

Mobile Virtual Network Operators: Mid-Life Crisis or Growing Pains?



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OVERVIEW:

During the past year the mobile virtual network operator (MVNO) business model has taken some lumps, but as mobile competition shifts focus from growing market share to growing wallet share the MVNO business will involve more revenue sharing between operators and brands rather than the "cost plus" model that predominates today.

This report analyzes the fundamental business changes that are rapidly restructuring the MVNO market – affecting content suppliers and service providers alike.

High-profile stumbles by heavily funded and branded MVNOs have caused some to question the overall business model. Are these necessary teething pains or indicators of something more profound?

According to eMarketer, in the US and the UK, MVNOs will become increasingly important for both wireless operators and brands, accounting for over \$20 billion in overall revenue by 2010. But it's clear that substantial changes to the present MVNO model must come in order to make these numbers a reality.

Key questions the "Mobile Virtual Network Operators" report answers:

- *What is the MVNO play for marketers?*
- *What tangible assets do brands need in order to exploit the wireless channel?*
- *How big is the MVNO opportunity for marketers?*
- *What should marketers do now in order to prepare?*

This report aggregates the latest data from marketing, technology and telecommunications analysts with eMarketer numbers, projections and analysis.

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