

The Future of MVNOs - New business models and distribution will determine the future success of the MVNO model

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SUMMARY

- Review of 37 countries in Europe, Americas and Asia and Australasia
- Profiles of the main players in each of the main mobile markets
- Summaries of over 300 MVNOs
- Main challenges confronting MVNOs
- Case studies based on In-depth interviews with 4 MVNO using different business models
- Interviews with regulators in key markets
- Subscriber Forecasts 2007-2012
- 47 Tables, Diagrams and Charts
- 173 pp

REPORT OVERVIEW

This new report is the most thorough ever published survey examining the current state of play of MVNOs in 37 countries around the globe. Profiles of the main players in each of the main mobile markets where access onto the incumbent's network has been allowed and a summary of the key MVNO players in each of those countries are provided.

The report evaluates the role of the country regulator in enabling the MVNO to become established in the some key markets, where the finding reveals that the most logical approach is not to prescribe but to ensure that the dominant mobile provider does provide access to the MVNO.

The research discovers a range of different approaches and trends that are now driving the market. The mobile market globally is becoming more fragmented with the power of brands and distribution – together with the emergence of new low-cost MVNE aggregators – favouring the development of new niche MVNOs based on a small social community. The report features case studies based on in-depth interviews with BT, Lebara, Virgin Mobile and Blyk, each using a different business model.

A section provides a ranking of the existing 30 MVNO countries that we have identified according to six broad criteria and identify the most attractive MVNO markets for future investment.

A section looks at pricing since the MVNOs have entered the market.

The final section provides a forecast of the MVNO subscriber base in 5 years time.

COUNTRIES INCLUDED

EUROPE :

Austria; Belgium; Czech Republic; Denmark; Finland; France; Germany; Iceland; Ireland; Italy; Israel; Luxembourg; Poland; Portugal; Romania; Russia; Slovakia; Spain; Sweden; Switzerland; the Baltic States and the UK.

AMERICAS:

USA (special section); Bolivia; Chile and Canada.

ASIA AND AUSTRALASIA:

Australia; China; Hong Kong; India; Indonesia; Japan; Malaysia; New Zealand & Taiwan.

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