

# Global Mobile Usage Plans 2013-2018: MNO Pricing Strategies for Voice, Text and Data Tariffs

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## Abstracts

Visiongain's latest report analyses current and future pricing trends for mobile pricing plans worldwide based on Pay Monthly contracts. The report focuses on the increasingly important Pay Monthly (Post Paid or Contract plans) segment with price plans from mobile operators around the world analysed in a unique global survey. The survey includes MNO pricing plans from the five key geographical regions of Europe, North America, South America, the Asia Pacific and the Middle East & Africa (MEA).

The unique Visiongain survey analyses over 400 mobile operator Pay Monthly price plans available in 58 countries based on the offerings of over 100 MNOs worldwide. It ranks and categorises all of the price plans per region into High (Premium), Medium and Low (Entry) level segments for ease of comparison in and across each region.

The report also considers the key changes in Voice plans, Mobile Data plans and Texts (SMS) which have taken place to date. The report provides frequent examples of price plans in each of the 5 geographical regions, and a pricing strategy case study based on an MNO initiative in each region.

The report finds that increasing the Smartphone penetration rate is key to driving the adoption of Pay Monthly pricing plans. The "integrated" price plan (with a bundle of Voice calls, Mobile Data & Texts) is being promoted by MNOs in Europe and other regions as Smartphone penetration levels rise.

And in Europe MNOs have also adopted "unlimited" usage plans as a means of preventing mobile users from moving away to substitute OTT services. By offering unlimited services the MNO is reducing the incentive for the user to adopt a free service, but at the cost of lowering the potential revenue growth.

The Visiongain report finds that MNOs are seeking to reduce the cost of handset subsidy - where offered - by providing more transparent pricing, with some MNOs offering usage only plans without a handset subsidy.

The report also highlights the range of SIM only offers which offer low cost price plans in order to attract both the existing Smartphone user and Pre Pay user at a low price point - with a 30 day contract duration.

In some developing markets (such as China) MNOs are seeking to attract more users to their 3G networks by increasing the level of Smartphone subsidy which is having an impact on MNO profit levels. But in other developing markets (such as India & South America) MNOs are charging the full purchase price for the Smartphone device.

### **Why you should buy Global Mobile Usage Plans 2013-2018: MNO Pricing Strategies for Voice, Text and Data Tariffs**

Stay ahead with this comprehensive analysis of Mobile Usage Plan prospects  
The report comprises 176 pages

Get ahead by studying highly quantitative content that delivers solid conclusions benefiting your research and analysis  
103 tables, charts, and graphs, analyzing and forecasting the market

A unique feature of the visiongain report is the provision of a 5 year forecast for each price plan (low, medium & high) segment by geographical region -

European region

North American region

South American region

Asia Pacific region

Middle East & Africa region

For each of the 5 regions, visiongain provides the following analysis -

The MNO pricing by price point

Examples of price plans

Entry level (Low) price plans

Medium level price plans

Premium level (High) price plans

The key changes in tariff bundles

MNO pricing strategy case study

Forecast for MNO pricing from 2013 to 2018

### **What are the main business benefits of the report?**

The main business benefits of the visiongain report Global Mobile Usage Plans 2013-2018: MNO Pricing Strategies for Voice, Text and Data Tariffs are analysis of the main trends in pricing which include the following -

58 countries surveyed - with over 100 MNOs and 400 price plans included

Examples of Pay Monthly price plans worldwide

The main trends - including SIM only & month to month plans

The split between Pre Pay & Pay Monthly users

The mobile penetration levels worldwide

The Smartphone penetration trends worldwide

The key price trends per region

The threat to MNO Voice, Mobile Data & Texts

The threat of OTT services to Voice & Messaging

How the Global Mobile Usage Plans 2013-2018: MNO Pricing Strategies for Voice, Text and Data Tariffs report can benefit you

This visiongain report will be of interest to MNOs worldwide, with information on a range of MNOs price plans worldwide and pricing examples provided for each of the 5 geographical regions. The price plan trends - which are closely allied to business & revenue performance - will be of interest to product managers, pricing managers, and business planning specialists. The report will also be of interest to industry analysts, consultants and regulators who can gain an overview of the main price plan trends per region and worldwide. You will discover market forecasts, analysis and predictions providing you with independent analysis derived from our extensive primary and secondary research. Only by purchasing this report will you receive this critical business intelligence revealing where revenue growth is likely and where the lucrative potential market prospects are.

If you buy our report today your knowledge will stay one step ahead of your competitors. Discover how our report could benefit your research, analyses and strategic decisions, saving you time. To gain an understanding of how to tap into the potential of this market and keep one step ahead of the competition you must order now our report Global Mobile Usage Plans 2013-2018: MNO Pricing Strategies for Voice, Text and Data Tariffs

## Contents

### **1. EXECUTIVE SUMMARY**

- 1.1 Mobile Tariff Pricing 2013 to 2018 - Voice, Mobile Data and Texts overview
- 1.2 The benefits of this report
- 1.3 Who is this report for?
- 1.4 Methodology
- 1.5 The growth in Pay Monthly contract terms worldwide
- 1.6 The changes in Pay Monthly contract plans worldwide
- 1.7 The increased divergence of usage plans worldwide
- 1.8 The changes in MNO business models worldwide
- 1.9 The importance of the Smartphone device in driving ARPU
- 1.10 A definition of the price points used in this report
- 1.11 The key headlines from the report

### **2. THE TYPES OF MNO PRICING STRATEGY FOR VOICE, MOBILE DATA & TEXTS**

- 2.1 The rise of mobile usage plans for the Smartphone device
- 2.2 The benefits to the MNO of Pay Monthly plans
- 2.3 The introduction of long term Pay Monthly plans
- 2.4 The introduction of voice plans
- 2.5 The introduction of Mobile Data plans
- 2.6 The introduction of text (SMS) plans
- 2.7 The introduction of so-called unlimited plans
- 2.8 The case for providing handset subsidy with a Pay Monthly plan

### **3. THE CHANGES IN MNO PRICING MODELS**

- 3.1 The changes in handset subsidy
- 3.2 Examples of mobile tariffs with or without handset costs
- 3.3 Mobile usage plans without handset subsidy
- 3.4 The rise of SIM only tariff plans
- 3.5 The introduction of month to month contract plans
- 3.6 The blurring between Pre Pay and Pay Monthly contracts over time

### **4. REGIONAL SURVEY OF MNO PRICING STRATEGIES FOR VOICE, MOBILE DATA AND TEXTS (STARTING WITH THE EUROPEAN REGION)**

- 4.1 The global trends for MNO pricing
- 4.2 The survey methodology used in the European region
- 4.3 The MNO pricing strategy in the European region
- 4.4 The MNO pricing plans in Europe by price point
- 4.5 The entry level price plans in Europe
- 4.6 The medium level price plans in Europe
- 4.7 The premium level price plans in Europe
- 4.8 The key changes in tariff bundles in Europe
- 4.9 MNO pricing strategy case study - the introduction of Free Mobile (France)
- 4.10 MNO pricing strategy case study - Movistar change handset subsidies (Spain)
- 4.11 MNO pricing strategy case study - Vodafone separate out handset costs (Italy)
- 4.12 A forecast for MNO pricing plans from 2013 to 2018 in Europe

## **5. MNO PRICING STRATEGIES IN THE NORTH AMERICAN REGION**

- 5.1 The survey methodology used in the North American region
- 5.2 MNO pricing plans in North America by price point
- 5.3 The entry level price plans in North America
- 5.4 The medium level price plans in North America
- 5.5 The premium level price plans in North America
- 5.6 The main changes in tariff bundles in North America
- 5.7 MNO pricing strategy case study - Verizon Wireless Share Everything plans (USA)
- 5.8 MNO pricing strategy case study - Rogers Wireless introduce 36 month contracts (Canada)
- 5.9 A forecast for MNO pricing plans from 2013 to 2018 in North America

## **6. MNO PRICING STRATEGIES IN THE SOUTH AMERICAN REGION**

- 6.1 The survey methodology used in the South American region
- 6.2 MNO pricing plans in South America by price point
- 6.3 The entry level price plans in South America
- 6.4 The medium level price plans in South America
- 6.5 The premium level price plans in South America
- 6.6 The key changes in tariff bundles in South America
- 6.7 MNO pricing strategy case study - Claro Argentina offer unlimited tariffs
- 6.8 A forecast for MNO pricing plans from 2013 to 2018 in South America

## **7. MNO PRICING STRATEGIES IN THE ASIA PACIFIC REGION**

- 7.1 The survey methodology used in the Asia Pacific region
- 7.2 MNO pricing plans in the Asia Pacific by price point
- 7.3 The entry level price plans in the Asia Pacific
- 7.4 The medium level price plans in the Asia Pacific
- 7.5 The premium level price plans in the Asia Pacific
- 7.6 The main changes in tariff bundles in the Asia Pacific
- 7.7 MNO pricing strategy case study - 3HK (Hong Kong) introduce 4G LTE Smartphone plans
- 7.8 MNO pricing strategy case study - Telecom New Zealand provide subsidies in line with monthly tariffs
- 7.9 A forecast for MNO pricing plans from 2013 to 2018 in the Asia Pacific

## **8. MNO PRICING STRATEGIES IN THE MIDDLE EAST & AFRICA (MEA) REGION**

- 8.1 The survey methodology used in the MEA region
- 8.2 MNO pricing plans in the MEA region by price point
- 8.3 The entry level price plans in the MEA
- 8.4 The medium level price plans in the MEA
- 8.5 The premium level price plans in the MEA
- 8.6 The main changes in tariff bundles in the MEA
- 8.7 MNO pricing strategy case study - Du (UAE) focus on premium pricing
- 8.8 MNO pricing strategy case study - Airtel (Africa) launches services based on 3.75G
- 8.9 A forecast for MNO pricing plans from 2013 to 2018 in the MEA

## **9. PROFILES FOR THE TOP 20 MNOS WORLDWIDE**

- 9.1 America Movil profile
- 9.2 AT&T Wireless profile
- 9.3 Bharti Airtel profile
- 9.4 BSNL profile
- 9.5 China Mobile profile
- 9.6 China Telecom profile
- 9.7 China Unicom profile
- 9.8 Deutsche Telekom AG profile
- 9.9 France Telecom (Orange) profile
- 9.10 Idea Cellular profile
- 9.11 MTN Group profile
- 9.12 Reliance Communications profile
- 9.13 Sistema Group profile

- 9.14 Telecom Italia Group profile
- 9.15 Telefonica Group profile
- 9.16 Telenor Group profile
- 9.17 Telkomsel Group profile
- 9.18 Verizon Wireless profile
- 9.19 Vimpelcom Group profile
- 9.20 Vodafone Group profile

## **10. THE GLOBAL TRENDS FOR MNO USAGE PLANS FROM 2013 TO 2018**

- 10.1 The global trends for MNO voice plans from 2013 to 2018
- 10.2 The global trends for MNO mobile data plans from 2013 to 2018
- 10.3 The global trends for MNO text plans from 2013 to 2018
- 10.4 The threat to MNO voice plans from 2013 to 2018
- 10.5 The threat to MNO mobile data plans from 2013 to 2018
- 10.6 The threat to MNO text plans from 2013 to 2018
- 10.7 The main changes to MNO pricing plans from 2013 to 2018

## **11. CONCLUSIONS**

## **12. A GLOSSARY OF TERMS**



## List Of Tables

### LIST OF TABLES

Table 1.1 - Mobile penetration statistics by region (2012) Total connections & Unique subscriptions by region (%)

Table 1.2 - Forecast Mobile penetration statistics by region (2017) - Total mobile Connections & Unique mobile Subscriptions (%)

Table 1.3 - Unlimited Pay Monthly plans by selected MNOs (2013), Country, included bundles, access speed & price per month in (\$)

Table 1.4 - SIM only plans offered as a Pay Monthly plans (2013) ( product name, bundle & tariff in USD / month)

Table 1.5 - Smartphone device purchase costs (2013) in USD (\$) by selected MNOs worldwide

Table 1.6 - Percentage Point increase or decrease in Vodafone Smartphone customers by market (Germany, UK, Netherlands, Italy, Spain & Portugal from Q1 2011 to Q3 2012.)

Table 1.7 - Apple iPhone 3G usage in 2008

Table 1.8 - Vodafone Smartphone devices as a percentage of the total user base (for Germany, UK, Netherlands, Italy, Spain & Portugal) from Q1 2011 to Q3 2012 (in per cent).

Table 2.1 - Apple iPhone 5 32GB Purchase Cost Compared with 8 Different MNO plans in 2013 (USD)

Table 2.2 - Apple iPhone unit shipments (2009 to 2012)

Table 2.3 - Vodafone Smartphone penetration in Turkey, Germany, UK, Netherlands, Italy, Spain & Portugal (2013) in per cent.

Table 2.4 - Smartphone penetration rates in Brazil, Russia, Indonesia, China and India (2012) in per cent.

Table 2.5 - Unlimited bundled SMS plans (2013) by MNO & Country in USD per month.

Table 2.6 - Unlimited Pay Monthly bundles (2013) by MNO & Country in USD per month.

Table 2.7 - Subscriber growth for Spanish MNOs (Movistar, Vodafone, Orange & Yoigo) - from 2008 to 2012 (thousands)

Table 3.1 - Integrated Tariff Bundles offered by selected MNOs by Country (2013) in USD per month.

Table 3.2 - Selected SIM only product offers (2013) by MNO & Country with bundle in USD per month

Table 3.3 - Examples of month to month contract plans (2013) by offer in USD per month

Table 4.1 - Breakdown of average tariff pricing - High, Medium & Low segments by Geographic region (2013) in USD per month.

Table 4.2 - Cross section of key price plans in the European region 2013 (MNO, Country, Pay Monthly bundle, access speed & monthly cost in USD)

Table 4.3 - Examples of entry level (low) price plans in Europe (2013) (MNO, Pay Monthly bundle, access speed & cost per month in USD).

Table 4.4 - Cross section of key medium level price plans in Europe 2013 (MNO, Country, Pay Monthly bundles, access speed & monthly cost in USD).

Table 4.5 - Cross section of key high price plans in Europe 2013 (MNO, Pay Monthly bundles, access speed & cost per month in USD).

Table 4.6 - French MNO tariff plan changes from July 2011 to January 2012 (date introduced, pricing (Euro per month) & data allowance).

Table 4.7 - Spanish MNO subscription trends from 2011 to 2012 - in thousands of subscribers (increase or decrease over the year).

Table 5.1 - Verizon Wireless Share Everything Plans, Monthly line rental per device type (2013) in USD per month

Table 5.2 - Verizon Wireless Shared Everything Plans - Usage rental plan 2013 in USD per month.

Table 5.3 - Cross section of key Low price plans in North America by Country, bundles included & cost per month (USD).

Table 5.4 - Cross section of key medium level price plans in North America by MNO, Country & bundle with monthly cost in USD.

Table 5.5 - Cross section of key High price plans in North America by Country & bundles included with cost per month in USD.

Table 5.6 - Summary of the main price plans in North America by MNO, Country, bundles included with cost per month in USD.

Table 5.7 - Rogers Wireless Smartphone purchase costs by handset type compared by 36 month & 1 month plans (in CAD per month)

Table 6.1 - Mobile penetration rates across South America in per cent with the increase in Percentage Points (PP) year on year for Chile, Argentina, Brazil, Latin America, Colombia, & Peru

Table 6.2 - Pay Monthly subscribers by country in South America, in per cent (Brazil, Argentina, Chile, Peru, Colombia, Mexico, Venezuela, Ecuador & Uruguay) with changes in percentage point (PP) year on year.

Table 6.3 - Vivo Brazil Smartphone unlimited plans including fixed & mobile minutes, Mobile Data bundle, local options, local options & SMS, unlimited roaming & SMS options (2013) in Brazilian Reals per month.

Table 6.4 - Claro Argentina plans (2013) including Plan 1, Plan 2 & Plan 3 with Mobile Data, Claro minutes & non Claro minutes in Argentinian pesos (\$)

Table 6.5 - America Movil Pay Monthly subscriber growth from Q3 2011 to Q3 2012 (per cent) against total mobile growth (per cent) in Mexico, Argentina, Paraguay, Uruguay, Brazil, Colombia, Chile, Ecuador, Peru & Central America.

Table 6.6 - Cross section of key Low price plans in South America (2013) by MNO, Country, Bundles included & monthly fee in USD

Table 6.7 - Cross section of key Medium price plans in South America (2013) including MNO, Country, bundles included & price per month (USD).

Table 6.8 - Cross section of key High price plans in South America (2013) by MNO, Country, bundles included & price per month (USD).

Table 6.9 - Blended ARPU in South America by country (2012) in USD per month.

Table 6.10 - Claro Argentina product bundles (2013) in USD per month.

Table 7.1 - Telstra Every Day Connect Bring Your Own Plans, by Plan, Calls/MMS value, SMS & Mobile Data allowance per month (2013)

Table 7.2 - Smart Unlimited Data Plans by Plan, Price per month (USD), inclusive SMS & inclusive call mi

Table 7.3 - Airtel India unlimited browsing packs shown by pack, monthly fee (INR) & by USD (2013).

Table 7.4 - SingTel SuperSIM plan bundles by plan, in SGD per month, local calls, local SMS & Mobile Data per month (2013).

Table 7.5 - CSL Hong Kong device v. SIM only costs by plan (in HK\$) with voice minutes, Mobile Data, SMS per month (2013).

Table 7.6 - Cross section of entry level price plans in the Asia Pacific by MNO, Country, bundles included & cost per month (USD) - 2013.

Table 7.7 - Cross section of key medium level price plans in the Asia Pacific (2013) by MNO, Co

Table 7.8 - Cross section of Premium level pricing in the Asia Pacific (2013) by MNO, Country, bundles included, cost per month (USD)

Table 7.9 - The main changes for tariff plans in the Asia Pacific region Pacific

Table 7.10 - 3HK 4G LTE Smartphone plans by plan (in USD) minutes, On-net minutes, Video minutes & Mobile Data (2013).

Table 7.11 - Telecom New Zealand Smartphone tariff plans - with plan, minutes, SMS, Mobile Data, 12 & 24 month RRP subsidy in USD (2013)

Table 8.1 - Du (UAE) Elite Super Plans by plan, monthly price rate, local & international minutes, SMS & Mobile Data allowance per month (2013).

Table 8.2 - Omantel Mada Plans by Plans, monthly rate, minutes, SMS, MMS & Mobile Data per month in USD.

Table 8.3 - Vodafone Qatar monthly plans (Silver, Gold, Platinum & Diamond) by minutes, SMS, Mobile Data, Vodafone numbers (2013) in QR/USD per month.

Table 8.4 - Safaricom Karibu Post Pay 1000 & 2500 bundles, with deposit & monthly

fees (in ksh & USD) with on-net minutes & SMS, off net minutes & Mobile Data (MB) per month (2013).

Table 8.5 - Cross section of entry level price plans in the MEA by MNO, Country, bundles included in USD per month (2013).

Table 8.6 - Cross section of Medium level price plans in the MEA by MNO, Country, bundles included in USD per month (2013).

Table 8.7 - Cross section of High price plans in the MEA (2013) by MNO, Country, included bundles in USD per month.

Table 9.1 - Selected MNOs ranked by subscriber numbers

Table 9.2 - America Movil Group overview - (2012, Subscribers, Y-o-Y growth %, 2012 Revenue, Y-o-Y growth %)

Table 9.3 - AT&T Wireless overview - (2012, Subscribers, Y-o-Y growth %, 2012 Revenue, Y-o-Y growth %)

Table 9.4 - Bharti Airtel Group overview (2012 Subscribers, Y-o-Y growth %, 2012 Revenues, Y-o-Y growth %)

Table 9.5 - BSNL Group overview (2012 Subscribers, Y-o-Y growth %, 2012 Revenues, Y-o-Y-Y growth %)

Table 9.6 - China Mobile Group overview (2012 Subscribers, Y-o-Y growth %, 2012 Revenue, Y-o-Y growth %)

Table 9.7 - China Telecom Group overview (2012 Subscribers, Y-o-Y growth %, 2012 Revenue, Y-o-Y growth %)

Table 9.8 - China Unicom Group overview (2012 Subscribers, Y-o-Y growth %, 2012 Revenue, Y-o-Y growth %)-o-Y growth %)

Table 9.9 - Deutsche Telekom Group overview (2012 Subscribers, Y-o-Y growth %, 2012 Revenue, Y-o-Y growth

Table 9.10 - FT Group/Orange (2012 Subscribers, Y-o-Y growth %, 2012 Revenue, Y-o-Y growth -Y growth %)

Table 9.11 - Idea Cellular (2012 Subscribers, Y-o-Y growth %, 2012 Revenue, Y-o-Y growth %)

Table 9.12 - MTN Group overview (2012 Subscribers, Y-o-Y growth %, 2012 Revenue, Y-o-Y growth %) 2012 Revenue, Y-o-Y growth %)

Table 9.13 - Reliance Communications overview (2012 Subscribers, Y-o-Y growth %, 2012 Revenue, Y-o-Y growth %) -o-Y

Table 9.14 - Sistema Group overview (2012 Subscribers, Y-o-Y growth %, 2012 Revenue, Y-o-Y growth %)

Table 9.15 - Telecom Italia Group (2012 Subscribers, Y-o-Y growth %, 2012 Revenue, Y-o-Y growth %)

Table 9.16 - Telefonica Group overview (2012 Subscribers, Y-o-Y growth %, 2012 Revenues, Y-o-Y growth %)

Table 9.17 - Telenor Group overview (2012 Subscribers, Y-o-Y growth %, 2012 Revenue, Y-o-Y growth %)

Table 9.18 - Telkomsel Group overview (2012 Subscribers, Y-o-Y growth %, 2012 Revenue, Y-o-Y growth %)

Table 9.19 - Verizon Wireless overview (2012 Subscribers, Y-o-Y growth %, 2012 Revenue, Y-o-Y growth %)

Table 9.20 - Vimpelcom Group overview (2012 Subscribers, Y-o-Y growth %, 2012 Revenue, Y-o-Y growth %)

Table 9.21 - Vodafone Group overview (2012 Subscribers, Y-o-Y growth %, 2012 Revenue, Y-o-Y

Table 10.1 - OFCOM SMS & OTT usage survey findings - (all respondents % vs. 16 to 24 year olds %, by Text Message, Social Networking, Instant Messaging, VoIP & Micro-blogging usage).

## List Of Charts

### LIST OF CHARTS

Chart 1.1 - BRIC total SIM connections in 2012 (%)

Chart 1.2 Pre Pay & Pay Monthly ARPU rates - selected MNOs in USD (\$) per month 2012.

Chart 1.3 - Pre-Pay & Pay Monthly subscriber splits as of 2012 (% of total customer base) by selected MNOs

Chart 1.4 - Changes in UK Pay Monthly contract duration - 2007 to 2012 by per cent (segmented by 1 month, 12 month, 18 month, 24 month & other)

Chart 1.5 - Changes in UK Pay Monthly price points - 2007 to 2012 in per cent ( ?40 and above, ?35 to ?39.99, ?30 to ?34.99, ?25 to ?29.99, ?20 to ?24.99, ?15 to ?19.99 and ?0 to ?14.99)

Chart 1.6 - Main apps (OTT services) used by US Smartphone users (2012) in per cent.

Chart 1.7 - SFR Mobile Data usage (in MB) by Smartphone type (Apple iPhone & Android devices) as of 2011.

Chart 1.8 - Vodafone Turkey Smartphone penetration trends - as a percentage of the overall Vodafone Turkey user base

Chart 2.1 - Apple iPhone shipments (2009 - 2012)

Chart 3.1 - Chinese MNO handset subsidy increase from 2011 to 2012 (in per cent) by Chinese MNO

Chart 4.1 - Breakdown of Average Tariff Pricing - High, Medium & Low segments - by geographical region (2013)

Chart 4.2 - The spread of European entry level price plans (2013) by USD per month

Chart 4.3 - Spread of medium level price plans in Europe (2013) in USD per month

Chart 4.4 - Spread of High price plans in Europe (2013) by USD per month

Chart 4.5 - A forecast for the average price plan by High, Medium & Low segment in Europe from 2013 to 2018 in USD per month.

Chart 5.1 - Spread of entry level price plans in North America by USD per month

Chart 5.2 - Spread of Medium level price plans in North America in USD per month

Chart 5.3 - Spread of High price plans in North America in USD per month.

Chart 5.4 - Average forecast price plans in North America (2013 to 2018) by Low, Medium & High segment in USD per month

Chart 6.1 - American Movil Pre Pay & Pay Monthly user growth (from Q3 2011 to Q3 2012) in per cent.

Chart 6.2 - Spread of Entry level pricing in South America by MNO Pay Monthly package in USD per month.

Chart 6.3 - Spread of Medium price plans in South America (2013) in USD per month.



Chart 6.4 - Spread of medium level pricing in South America by plan (2013) in USD per month.

Chart 6.5 - Forecast for South American price plans by average Premium, Medium & Low segment from 2013 to 2018 in USD per month.

Chart 7.1 - Spread of entry level price plans in the Asia Pacific (2013) in USD per month.

Chart 7.2 - Spread of medium level price plans in the Asia Pacific in USD per month (2013)

Chart 7.3 - Spread of High price plans in the Asia Pacific (2013) in USD per month.

Chart 7.4 - Forecast for average High, Medium & Low segment price plans in the Asia Pacific in USD per month from 2013 to 2018

Chart 8.1 - Spread of entry level price plans in the MEA in USD per month (2013).

Chart 8.2 - Spread of medium level price plans in the MEA (2013) in USD per month.

Chart 8.3 - Spread of High level price plans in the MEA (2013) in USD per month.

Chart 8.4 - Forecast for the average High, Medium & Low price plan segments in the MEA from 2013 to 2018 in USD per month.

Chart 10.1 - KPN SMS usage per person (per quarter) from Q1 2011 to Q3 2012 (by SMS message sent per person)

Chart 10.2 - Vodafone Group Mobile Data volume growth - from Q4 2011 to Q4 2012, measured in Petabytes of Mobile Data per Quarter

Chart 10.3 - Annual Chinese SMS revenue growth trends from 2005 to 2011 (in billions of Yuan)

Chart 10.4 - Breakdown of average Low, Medium & High pricing by European, North American, South American, Asia Pacific & MEA region. (2013) in USD per month.

Chart 10.5 - Forecast breakdown of average price plans by Europe, South American, North American, MEA & Asia Pacific region (2018) in USD per month.

## **COMPANIES LISTED**

3HK (Hong Kong)

8ta (South Africa)

A1 (Austria)

Acision

Airtel (Congo Brazzaville)

Airtel (India)

Airtel (Nigeria)

Airtel (Seychelles)

Airtel (Uganda)

Airtel (Zambia)

Airtel Africa  
AIS (Thailand)  
America Movil  
Apple Corporation  
AT&T Wireless (USA)  
Avea (Turkey)  
Beeline (Russia)  
Bell Mobility (Canada)  
BlackBerry  
Bouygues Telecom (France)  
BSNL (India)  
China Mobile  
China Telecom  
China Unicom  
Claro (Argentina)  
Claro (Chile)  
Claro (Costa Rica)  
Claro (Panama)  
Claro (Paraguay)  
CSL (Hong Kong)  
Deutsche Telekom Group  
Du (UAE)  
Etisalat (Nigeria)  
Etisalat (UAE)  
European Commission (EC)  
Facebook  
Four Square  
France Telecom Group  
Free Mobile (France)  
Globe Telecom (Philippines)  
Google  
GSM Association (GSMA)  
Hi (Netherlands)  
HTC  
Huawei  
Idea Cellular (India)  
Indian Ministry of Communications  
Jajah  
Joyn



KPN (Netherlands)  
Korean Communications Commission (KCC)  
LG  
LinkedIn  
Maroc Telecom (Morocco)  
Maxis (Malaysia)  
Mobistar (Belgium)  
Motorola  
Movistar (Spain)  
Movistar (Chile)  
Movistar (Mexico)  
Movistar (Peru)  
Movistar (Uruguay)  
Movistar (Venezuela)  
MTN Group  
MTN (Nigeria)  
MTS (Russia)  
Nokia  
OFCOM (UK regulator)  
Omantel (Oman)  
Optus (Australia)  
Orange (Botswana)  
Orange (DRC)  
Orange (France)  
Orange (Jordan)  
Orange (Mauritius)  
Orange (Poland)  
Orange (Spain)  
Orange (Tunisia)  
Orange (UK)  
Orascom  
Plus (Poland)  
Polkomtel (Poland)  
Reliance Communications (India)  
Reuters  
Rogers Wireless (Canada)  
Safaricom (Kenya)  
Samsung  
SFR (France)

SingTel (Singapore)  
Sino (China)  
Sistema Group  
SK Telecom (South Korea)  
Skype  
Smart Telecom (Philippines)  
Sony  
Sosh (France)  
Sprint (USA)  
SSTL  
Starhub (Singapore)  
Sunrise (Switzerland)  
Swisscom (Switzerland)  
T-Mobile (Germany)  
T-Mobile (Netherlands)  
T-Mobile (Slovakia)  
T-Mobile (UK)  
T-Mobile (USA)  
Telcel (Mexico)  
Tele2 (Sweden)  
Telecom (New Zealand)  
Telecom Italia  
Telecom Italia Mobile  
Telefonica (Brazil)  
Telefonica Europe  
Telefonica Group  
Telefonica O2 (Czech Republic)  
Telefonica O2 (Germany)  
Telefonica O2 (Ireland)  
Telefonica O2 (UK)  
Telekom (Germany)  
Telenor Group (Norway)  
Telfort (Netherlands)  
Telkomsel Group (Indonesia)  
Telstra (Australia)  
Telus (Canada)  
Telecom Italia Group (Italy)  
TIM (Brazil)  
TMN (Portugal)

Tri (Indonesia)  
TRUE (Thailand)  
Turkcell (Turkey)  
Twitter  
Verizon Wireless (USA)  
Viber  
Vimpelcom Group (Russia)  
Vivo (Brazil)  
Vodacom (South Africa)  
Vodafone Group  
Vodafone (Australia)  
Vodafone (Germany)  
Vodafone (India)  
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