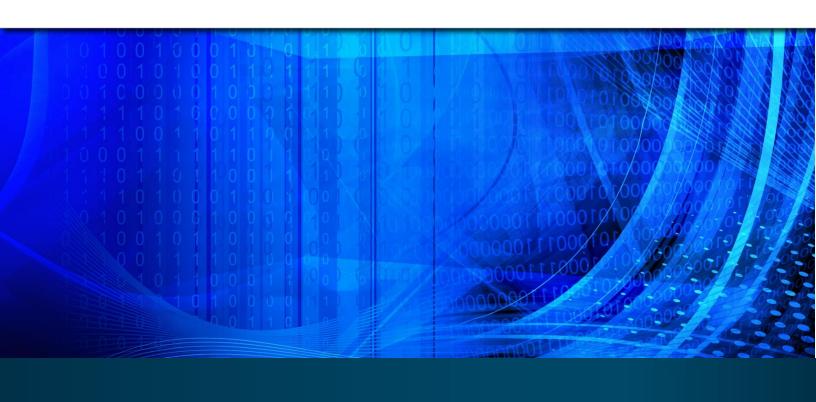
# **Industry Report**

Mobile Data Services: Business Model Assessment

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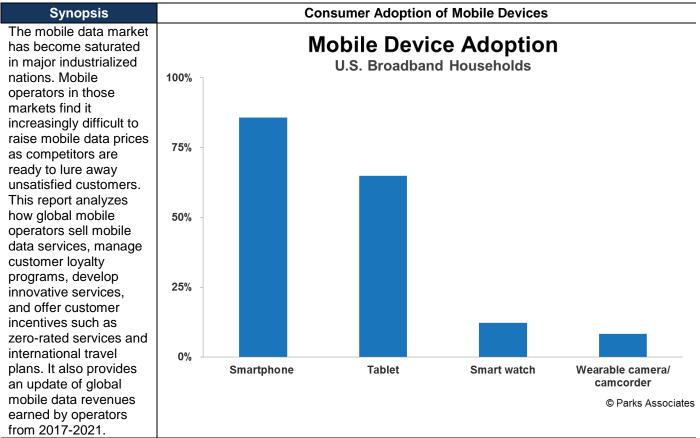




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By Kristen Hanich, Research Analyst



Publish Date: 3Q 17

"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.

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