



Mobile Market Development

How to Avoid Negative Regulator Interventions

Program: Maximising Wireless Profit

Price: 5000.00 EUR

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Description: Fines faced by network operators for breaches of security, abuse of market power or failure to comply with licence obligations, are becoming larger and being applied more rigorously. As well as telecoms regulators, competition authorities and other bodies are also increasingly intervening in the sector. While fines and dealing with regulators can be a distraction from running the business effectively, the potential harm to reputations and subsequent customer reaction to such interventions can be far more damaging in revenue and growth terms. By increasing diligence and taking the right approach, Mobile Market Development believes operators can reduce the risk and improve their ability to manage their own future in the best interests of all stakeholders. This report examines a number of interventions over a period of years, so that the common themes can be understood, and management approaches can be updated to minimise any negative impacts from such events. The report should be read and acted on by any MNO that could benefit from reviewing its own approach to working with regulators.