Mobile Pricing Best Practice - International Innovation

Description: Annual subscription (four quarterly newsletters)

Mobile markets in Europe are evolving and the pricing of products is the key lever which determines success of operators within the market, whether that be measured through market share or profitability. Over recent years we have seen the emergence of smartphones and data enabled networks which have brought additional dimensions to price and products to sell. Operators can no longer deliberate just the pricing of voice, but must also consider access to internet via mobile, tablet and laptop. There is increasing pressure to find innovative ways to price both voice and data in order to ensure that economic returns are achieved and market share targets are met.

Pure Pricing undertakes a quarterly research programme recording the latest mobile pricing developments across France, Germany, Italy, Spain and UK. This newsletter highlights some of the new propositions which have emerged in recent months in these markets, and gives Pure Pricing's views on how these fair with respect to Mobile Pricing Best Practice.

Following people are recommended to buy this product:
- industry observers interested in mobile pricing innovation
- mobile marketing managers looking to generate new ideas for pricing of mobile products
- consultancies looking for case study examples of pricing in practice and examples of pricing innovation

Products Mentioned:

Mobile, plans with handsets, sim-only plans, pre-pay, mobile internet, mobile broadband

Contents: E.g. for April 2012 newsletter:

1 UK: Vodafone refreshes sim-only plans
2 France: Free launches aggressive pricing
3 France: Major tariff refreshes from Bouygues and SFR
4 Focus: Extent of VoIP offering within pay monthly handset propositions

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