

MVNOs: Evaluating their impact on market growth and profitability



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OVERVIEW:

This study examines the disruptive **impact of MVNOs** within six markets in terms of **subscription developments, pricing** and **profitability trends**. This study also examines the factors that are **stimulating MVNO development**.

Case studies assess MVNO activity in:

Denmark
Finland
Germany
UK
Poland
USA

Each country case study examines:

- Factors that stimulated MVNO development and their implications
- The impact of MVNO, as measurable by the following indicators:
 - Subscription trends/market share of MVNOs vs MNOs
 - Impact on pre-paid vs post-paid
 - Price trends for voice minutes across all operators
 - ARPU trends
 - Profitability trends
 - MOU trends
- Strategies of the major MVNOs
- Likely response of incumbent operators

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