

The competition effect – After Telenor’s and TeliaSonera’s merger was blocked a Danish operator doubled its smartphone plan cap from 20 to 40 gigabytes

- **The competition effect** - Before the planned merger a Danish operator was selling in Denmark a 4G LTE smartphone plan with 100 gigabytes for €39
- **The consolidation effect** – Ahead of the planned merger the operator slashed the gigabytes down to 20 while keeping the price the same
- **The competition effect** - After the merger was blocked, on the 22nd of September 2015, the operator doubled the maximum gigabytes on its smartphone plans by launching a plan that packs 40 gigabytes

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