



Mobile Market Development

Pricing Strategies for Data

Program: Maximising Wireless Profit

Price: 2500.00 EUR

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Description: Key Infographic Introduction Annual data usage continues to grow while MNO revenue growth stagnates. Data connectivity income has grown too slowly to offset falling voice revenue. Meanwhile volumes grow exponentially, enabled by ever more generous (sometimes unlimited) allowances, driven by apps and services that feed revenue to OTT players. In that context, this report reviews a range of consumer mobile, broadband and fixed wireless propositions from 20 MNOs – 18 of which have launched 5G in 2019. Three i3