European Mobile Pricing Cost of Ownership Analysis

Description: Pure Pricing undertakes a quarterly research programme recording the latest mobile pricing developments across Europe. This spreadsheet is part of the output of that research.

This report gives a price comparison of the cost of ownership of three key handsets (e.g.: iPhone4S, Samsung Galaxy S3 and Samsung Galaxy Ace) across key markets of France, Germany and UK.

The spreadsheet gives the device price and plan for a range of user profiles and calculates the cost of ownership over a 24-month period. The spreadsheet also looks at the cost of ownership on a sim-only basis.

Following people are recommended to buy this product:
- consultancies, investors, network operators and handset manufacturers looking to benchmark pricing across markets

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