Tariff Trends SnapShot 50 - High Capacity Mobile Data Bundles

Description: The Tariff Trend SnapShot Service is a Research & Analysis Service providing a brief snapshot analysis of a new pricing trend for mobile or fixed line services seen by the author. It is published approximately every fortnight (for 20 issues a year).

The service can be purchased as a 1-year subscription or as individual SnapShots.

In SnapShot 50, the author analyses the present status of high capacity mobile bundles around the world. With the first introduction of LTE services from 2011 onwards, MNOs also introduced high or unlimited mobile data allowances. But as LTE became a mass market service, the high allowance as a standard offer has been withdrawn.

However, large mobile data allowances persist, as a part of a bundle to protect a premium price point, as a Mobile Broadband service, or as a substitute for a fixed line broadband service. The author identifies the types of business model being used by the MNO to support a high capacity mobile data bundle.

Contents:
1. Introduction – The Launch Of High Capacity Mobile Data Bundles
2. Types Of Business Model Supporting High Capacity Mobile Data Bundles
3. Examples Of High Capacity Mobile Data Bundles Worldwide
4. Conclusion – The Future For High Capacity Mobile Data Bundles

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