Tariff Trends SnapShot 56: Digital MVNOs

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 57, the author analyses the key developments in mobile roaming pricing since the 2014. It considers the latest EU roaming regulations, the trend for Data Roaming packages, and the trend for MNOs to bundle roaming packages in with their premium price plans. It also provides examples of inclusive roaming that is being made by selected MNOs (such as T-Mobile (US) and AT&T) and whether the range of MNO initiatives being taken is actually having a real impact on user behaviour.

Contents: 1. Introduction – The change to Digital MVNOs
2. Examples of new Digital MVNOs
3. Case studies of Digital MVNOs
4. Conclusions – Changes to the MVNO business model

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