European Consumer Mobile Pricing

Description: Full Package Annual Subscription

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 premium annual subscription package includes all the outputs of this research programme:

1. Mobile Pricing Database for all network operators in five territories (France, Germany, Italy, Spain and UK) on a quarterly basis
2. Mobile Pricing Best Practice ... International innovation - a quarterly newsletter identify pricing developments across the five territories and giving Pure Pricing's view on these propositions with respect to Mobile Pricing Best Practice
3. European mobile pricing cost of ownership analysis on a quarterly basis (France, Germany, UK)

Following people are recommended to buy this product:

- mobile operators looking to generate new ideas for pricing of mobile
- regulators looking to understand pricing trends
- consultancies looking for case study examples of pricing in practice
- consultancies, investors, network operators and handset manufacturers looking to benchmark pricing across markets
- research institutes looking for data to populate models

Products Mentioned:

Mobile, plans with handsets, sim-only plans, pre-pay, mobile internet, mobile broadband, iPhone, Samsung Galaxy S3


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