



Mobile Market Development

The Repremiumization Myth: Content & Services - Not Connectivity - Attract Premiums

Program: NextGen Strategies

Price: 500.00 EUR

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Description: MNOs must accept that network connectivity is a given and they will struggle to increase its perceived value so that customers will pay more for better quality. Consumers, based on experience, expect the network will provide all they need for a minimal price and if it does not work, they will complain rather than pay more for one that works better. Mobile operators have two realistic opportunities to raise margins - they can bundle their offering with high value content or services associated with high value items such as people, pets, homes and cars, or they can provide tailored services to the business market, where specified quality (through SLAs) can be a business essential of significant value.