





SWITZERLAND



-  8.3 million
-  German, French, Italian, Romansh
-  Zürich
-  Swiss Franc (CHF)

SMARTPHONE PENETRATION






132%

SIM PENETRATION

CREDIT CARD PENETRATION



TRANSACTION TYPES

-  Premium
-  In-app purchases
-  Subscriptions

PRE PAY VS POST PAY



PRICE POINTS

 From 1 CHF to 50 CHF

 18%
Local tax

MARKET SHARE



Swisscom (55%)



Sunrise (20%)



Salt (18%)

 Regulator: BAKOM