Global Voice and Data 3G/4G Smartphone Tariff Tracker

Description:

Database Synopsis

Pricing is used as one of the key differentiators by mobile operators across the industry. To keep up-to-date with the increased complexity of packages offered is a challenge. The author has researched and collated prices for post and prepaid price plans from 200 operators across Africa, Americas, Asia, Europe, and the Middle East.

Prices presented in local currency, Euros and USD allows for a speedy and like-for-like comparison of the 3,000 and plus price plans covered.

In this continuously updated service based on a survey of global mobile network providers, the database will illustrate how operator marketing strategies create plans to retain loyalty, entice new customers and increase usage and value.

Key highlights of the database include:

- 200 operators (continuously expanding)
- 95 countries (continuously expanding)
- Tariff price plans for consumer and business post and prepaid, presented in tabular format, in local currency, Euros and US Dollars allowing for easy comparison
- Services covered include Voice plans, Smartphone plans, BlackBerry plans, iPhone plans, iPad plans
- A range of data points are included, connection, rental, inclusive allowances (voice, SMS, MMS, data and other), set-up charges, billing increments and usage rates (voice domestic, IDD, SMS, MMS and data).
- Relevant notes are provided for each pricing plan
- All prices are updated quarterly, changes made are marked in red.
- Summary report provided with each update commenting on key changes
- Enquiry service provided by the Mobile Tariff Specialist with 24-years of experience in telecoms pricing

Subscription includes

- 4 Updates per annum
- Summary report with each update
- FREE Enquiry Service

Who should subscribe to this service:

- Government agencies with a need to compare mobile prices across countries
- Telecommunication operators active in the mobile and fixed markets
- Telecommunication Managers in Enterprise organisations needing to keep track of availability of pricing plans and latest development of mobile prices
- Software and equipment vendors
- Consultancies
- Investors, Venture Capital companies and financial institutions

Excel template used throughout is:

Package name
Postpaid/Prepaid
Aimed at
Contract term
Rental per month
Minimum charge per month
Inclusive
Minutes on-net only
Minutes on/off-net
SMS
kbit/s
Usage per minute
Call set-up charge peak
Call set-up charge off-peak
Call set-up charge - weekend
on-net peak
on-net off-peak
on-net weekend
off-net peak
off-net off-peak
off-net weekend
to fixed peak
to fixed off-peak
to fixed weekend
Billing increment
SMS
SMS on-net peak
SMS on-net off-peak
SMS on-net weekend
SMS off-net peak
SMS off-net off-peak
SMS off-net weekend
SMS abroad
MMS national
MMS international
PLUS NOTES: relevant notes for each tariff.

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