Tariff Trends SnapShot 58 - Key Developments in the French Mobile services

Description: In SnapShot 58, TCL analyses the key developments in French Mobile services and is the 3rd SnapShot to do so, and is a follow up to SnapShot 2 – published in October 2012 – and SnapShot 26 – published in February 2014.

The French market has been transformed by the entry of the 4th MNO, Free Mobile, launched in January 2012, which has captured 15 per cent of the market by subscribers (as of Q1-15). This SnapShot examines the changes in French mobile pricing since 2014.

Agenda
1. Introduction – Pricing developments in the French mobile market
2. Key new products & pricing introduced since 2014
3. The trends in pricing, ARPU & French mobile subscribers
4. French mobile pricing – attuned to different user segments
5. Conclusions – The outlook for mobile price stability in France

Deliverable
PowerPoint 27 slides packed with information and pricing examples.

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