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Fixed Telephony Will Soon Be Buried by Mobile Lines

Due to attractive offers and good services

Mobile phones have been gaining a lot of ground and users in the past few years, enough to make more and more people think twice about keeping their fixed phone subscriptions. A much more convenient solution is the one presented by mobile operators, which started an aggressive campaign trying to persuade more users to give up on their landline subscriptions. The struggle between the two camps has left many injured for the landlines, as several important [mobile operators](#) have started offering special deals to those clients who prove they recently gave up their landline subscription. This offer was very well received by customers and it encouraged operators to continue promoting such deals which will attract the public. On the other hand, mobile operators should focus more on convincing users that mobile telephony is no longer a luxury service and having a mobile phone is common sense in today's society. So-called family plans are yet another subscription model that has allowed operators to successfully eat away landline providers' business.