

Mobile Network Providers - UK - January 2017

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“Competition on prices has intensified, post-pay revenues are falling. At the same time, there are signs that customer retention is being eroded, and it has become more difficult to put a premium on greater data allowances. Operators are reacting by trying to foster retention through mobile data flexibility and, in particular, zero-rating (ie waiving data usage for specific apps or services).”

Sara Ballaben, Senior Technology Analyst

This report looks at the following areas:

- From "free" add-ons to mobile data flexibility
- Are contracts with a phone at risk?
- Will e-SIMs put an end to customers' inertia?
- Can family plans help quad-play operators to build a customer base?

What you need to know

The UK's mobile market is both mature and highly regulated. The well-established leadership of the Big Four, which account for about 70% of UK mobile phone owners and are also in control of the distribution, also helps towards market stability.

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DID YOU KNOW?

This report is part of a series of reports, produced to provide you with a more holistic view of this market

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