

Industry Report

Mobile Data Services: Business Model Assessment

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By Kristen Hanich, Research Analyst

<p>Synopsis</p> <p>The mobile data market has become saturated in major industrialized nations. Mobile operators in those markets find it increasingly difficult to raise mobile data prices as competitors are ready to lure away unsatisfied customers. This report analyzes how global mobile operators sell mobile data services, manage customer loyalty programs, develop innovative services, and offer customer incentives such as zero-rated services and international travel plans. It also provides an update of global mobile data revenues earned by operators from 2017-2021.</p>	<p style="text-align: center;">Consumer Adoption of Mobile Devices</p> <div style="text-align: center;"> <h3>Mobile Device Adoption</h3> <p>U.S. Broadband Households</p> <table border="1"> <caption>Mobile Device Adoption Data</caption> <thead> <tr> <th>Device Category</th> <th>Adoption Rate (%)</th> </tr> </thead> <tbody> <tr> <td>Smartphone</td> <td>~85%</td> </tr> <tr> <td>Tablet</td> <td>~65%</td> </tr> <tr> <td>Smart watch</td> <td>~15%</td> </tr> <tr> <td>Wearable camera/camcorder</td> <td>~10%</td> </tr> </tbody> </table> <p style="text-align: right;">© Parks Associates</p> </div>	Device Category	Adoption Rate (%)	Smartphone	~85%	Tablet	~65%	Smart watch	~15%	Wearable camera/camcorder	~10%
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<p>Publish Date: 3Q 17</p>	<p>“The re-introduction of affordable unlimited data plans brings challenges to MSPs, who must find new ways to invigorate ARPU growth. MSPs are addressing this challenge with strategies such as introducing unlimited plans with tiered service experiences, service add-ons, cross-selling and bundling with digital content, and exploring alternative revenue models such as sponsored data and advertising,” said Kristen Hanich, Research Analyst, Parks Associates.</p>										
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	Deutsche Telekom	Snapchat
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	Microsoft	Twitter
	Movistar	Verizon
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