Global Mobile Broadband Pricing Preview for Telcos 2014 (Version 2.0)

Description: The mobile broadband data services offerings offered by telecom operators globally, 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 report "Global Mobile Broadband Pricing Preview for Telcos" in addition to providing the plan details focuses on comparison of the Mobile broadband data prices of select telecom operators globally in terms of:

- Cost/GB (in USD)
- Annual Pack Cost (in USD)
- Affordability Index

The report is the updated version of the earlier report titled "Global Mobile Services Pricing Preview - A Data Services Perspective" published in January-2013.

- The current report has increased contents and coverage for more countries, Telecom Operators count, plan details

How does the report benefit:

The report provides the following details about the various mobile broadband plans (for mobile handsets/devices):

- Plan Name
- Cost/GB (in USD)
- Annual Pack Cost (in USD)
- Affordability Index

This enables to make a comparative analysis of the various plans being:

- Offered by the same operators basis the cost-benefit information
- Benchmark mobile broadband plans of various operators within the same country
- Compare your best competitive plans with other telecom operators in the same region
- Compare your mobile broadband plan with other plans across the world for cost-benefit study

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<td>Ulster Bank, 27-35 Main Street, Blackrock, Co. Dublin, Ireland.</td>
</tr>
</tbody>
</table>

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