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Amazon to Bundle Mobile with Prime

 Posted by [John Mannes \(@JohnMannes\)](#)

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An announcement is expected from Amazon today that the online retailer will in future bundle a mobile phone contract with its re-launched Amazon Prime service. The move has surprised industry insiders, as Amazon's previous attempts to secure its place in the growing mobile communications field through producing its own phones and creating its own mobile platform were spectacular failures. It is thought that Amazon's move is an attempt to leverage its brand by offering consumers a compelling package deal. As details of the deal are still unclear at the time of writing, no information about which markets the bundle will be offered in nor which networks Amazon's service will be based on are available. Chris Anderson, former Wired Editor in Chief and technology trend spotter, speculated that Amazon's move could have far reaching effects on the communications industry:

"Bundling a phone contract in this way will make Amazon Prime an attractive offer. Amazon can afford to cross-subsidise the cost of providing the phone contracts because the move will drive take up of Amazon Prime and the growth of its retail platform. Free is always going to be a powerful differentiator for some consumers and should erode further the market share of traditional carriers."

Amazon's announcement follows recent speculation that Google, Apple and Facebook may also be considering their own mobile offerings and wireless offerings by buying wholesale capacity from local infrastructure players.



Crunchbase

John Carmack

BIO

John D. Carmack is an American game programmer and the co-founder of Id Software. Carmack was the lead programmer of the Id computer games Wolfenstein 3D, Doom, Quake, their sequels and the Commander Keen series of games. Though Carmack is best known for his innovations in 3D graphics, he is also a rocketry enthusiast and the founder and lead engineer of Armadillo Aerospace. In October 2008, ...

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