.

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