

THE MVNO DIRECTORY 2011

Mobile virtual network operators and
major resellers (5th Edition)

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Mobile virtual network operators and major resellers

www.Blycroft.com

The MVNO Directory is the telecom professional's handbook to the alternative mobile market. This directory tracks both consumer and enterprise MVNOs and is global in coverage.

645 operations are profiled for this 5th edition of the directory and are presented as 515 company profiles. This is the resource for making contact with this rapidly evolving market.

5 years ago the 1st edition of The MVNO Directory tracked a market of just over 200 MVNOs. Many said the "MVNO fad" would not last and that the market was already in decline. 5 years on the new total stands at 645 operations operated by 515 companies. Within just 5 years the industry has more than tripled with new operations constantly coming to market.

Being Virtual

MVNOs, mobile virtual network operators, are mobile service offerings from organisations which typically neither own licensed mobile spectrum nor operate a physical base station network and backhaul. Of course, there are exceptions to the rule but the essential factor is that an MVNO cooperates with an MNO for network access. MNOs are traditional mobile companies such as Orange, SingTel and Vodafone. For this research, both MVNOs and resellers (which act as the provider to the subscriber) are included.

Operations owned by MNOs are not counted; these are brands launched by MNOs and are therefore part of the MNO, not a distinct and separate company. MNOs are profiled within The MNO Directory. Found separately within The MVNO Directory, is a list of over 550 companies named by other publishers as being active MVNOs, incorrectly. For each of these companies the researchers have provided a short reason as to why the company has not been included as an MVNO.

Research Process

The MVNO Directory is now in its 5th edition, the 1st edition was published back in 2006. Each directory update begins with a media review; the researchers take the previous edition and amend the core database with launches, causalities and enhancements. At this stage the focus is upon ensuring that the Blycroft list of active MVNOs provides an ideal starting point for the update. The media review took place during March 2011 and consisted of comparing and contrasting mainly industry specific news, with the inclusion of relevant blogs and non traditional media.

205 operations were identified as new to The MVNO Directory. Profiles were created for each of these services while 66 operations were removed; being those which ceased trading, merged into other operations or were out by their host MNO. Not all MVNOs vanish, some such as Videotron evolve to the next stage and become MNOs.

Having exhausted the media review the researchers then focus on individual operations. During April and May the researchers examined every entry individually. This allowed for the main update and the inclusion of 2 new data fields to the 5th edition, being the recording of operations which offer Mobile Broadband and noting which offer handsets and which only offer SIM cards.

Coverage

The MVNO Directory seeks to profile all MVNOs and major resellers. It does not include fixed networks, traditional mobile networks or WiMAX operations. There are many free resources which provide a wealth of useful information about the industry. Unfortunately these services have over estimated the size of the market and tend not to remove inactive MVNOs or those which did not get beyond the planning stage. It would be impossible to provide a list of every company which is not an MVNO but from the media review and in-house research the researchers identified over 500 operations commonly referred to as active MVNOs, which are not. These are listed separately within The MVNO Directory with reasoning to assist readers in understanding the MVNO market.

To be included the operation should provide a mobile network based service to an end user. The MVNO should be responsible for that relationship on an ongoing basis but has to work with an MNO to provide the connectivity for the service. True MVNOs purchase minutes of use from MNOs, but being able to confirm this means seeing the contracts between MVNO and MNO, which are not public domain information. Therefore the directory does not provide classification of MVNO or reseller. The researchers aim to include every country offering these services.

Mobile virtual network operators and major resellers

www.Blycroft.com

Profiles

Active operation profiles consist of the following data fields (where possible):

- Company name
- Operation name(s)
- Geographic focus
- URL(s)
- Telephone (mainly switchboard numbers, customer service numbers provided where no alternative found)
- Fax
- Address
- Launch date
- Parent company name / industry / URL
- MVNE partner name / URL
- Carrier (MNO) partner name / URL
- Management contacts (named contacts and job titles for 466 companies - usually within the senior management team)
- Target customer type
- Billing method (pre-pay / post-pay)
- Messaging offered (SMS / MMS)
- Roaming status (international)
- Mobile Internet status
- SIM only or if handsets offered
- Mobile Broadband status

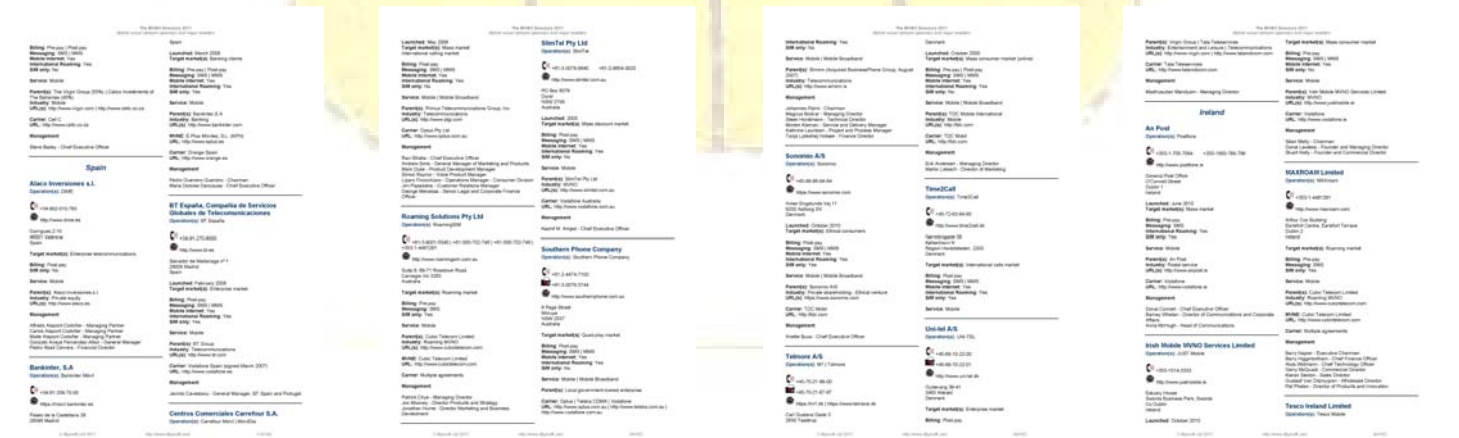
The MVNO Directory does not include subscriber data. Only about 10% of MVNOs release subscriber data, estimating 90% of a market is beyond the scope of this directory.

All information is provided where possible. Blycroft does not accept liability for incorrect data or losses as a result of using the directory. By purchasing the directory you agree to this condition.

Management contacts

The MVNO Directory 2011 contains over 1,200 named management contacts. These people are selected from the MVNOs' senior management teams and feature job titles such as President, CEO (Chief Executive Officer), CFO (Chief Financial Officer), CTO (Chief Technology Officer), CCO (Chief Commercial Officer) CMO (Chief Marketing Officer), Executive and Senior Vice Presidents plus other senior positions. It is not feasible to provide direct e-mail or telephone numbers for these people so you will not find these within the directory; to get such information would require the individuals to volunteer their correct contact information for 3rd party marketing, which is something a senior executive will not do.

446 profiles have at least 1 contact listed. We avoid listing the same person twice, even though they may manage multiple MVNOs across different countries. The majority of profiles with no named contact are very niche operations targeting fewer than 10,000 subscribers.



THE MVNO DIRECTORY 2011

Published May 2011

Mobile virtual network operators and major resellers

182 Pages
645 MVNOs (515 companies)
1,200 named contacts
205 new companies in 1 year

www.Blycroft.com

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The MVNO Directory can be ordered online at www.Blycroft.com, by calling our sales office in the UK on +44-1494-771-734 or by completing the fax back order form below and **faxing it to +44-1494-778-994**. You can also post this order form with payment to Blycroft Ltd (c/o CMS), P&A House, Alma Road, Chesham, Bucks, HP5 3HB, United Kingdom.

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 PDF & Excel EURO 1,465 | GBP 1,295 | USD 2,095

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 PDF & Excel EURO 1,695 | GBP 1,495 | USD 2,415

10 users (10 named people)

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 PDF & Excel EURO 1,920 | GBP 1,695 | USD 2,740

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Richard Bligh - Group Marketing Director
Andy Morris - Services and Operations Director
John Haw - Sales Director
Paul Peel - Programme Director

URL(s): <http://www.gradwell.com>

MVNE: AQL
URL: <http://www.aql.com>

Carrier: 3 UK
URL: <http://www.three.co.uk>

Management

Peter Gradwell - Managing Director
Barrie Millett - Commercial Director
Stuart Herbert - Head of Engineering
Jamie Ashby - Inbound Sales Team Leader
Matthew Park - Partner Manager

GeoSIM

Operation(s): GeoSIM



+44-1908-888-670



<http://www.globalsimcard.co.uk>

1st Floor St. Giles House
15/21 Victoria Road
Bletchley, Milton Keynes
MK2 2NG
United Kingdom

Launched: August 2009
Target market(s): Roaming market

Billing: Pre-pay
Messaging: SMS | MMS
Mobile Internet: Yes
International Roaming: Yes
SIM only: Yes

Service: Mobile

Parent(s): GeoSIM
Industry: Global roaming MVNO
URL(s): <http://www.globalsimcard.co.uk>

Carrier: Multiple agreements

Management

Ed Neal - Managing Director

Gradwell Dot Com Ltd

Operation(s): Gradwell Mobile PBX



+44-1225-800-808



<http://www.gradwell.com>

26 Cheltenham Street
Bath
BA2 3EX
United Kingdom

Launched: October 2010
Target market(s): Enterprise market

Billing: Post-pay
Messaging: SMS | MMS
Mobile Internet: Yes
SIM only: Yes

Service: Mobile | Mobile Broadband

Parent(s): Gradwell Dot Com Ltd
Industry: Enterprise telecommunications

GTEQ

Operation(s): gteq Intelligent Mobile



+44-1625-800-700



<http://www.gteqim.co.uk>

Lyme House, Heather Close
Lyme Green Business Park
Macclesfield
SK11 0LR
United Kingdom

Launched: May 2010
Target market(s): Enterprise market

Billing: Pre-pay
Messaging: SMS
SIM only: No

Service: Mobile

Parent(s): GTEQ
Industry: Telecommunications
URL(s): <http://www.gteq.co.uk>

MVNE: AQL
URL: <http://www.aql.com>

Carrier: 3 UK
URL: <http://www.three.co.uk>

Management

Jonathan Sheridan - Sales Director
Nick Kavanagh - Operations Director

iCard Mobile Ltd

Operation(s): iCard Mobile



+44-207-870-5722 +353-1-4952975



<http://icardmobile.co.uk>

Unit B04, Nutgrove Enterprise Park
Nutgrove Way, Rathfarnham
Dublin 14

SIM only: Yes

Service: Mobile

Parent(s): ASPIDER Communications

Industry: Mobile solutions

URL(s): <http://www.aspidercom.nl>

MVNE: ASPIDER Solutions (Formerly MEC Solutions)

URL: <http://www.aspidersolutions.com>

Carrier: Telfort (KPN)

URL: <http://www.telfort.nl>

Management

Onno J. van Os - Managing Director, Netherlands

1001 AJ Amsterdam
The Netherlands

Target market(s): Youth discount market

Billing: Pre-pay | Post-pay

Messaging: SMS | MMS

Mobile Internet: Yes

SIM only: No

Service: Mobile

Parent(s): CJP (Stichting Cultureel Jongeren Paspoort)

Industry: Youth discount network

URL(s): <http://www.cjp.nl>

Carrier: T-Mobile Netherlands (via Tele2)

URL: <http://www.t-mobile.nl>

CG (Creative Group)

Operation(s): Citytel Prepaid



+31-88-006-4190



+31-88-00-64-191



<http://citytel.nl>

Kerkenbos 13-01
6546 BG Nijmegen
The Netherlands

Launched: November 2010

Target market(s): Youth market

Billing: Pre-pay

Messaging: SMS | MMS

SIM only: No

Service: Mobile

Parent(s): CG (Creative Group)

Industry: Youth markets

URL(s): <http://www.cg.nl>

MVNE: 6GMOBILE B.V.

URL: <http://www.6gmobile.nl>

Carrier: KPN

URL: <http://www.kpn.com>

Management

Dirk Ueberbach - Chief Executive Officer
Michael van Essen - Marketing and Media Manager

Club Mobiel BV

Operation(s): FC Groningen mobiel | FC Utrecht | Feyenoord Mobiel | NAC Breda | NEC Nijmegen | PSV Mobiel | Stunt Mobiel | Vitesse Mobiel



+31-63-359-3399



<http://www.clubmobiel.com>
(<http://www.fcgroningenmobiel.nl> | <http://www.nac.nl> | <http://www.stuntmobiel.nl>)

Schutweg 15
5145 NP Waalwijk
The Netherlands

Launched: September 2007 (FC Groningen, first launch) | Stunt Mobiel, latest launch, May 2011

Target market(s): Mainly football fans

Billing: Post-pay

Messaging: SMS | MMS

Mobile Internet: Yes

International Roaming: Yes

SIM only: No

Service: Mobile

Parent(s): Club Mobiel BV

Industry: MVNO

URL(s): <http://www.clubmobiel.com>

MVNE: Elephant Talk (switched to December 2010)

URL: <http://www.elephanttalk.com>

Carrier: T-Mobile Netherlands

URL: <http://www.t-mobile.nl>

CJP

Operation(s): CJP Mobiel



+31-10-264-6000



<http://cjpdeals.nl>

Postbus 3572

DekaMarkt

Operation(s): DekaMobiel



+31-25-127-6666



<http://www.dekamobiel.nl>

Billing: Pre-pay | Post-pay
Messaging: SMS | MMS
Mobile Internet: Yes
International Roaming: Yes
SIM only: No

Service: Mobile

Parent(s): The Virgin Group (55%) | Calico Investments of The Bahamas (45%)
Industry: Mobile
URL(s): <http://www.virgin.com> | <http://www.cellc.co.za>

Carrier: Cell C
URL: <http://www.cellc.co.za>


Management

Steve Bailey - Chief Executive Officer

Spain

Alaco Inversiones s.l.

Operation(s): DIME

 +34-902-010-793

 <http://www.dime.es>

Garrigues,2-10
46001 Valencia
Spain

Target market(s): Enterprise telecommunications

Billing: Post-pay
SIM only: No

Service: Mobile


Parent(s): Alaco Inversiones s.l.
Industry: Private equity
URL(s): <http://www.alaco.es>

Management

Alfredo Alapont Codoñer - Managing Partner
Carlos Alapont Codoñer - Managing Partner
Maite Alapont Codoñer - Managing Partner
Gonzalo Anaya Fernández-Albor - General Manager
Pedro Abad Cervera - Financial Director

Bankinter, S.A

Operation(s): Bankinter Móvil

 +34-91-339-75-00

 <https://movil.bankinter.es>

Paseo de la Castellana 29
28046 Madrid

Spain

Launched: March 2008
Target market(s): Banking clients

Billing: Pre-pay | Post-pay
Messaging: SMS | MMS
Mobile Internet: Yes
International Roaming: Yes
SIM only: Yes

Service: Mobile

Parent(s): Bankinter,S.A
Industry: Banking
URL(s): <http://www.bankinter.com>

MVNE: E-Plus Móviles, S.L. (KPN)
URL: <http://www.eplus.es>


Carrier: Orange Spain
URL: <http://www.orange.es>

Management

Pedro Guerrero Guerrero - Chairman
Maria Dolores Dancausa - Chief Executive Officer

BT España, Compañía de Servicios Globales de Telecomunicaciones

Operation(s): BT España

 +34-91-270-8000

 <http://www.bt.es>

Salvador de Madariaga nº 1
28008 Madrid
Spain

Launched: February 2008
Target market(s): Enterprise market

Billing: Post-pay
Messaging: SMS | MMS
Mobile Internet: Yes
International Roaming: Yes
SIM only: Yes

Service: Mobile

Parent(s): BT Group
Industry: Telecommunications
URL(s): <http://www.bt.com>

Carrier: Vodafone Spain (signed March 2007)
URL: <http://www.vodafone.es>

Management

Jacinto Cavestany - General Manager, BT Spain and Portugal

Centros Comerciales Carrefour S.A.

Operation(s): Carrefour Móvil | MóvilDia

Parent(s): Virgin Group | Tata Teleservices
Industry: Entertainment and Leisure | Telecommunications
URL(s): <http://www.virgin.com> | <http://www.tataindicom.com>

Carrier: Tata Teleservices
URL: <http://www.tataindicom.com>

Management

Madhusudan Mandyam - Managing Director

Ireland

An Post

Operation(s): Postfone



+353-1-705-7064 +353-1850-789-789



<http://www.postfone.ie>

General Post Office
O'Connell Street
Dublin 1
Ireland

Launched: June 2010
Target market(s): Mass market

Billing: Pre-pay
Messaging: SMS
International Roaming: Yes
SIM only: Yes

Service: Mobile

Parent(s): An Post
Industry: Postal service
URL(s): <http://www.anpost.ie>

Carrier: Vodafone
URL: <http://www.vodafone.ie>

Management

Donal Connell - Chief Executive Officer
Barney Whelan - Director of Communications and Corporate Affairs
Anna McHugh - Head of Communications

Irish Mobile MVNO Services Limited

Operation(s): JUST Mobile



+353-1514-3333



<http://www.justmobile.ie>

Estuary House
Swords Business Park, Swords
Co Dublin
Ireland

Launched: October 2010

Target market(s): Mass consumer market

Billing: Pre-pay
Messaging: SMS | MMS
Mobile Internet: Yes
SIM only: No

Service: Mobile

Parent(s): Irish Mobile MVNO Services Limited
Industry: MVNO
URL(s): <http://www.justmobile.ie>

Carrier: Vodafone
URL: <http://www.vodafone.ie>

Management

Séan Melly - Chairman
Donal Lawless - Founder and Managing Director
Stuart Kelly - Founder and Commercial Director

MAXROAM Limited

Operation(s): MAXroam



+353-1-4481261



<http://www.maxroam.com>

Arthur Cox Building
Earlsfort Centre, Earlsfort Terrace
Dublin 2
Ireland

Target market(s): Roaming market

Billing: Pre-pay
Messaging: SMS
SIM only: Yes

Service: Mobile

Parent(s): Cubic Telecom Limited
Industry: Roaming MVNO
URL(s): <http://www.cubictelecom.com>

MVNE: Cubic Telecom Limited
URL: <http://www.cubictelecom.com>

Carrier: Multiple agreements

Management

Barry Napier - Executive Chairman
Barry Higginbotham - Chief Finance Officer
Alois Widmann - Chief Technology Officer
Gerry McQuaid - Commercial Director
Kieran Sexton - Sales Director
Gustaaf Van Ditzhuijzen - Wholesale Director
Pat Phelan - Director of Products and Innovation

Tesco Ireland Limited

Operation(s): Tesco Mobile

International Roaming: Yes
SIM only: No

Service: Mobile | Mobile Broadband

Parent(s): Siminn (Acquired BusinessPhone Group, August 2007)
Industry: Telecommunications
URL(s): <http://www.siminn.is>

Management

Johannes Palmi - Chairman
Magnus Bodvar - Managing Director
Steen Horstmann - Technical Director
Morten Kiernan - Service and Delivery Manager
Kathrine Lauritzen - Project and Process Manager
Tanja Lykkehøj Holsøe - Finance Director

Denmark

Launched: October 2000
Target market(s): Mass consumer market (online)

Billing: Pre-pay | Post-pay
Messaging: SMS | MMS
Mobile Internet: Yes
International Roaming: Yes
SIM only: No

Service: Mobile | Mobile Broadband

Parent(s): TDC Mobile International
Industry: Mobile
URL(s): <http://tdc.com>


Carrier: TDC Mobil
URL: <http://tdc.com>

Management

Erik Andersen - Managing Director
Martin Liebach - Director of Marketing

Sonomio A/S

Operation(s): Sonomio

 +45-98-98-64-64

 <https://www.sonomio.com>

Anker Engelunds Vej 11
9200 Aalborg SV
Denmark

Launched: October 2010
Target market(s): Ethical consumers

Billing: Post-pay
Messaging: SMS | MMS
Mobile Internet: Yes
International Roaming: Yes
SIM only: Yes

Service: Mobile | Mobile Broadband

Parent(s): Sonomio A/S
Industry: Private shareholding - Ethical venture
URL(s): <https://www.sonomio.com>


Carrier: TDC Mobil
URL: <http://tdc.com>


Management

Anette Buus - Chief Executive Officer

Telmore A/S

Operation(s): M1 | Telmore

 +45-70-21-89-00


 +45-70-21-87-87

 <https://m1.dk> | <https://www.telmore.dk>

Carl Gustavs Gade 3
2630 Taastrup

Time2Call

Operation(s): Time2Call

 +45-72-63-64-65

 <http://www.time2call.dk>

Nørrebrogade 36
København N
Region Hovedstaden, 2200
Denmark


Target market(s): International calls market


Billing: Post-pay
Messaging: SMS | MMS
Mobile Internet: Yes
International Roaming: Yes
SIM only: Yes

Service: Mobile

Uni-tel A/S

Operation(s): UNI-TEL

 +45-69-10-22-00

 +45-69-10-22-01

 <http://www.uni-tel.dk>

Gydevang 39-41
3450 Allerød
Denmark

Target market(s): Enterprise market

Billing: Post-pay

Launched: May 2006
Target market(s): Mass market
International calling market

Billing: Post-pay
Messaging: SMS | MMS
Mobile Internet: Yes
International Roaming: Yes
SIM only: No

Service: Mobile | Mobile Broadband

Parent(s): Primus Telecommunications Group, Inc.
Industry: Telecommunications
URL(s): <http://www.ptgi.com>


Carrier: Optus Pty Ltd
URL: <http://www.optus.com.au>

Management

Ravi Bhatia - Chief Executive Officer
Andrew Sims - General Manager of Marketing and Products
Mark Duke - Product Development Manager
Simon Raynor - Voice Product Manager
Liparo Finocchiaro - Operations Manager - Consumer Division
Jim Papadakis - Customer Relations Manager
George Menassa - Senior Legal and Corporate Finance Officer

Roaming Solutions Pty Ltd

Operation(s): RoamingSIM

 +61-3-9001-5540 | +61-300-702-748 | +61-300-702-748 |
+353-1-4481261

 <http://www.roamingsim.com.au>

Suite 6, 69-71 Rosstown Road
Carnegie Vic 3263
Australia

Target market(s): Roaming market

Billing: Pre-pay
Messaging: SMS
SIM only: Yes

Service: Mobile

Parent(s): Cubic Telecom Limited
Industry: Roaming MVNO
URL(s): <http://www.cubictelecom.com>

MVNE: Cubic Telecom Limited
URL: <http://www.cubictelecom.com>


Carrier: Multiple agreements

Management

Patrick Chye - Managing Director
Jon Mooney - Director Products and Strategy
Jonathan Hume - Director Marketing and Business Development

SlimTel Pty Ltd

Operation(s): SlimTel

 +61-3-0078-8840 +61-2-9654-0025

 <http://www.slimtel.com.au>

PO Box 6079
Dural
NSW 2158
Australia

Launched: 2005
Target market(s): Mass discount market

Billing: Post-pay
Messaging: SMS | MMS
Mobile Internet: Yes
International Roaming: Yes
SIM only: No

Service: Mobile

Parent(s): SlimTel Pty Ltd
Industry: MVNO
URL(s): <http://www.slimtel.com.au>


Carrier: Vodafone Australia
URL: <http://www.vodafone.com.au>


Management

Kashif M. Amjad - Chief Executive Officer

Southern Phone Company

Operation(s): Southern Phone Company

 +61-2-4474-7100

 +61-3-0076-3744

 <http://www.southernphone.com.au>

6 Page Street
Moruya
NSW 2537
Australia

Target market(s): Quad-play market

Billing: Post-pay
Messaging: SMS | MMS
Mobile Internet: Yes
International Roaming: Yes
SIM only: No

Service: Mobile | Mobile Broadband

Parent(s): Local government-owned enterprise

Carrier: Optus | Telstra CDMA | Vodafone
URL: <http://www.optus.com.au> | <http://www.telstra.com.au> |
<http://www.vodafone.com.au>



+1-415-829-5219 +353-1-4481261



<http://www.qikroam.com>

811 Hamilton Street
Redwood City
CA 94063
USA

Target market(s): Roaming market

Billing: Pre-pay
Messaging: SMS
SIM only: Yes

Service: Mobile

Parent(s): Cubic Telecom Limited
Industry: Roaming MVNO
URL(s): <http://www.cubictelecom.com>

MVNE: Cubic Telecom Limited
URL: <http://www.cubictelecom.com>

Carrier: Multiple agreements

Management

See: Cubic Telecom (Ireland)

Randolph Telephone

Operation(s): Randolph Wireless



+1-336-622-7900 +1-336-622-7910



<http://www.rtelco.net>

211 W. Swannanoa Ave.
Liberty
NC 27298
USA

Launched:
Target market(s): Existing subscribers

Billing: Pre-pay | Post-pay
Messaging: SMS | MMS
Mobile Internet: Yes
SIM only: Yes

Service: Mobile

Parent(s): Randolph Telephone
Industry: Telecommunications
URL(s): <http://www.rtelco.net>

Management

Bobby Macon - President
Frankie Cagle - General Manager

Ready Wireless, LLC

Operation(s): Ready Mobile | Trumpet Mobile



+1-319-294-8014 +1-800-516-0414



<http://www.readymobile.com> |
<http://www.trumpetmobile.com>

955 Kacena Rd, Suite A
Hiawatha
IA 52233
USA

Launched: September 2005 (as Bravo Cellular)
Target market(s): 1st and 2nd generation immigrants to the USA from Africa, Asia, Europe, and Latin America

Billing: Pre-pay
Messaging: SMS
SIM only: No

Service: Mobile | Mobile Broadband

Parent(s): Ready Wireless, LLC (HH Ventures, LLC)
Industry: Prepaid markets - fixed and wireless
URL(s): <http://www.readymobile.com>

Carrier: Sprint
URL: <http://www.sprint.com>

Management

Dennis Henderson - President
Dana Pinter Karasek - Vice President of Administration
Glen Jasper - Vice President of Operations

Roam Simple Wireless

Operation(s): Roam Simple Wireless



+1-416-572-7699



<http://www.roamsimple.com>

2850 W. Horizon Ridge Parkway
Suite 200
Henderson
NV 89052
USA

Launched: September 2009
Target market(s): Roaming market

Billing: Post-pay
Messaging: SMS
International Roaming: Yes
SIM only: Yes

Service: Mobile

Parent(s): Roam Simple Wireless
Industry: Roaming MVNO
URL(s): <http://www.roamsimple.com>

Management