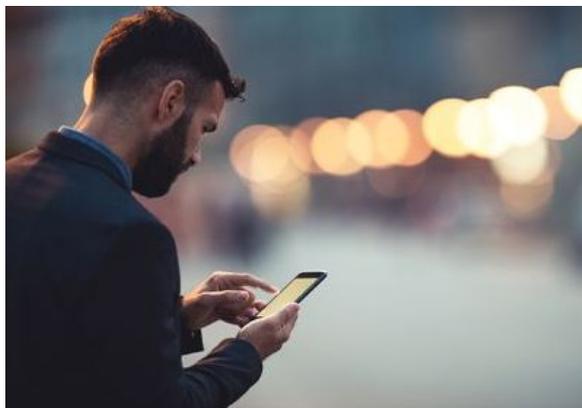


## Mobile Network Providers - UK - February 2020

Report Price: £1995.00 | \$2693.85 | €2245.17

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“The market for mobile network providers has reached a mature point as a static subscriber base continues to gravitate to flexible options offered by competitive SIM-only deals. ”

- Joe Birch, Consumer Technology Analyst

This report looks at the following areas:

- Preventing churn and fostering brand loyalty can be short-term aims
- Bringing 5G's potential to life for consumers can help re-energise MNOs' proposition
- Mobile networks' next battleground could be away from mobile phones

5G could help usher in a new dynamic helping operators to move from being a provider of communication to a platform of connected services. However, the functionality and promise of 5G capabilities will need to resonate more clearly with consumers before we see a significant shift towards these new services.

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