

## Consumer Services Europe

# Mobile Broadband Europe Tracker

The **Current Analysis Mobile Broadband Europe Tracker** provides detailed information and analysis on the mobile broadband portfolios of 60 national operators across 17 European countries across both consumer and business markets. The service assesses the current state of mobile broadband services and tracks recent changes, highlighting key competitive differentiators, fresh innovation, and lessons learned.

The **Mobile Broadband Europe Tracker** offers a quick-access view of the fast changing mobile broadband competitive landscape and enables customers to more effectively respond to competitive threats and opportunities. This product will answer the following questions:

- How prevalent are 'unlimited' plans, and how are operators positioning them?
- How are operators bundling WiFi with cellular, to what effect, and how prevalent is this practice?
- What kind of VoIP and tether policies are at play, and how are these evolving?
- How are operators bundling mobile and fixed broadband, and how does the hardware (netbook, USB modem, laptop, MiFi) component play into this?
- How are operators marketing value-add and quality of service for mobile broadband?
- What do new LTE services look like, and how are they being marketed?
- How are operators differentiating their services, both from either other, and across segments (consumer and small business)?
- How are operators bundling software and hardware with mobile broadband?
- How differently are Central and European markets evolving?
- How quickly are mobile broadband prices per GB falling across Europe, and how does this ballpark compare to the market's DSL pricing level?

For each country tracked, two key components are provided:

- A market summary
- Details of the specific mobile broadband plans



## Market Summary

Each market profile provides an analytical summary of the key national operators' mobile broadband strategies, strengths, weaknesses and recent competitive movement, picking up on best practice, differentiation and key pricing and service modeling trends.

Components of the Market Summary are:

### Current Perspective Rating:

Assesses the overall rating (Aggressive, Competitive, Neutral, Non-Competitive)

### Analytical Summary:

Analysis justifying this rating, pointing to such factors as portfolio scope, product positioning, pricing, service/ bundle innovation, level of differentiation, promotion aggression and channel innovation. This summary will also include latest subscriber numbers and ARPU detail, where available.

### Pricing Tracker:

Graphic indication of the operator's average price per GB, calculated against the operator's largest or 'unlimited' postpaid package (on a 24-month contract, or nearest possible equivalent), and benchmarked against the average GB price of the market's entry-level DSL package from the national incumbent.

### Ratings:

Three ratings, from 1-5 (where 1= very poor, and 5 = excellent) for Pricing, Bundle Innovation, and Differentiation, with a brief textual justification for each rating, plus Spider Chart graphic.

## Broadband Plan Database

The detailed database of mobile broadband services provides both snapshot views of the competitive market as well as the ability to view selected plans side-by-side to compare and contrast competing solutions.

## Markets Covered

Markets covered by the Consumer Broadband solution are: UK, Ireland, Germany, France, Spain, Italy, Greece, Netherlands, Sweden, Portugal, Belgium, Austria, Switzerland, Czech Republic, Slovakia, Poland and Romania.

## Availability

Available now.