LTE Pricing Strategies for Consumer Handsets: Case Studies of NTT DOCOMO and Verizon Wireless

Description: Customers attach more value to smartphones and some over-the-top services such as Netflix and Spotify than they do to network speed and latency. LTE entry prices are on average twice as high in Europe as in other regions of the world. In Asia and the USA, LTE operators have better aligned LTE prices with those for 3G services and are using tiered pricing models that combine 3G and 4G technology across all tiers in order to promote LTE take-up.

Sales figures published by NTT DOCOMO suggest that 3G-level pricing and LTE-compatible devices are the strongest drivers of LTE adoption.

This Viewpoint provides:

- 4G forecasts for Western Europe by device type
- A comparative analysis of LTE handset packages in developed Asia-Pacific, Europe and the USA
- An assessment of LTE pricing strategies in Europe
- An overview of best-practice LTE pricing from Japan and the USA, including case studies of NTT DOCOMO and Verizon Wireless.

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