

## Mobile Network Providers - UK - February 2015

Report Price: £1750.00 | \$2834.04 | €2223.04

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“When it comes to selling triple-play packages, the mobile industry still has a large proportion of pay-as-you-go and rolling month-by-month contract customers to market to, free of restrictions on when they can enter into new agreements.”

– Samuel Gee, Senior Technology and Media Analyst

### This report looks at the following areas:

- Is there a market for triple-play mobile offerings?
- Average revenue per user (ARPU) is consistently falling

The mobile network provider market may see some shake up over 2015, with BT's purchase of EE moving the incumbent fixed-line provider back into the mobile sphere for the first time since it divested itself of O2 (née BT Cellnet) in 2002, undoubtedly with an eye toward offering triple- or quad-play bundles including a mobile element.

This report examines these issues, as well as the network operator and type of mobile connection consumers currently have. It also looks at their contract duration, the amount they pay monthly for their phone service and the motivations they had in choosing their current provider. Finally, it looks at consumer attitudes and feelings about operator-provided mobile wallets.

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