

## Mobile Phones - UK - February 2012

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"RIM is in need of a 'killer product' to turn the company around from continually losing market share to iOS and Android powered handsets. All eyes will be on the launch of RIM's next device, the BlackBerry London, which will run the next-generation operating system BlackBerry 10."

- Cecilia Liao, Senior Technology Analyst

### In this report we answer the key questions:

- Who else could compete against Apple's iOS and Google's Android in the smartphone race?
- How will the rise of smartphones impact on the consumption of information?
- Will the form factor of mobile phones change in the next five years?
- Why don't consumers buy mobile handsets from general electronics retailers?

**Standard contract or post-pay subscription packages:** people pay a monthly line rental. Handsets are usually subsidised by the network provider for new customers and hence tend to be comparatively cheap, or even free.

**Sim-only contracts** allow a customer to pay just for the network usage. They then have to buy their own handset.

**Pre-pay/pay-as-you-go packages:** people buy a handset and purchase calls in advance via vouchers or by using credit or via top-ups available on the internet. Call charges tend to be higher than for contract packages.

**Mobile Virtual Network Operator (MVNO):** companies that offer the same spectrum of services to the consumer as the network operators, but do so by buying bulk airtime and line/access provision services from others and rebadging them (Virgin Mobile and Tesco are examples).

**Network operators:** providers of the network infrastructure (fixed-line or radio), eg BT or Vodafone.

**Subscriber Identity Module (SIM):** smartcard used in digital phones, which carries the user's identity for accessing the network and receiving calls. Also acts as the phone's memory for features such as stored numbers.

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