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Global Mobile Data Pricing Report

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Abstracts

Overview

The mobile services sector is witnessing strong growth in developing countries has been driven by increased competition and affordable services and devices. Mobile-cellular telephony continues to replace fixed-line services, the latter still being dominated by the incumbent operator in many developing countries. The voice revenues margins for most of the operators in under margin pressure, is witnessing innovations and rationalizations of the pricing plans by almost all the operators in various aspects of its functioning like increased/reduced benefits associated, validity period, Hybrid plans, Common bills for a select group of members (like family) and bundled offerings. More and more number of countries are focusing on investments in terms of ICT availability, access and use, which further propels the awareness, diffusion about the processes and usability, and in turn further boosts the demand from the consumer side, driven by the spread of mobile internet (or Mobile Broadband Services).

Key Findings

The data services offerings offered by various service providers across all the major regions,do have a wide variance in their respective offerings (benefits) for the customers, except for some operators who either plan to pursue disruptive pricing or they drive the market pricing dynamics based on their pricing.

The cost of the offerings were relatively less priced in developing regions like Asia-Pacific and the African regions, where the subscriber additions is still witnessing growth and indirectly adding to the data user base. The Cost/GB, Annual Cost of the Package (Data plans) and the Affordability Index (of the particular data pack) was observed to be on the higher side in most of the offerings by the service providers.

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By end 2011, the number of fixed (wired)-broadband subscriptions had reached to almost 600 million, which corresponds to global penetration rate of 8.5%.The number of active mobilebroadband subscriptions grew by around 40% (i.e. between 2010 and 2011) to reach around 1.1 billion by end 2011.

The number of MBB subscribers is almost twice the number as compared to fixed-broadband subscriptions. European region is the leading region in the broadband uptake, with highest number of fixed as well as mobile broadband subscriptions per 100 inhabitants.

Broadband prices in emerging markets have dropped steeply over the past year, but the services continue to be out of reach for the average consumer, so affordability remains a key inhibitor to uptake.

The operators continue to lower prices; this trend will continue as they seek to add more subscribers and begin to offer additional value to existing customers.

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