



# Mobile Market Development

## Convergence Practices and Propositions

Program: Maximising Wireless Profit

Price: 2500.00 EUR

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Description: Key Infographic Introduction Convergence is a key driver for growth and sustaining revenue and market share in a mature, competitive market with changing consumer behaviour in core segments such as TV and home phone. Operators are developing a network as a service approach leveraging customer relationships to become multi-services players. We look at the convergent practices of 15 operators, highlighting latest self-disruptive changes to areas such as TV and review a number of convergent savings / loyalty programs which now offer a selection of non-communication based services. Three i3