Mobile Network Providers - UK - March 2014

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"For the moment, until the data-driven services willingly choose to interact or are subject to legislative restrictions forcing them to become more open, network operators remain the most cohesive and simple way for consumers to talk to each other based on a single identifier; the phone number."
– Samuel Gee, Senior Technology and Media Analyst

This report looks at the following areas:

- Are operators about to start losing control of staple text and voice services
- How are older and younger co
  nsumers polarising the market?

The mobile network provider market is at a difficult crossroads. Whilst the advent of 3G and now 4G has opened up operator portfolios to include data connections, vastly increasing potential future revenue streams, that same data and the complexity of the smartphones it's being pulled down to mean the way that consumers are charged for mobile services like voice and text may soon need to be overhauled. At the same time, increasingly restrictive legislation from the EU will soon abolish operator roaming revenue, forcing the opening of new business streams to maintain income.

This report will look at the networks consumers are with and types of connections they have with them, their contract length and the amount they spend on average per month, the features about their mobile phone contract that they would upgrade if possible, and the factors that are most important to them when picking a new network provider.

DID YOU KNOW?

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