

NEW: Worldwide Directory of Mobile Network Operators, 2nd Edition, September 2008

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- 3,200 named contacts
- Subscribers
- Network tech info
- Contact info

MVNO Directory - November 2007

www.MVNODirectory.com

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This 2nd edition builds upon the success of the 2006 edition.

Featuring further entries within the active MVNO profiles chapter, details of planned MVNOs which are yet to launch and a further section with information about rumoured MVNO operations.

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Just released: *New global mobile operators directory*

The Worldwide Directory of Mobile Network Operators 2008

Released September 2008 | Blycroft Publishing

This directory contains over 730 MNOs and 3,200 named contacts across 4 regions. We have also gathered a significant amount of subscriber and network technology information. Visit www.MNODirectory.com for further details. Also see our MVNO Directory at www.MVNODirectory.com for a global directory of MVNOs.

ARTICLES

1. **Virgin Media Launches Mobile Broadband – UK**

October 1, 2008

Virgin Media has launched its own mobile broadband service in the UK by utilising the network infrastructure of T-mobile. Virgin also recently renewed its MVNO agreement with T-mobile.

The mobile broadband package will be provided with a minimum contract period of 18-months and comes with a download limit of 3GB per month. The subscription charge is GBP 15 (USD 27) per month. Subscriber are provided with a free USB modem. Virgin are offering 3 months free mobile broadband service to subscribers also taking their fixed broadband service too. The package costs GBP 29 per month for the first 23 months and GBP 44 per month thereafter.

Commenting on the new launch, Neil Berkett, Chief Executive Officer of Virgin Media, said: "The launch of our Mobile Broadband product means UK consumers can now get all of their broadband needs from (the) UK's leading broadband expert. Virgin Media already provides the fastest broadband in the UK over our fibre optic network and now customers can enjoy our broadband both at home and when on the move."

Within the UK this means that Virgin Mobile's mobile broadband service will compete with 3UK (GBP 15 per month for 5GB), o2 (GBP 20 per month for 3GB), T-Mobile (GBP 15 per month for 3GB), Orange (GBP 15 per month for 3GB), Vodafone (GBP 15 per month for 3GB).

2. **Digicel's Entry Heats Up Fiji's Telephone Market – Fiji**

October 1, 2008

Fiji's telephone operators have initiated a massive marketing campaign, which includes reduced prices and free text and airtime offerings in an attempt to counter Digicel's entry today.

Vodafone Fiji, which has enjoyed mobile monopoly in Fiji for 14 years, recently started blanket marketing its services and is offering its 'carrazy' text promotion, namely 50% off.

In the fixed telecoms space, Telecom Fiji (TFL) is promoting its EasyTel cordless telephone service by providing no fee line rentals, decreased call rates and SMS instant messaging.

Inkk Mobile, an MVNO in Fiji, has gone to the extent of providing 15 minutes of free airtime for every 5 minutes of usage (until the end of January 2009) to its customers.

John Delves, Chief Executive Officer of Digicel Fiji commented: "The long wait for the launch of Digicel in Fiji is now over. Since receiving a license in Fiji in May 2008, Digicel has established a well trained workforce of more than 170 employees and an estimated 10,000 additional jobs created through its local dealerships and partners." The launch now sees 3 mobile companies providing services on the island.

3. **ComTel Provides Business Updates For FY09 – Australia**

September 30, 2008

ComTel Corporation has provided an update on its Media and MVNO operations, the two core businesses of the company, together with an outlook for FY09 (year ending June 30).

According to ComTel, FY09 it sees double-digit revenue growth from their Empowered media business unit (acquired October 2007). The company also aims to consolidate the performance of its mobile offerings.

FY08, ComTel's MVNO business unit contributed USD 34.7m in revenue and USD 6.2m EBIDTA. Within the prepaid market the company aims to grow organically by focusing on a single prepaid brand, Just, targeting a growth of 20-30%. Within the postpaid segment the company will focus on retaining its existing customers and anticipates a decline of around 20% in revenues for FY09.

ComTel also noted that co-investor, Capital Partners, who propose a USD 15m recapitalisation of the Company, have completed commercial, legal and financial due diligence.

4. Bridgewater Systems Launches Wholesale Solution For WiMAX Providers – Canada

September 29, 2008

Bridgewater Systems has launched a wholesale solution for WiMAX service providers. The service will enable them to provide branded services to MVNOs and third-party operators over their network.

The Bridgewater solution is capable of handling multiple wholesale / retail business models in fixed and cellular WiMAX deployments simultaneously. The solution allows wholesale service providers to offer wholesale solutions, such as subscriber data management to third-party MVNOs eliminating the need for MVNOs to commission their own dedicated infrastructure. The solution also enables wholesale operators to provide a WiMAX compliant front end supporting WiMAX specific subscriber management requirements for those MVNOs who wish to administer their own subscribers.

Phil Thrasher, Senior Vice President Worldwide Sales, Services and Marketing for Bridgewater Systems commented: "Bridgewater has a track record in supporting wholesale models in traditional dial networks and is building on this experience to support similar business models for 4G service providers ... Given our leadership in providing solutions that enable a range of WiMAX services, operators look to Bridgewater to help them evolve their business models to embrace new revenue-generating opportunities with other service providers."

Bridgewater Systems develops subscriber-centric service control solutions, including access control and policy management software for fixed, mobile and converged networks.

5. ZON Launches MVNO Service – Portugal

September 29, 2008

Zon Multimedia, a leading Portuguese cable operator, recently launched its MVNO services in the country using Vodafone's network.

The company entered into a 5 year MVNO agreement with Vodafone a few months ago. The service was soft launched with prepaid phones to a limited set of customers. As part of its initial offering ZON will also provide discounts and free calls.

ZON currently has more than 1.5 million household customers. Half of these clients use more than one service from its portfolio of pay TV, fixed-line phone and Internet. 25% of its subscriber base use three services.

Commenting on the new offering, Luis Lopes, Manager at ZON, said: "Our ambition is not to be a Vodafone or TMN, but to increase customer fidelity". Which we take to mean their aiming to minimize churn.

Speculations are also circulating about a merger of ZON with Sonaecom, which owns the third-largest Portuguese MNO operator Optimus. According to a business newspaper, Diario Economico, state-run bank Caixa Geral de Depositos, which is the largest shareholder of ZON, had expressed interest about the company's merger with Sonaecom and had talked with other shareholders. Commenting on the speculations, Lopes stated that the company and management were "open to all scenarios". He further added: "(But) the company cannot stop because of some potential scenarios. For us to have the MNVO is the right strategy."

6. Sprint Launches XOHM WiMAX Broadband Service – USA

September 29, 2008

Sprint officially announced the launch of its XOHM mobile broadband commercial service, a next generation 4G service based on mobile WiMAX technology, in Baltimore, US.

Commenting on the achievement, Barry West, President of Sprint's XOHM Business Unit, said: "This is truly an historic day with the birth of a completely new Internet-based business model that alters the dynamics of the traditional telecom industry". He further added: "Wireless consumers will experience WiMAX device and XOHM service innovation on multiple levels as the computer, Internet, telecom and consumer electronics industries converge to redefine wireless mobility."

The new service will enable customers to experience high-speed mobile Internet browsing, social-networking tools, location-centric services and multimedia services such as music, video and on-demand products at much faster speed of 2-4 Mbps. Initially, customers will be served with the option of daily as well as monthly service plans. These include a USD 10.00 day-pass, USD 25.00 monthly home Internet service and USD 30.00 monthly On-the-go service.

As announced earlier, the company also expects to merge its XOHM WiMAX business assets with Clearwire to form a new entity 'Clearwire' in the fourth quarter. This will make Sprint the only US operator to sell 4G services via an MVNO model.

7. Auchan Telecom Partners With Comarch For Post-Paid Scheme – France

September 29, 2008

Auchan Telecom, an MVNO unit of the Auchan Group in France, has introduced a post-paid scheme in France in collaboration with Comarch.

The two companies entered into an agreement in 2006 for the delivery of a billing system. Comarch, for the post-paid offering, provided a range of post-paid functionalities such as rating, billing, invoicing, sub ledger, dunning, payment collection and matching, customer registration in a point of sale, self care and deposit management. Although Comarch mainly reconfigured products already implemented by Auchan, the company also provided a new product 'Comarch Scoring' for customer credit scoring.

Commenting on the development, Mathieu Abt, IT System Manager at Auchan Telecom, said: "We chose Comarch because we felt that their products would enable us to reach our goals, to create a core system solution which would be at the same time flexible and smoothly integrated. The quick launch of this project (6 months between the business specification of the solution and its start-up in our first store) proved to us that we were right to build a partnership with Comarch".

Piotr Piatosa, Vice President of Telecommunications at Comarch SA, said: "Cooperation with Auchan gives us a lot of satisfaction and brings collateral benefits. Auchan is very satisfied with our professional services. This project has proven that Comarch is capable of supporting a new line of business only through implementation tasks."

8. MIC Set To Announce Reselling Norms – Vietnam

September 27, 2008

The Ministry of Information and Communications (MIC) is considering allowing operators to offer services through reselling fixed, Internet and mobile phone services by the end of 2008.

The decision will benefit hotels and industrial parks as after obtaining the telecom service reseller status they will have the right to lay down their own phone charges within local areas. Commenting on the development, an official from the MIC's Telecom Department said: "This decision will give freedom to hotels to set their own charges for phone services, including fixed phone and Internet connection fees that are expected to be higher than existing charges quoted by domestic operators."

An enterprise wishing to provide mobile services through an MVNO license will have the right to apply for three kinds of business licenses. These licenses include a full MVNO license (mobile network without base transceiver stations), an intermediate MVNO license (mobile network without base transceiver stations or a mobile switching centre) and a plain MVNO license (to set up billing, customer care, distribution networks and marketing channels).

Commenting on the development, Le Nam Thang, Deputy Minister at MIC, said: "We have experienced reselling business in VoIP since 2000. However, the MVNO business may enjoy an advantage as the market is still not mature enough for fair competition among MVNOs and MNOs."

9. PLDT Signs MVNO Deal With Hutchison – Italy

September 27, 2008

The Philippine Long Distance Telephone Co. (PLDT), through its subsidiary PLDT Italy, has entered into an agreement with Hutchison Global Communication to provide MVNO services to the Filipino community in Italy.

The agreement will enable Smart, PLDT's cellular subsidiary, to run its mobile commerce platform and offer services such as electronic loading (e-load) and sharing of prepaid credits among Filipino customers in the country. According to PLDT, the company will also provide video calling and video streaming services under the brand name 'Smart Pinoy' to its subscribers.

"This should bring an exceptional mobile experience to the Filipino community in Italy," PLDT said.

10. Debitel Re-launches As Simpleo – France

September 25, 2008

Debitel has announced its relaunch under a new consumer brand 'Simpleo'. Utilising the network infrastructure of SFR, Simpleo will offer basic telephony and SMS packages at very attractive prices.

The company plans to provide three types of packages which include rechargeable cards (from EUR 5 to 40 (USD 7.3 to 58.7)); packages without commitment (from EUR 9.90 to 42.90 (USD 14.5 to 62.9) with 30 minutes and 8 hours calls, respectively) and packages with commitment (from EUR 14.90 to 44.90 (USD 21.8 to 65.9) with 1 hour and 8 hours calls, respectively).