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A searchable news archive dating back to 2006 and further research can also be found on our site at www.MVNODirectory.com.

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MVNO Subscribers will reach 150 million worldwide by 2013 - Global

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According to new research made available this week at MVNODirectory.com (<http://www.mvnodirectory.com/research/MVNOSTrategies.html>) the global market for MVNOs will reach 150 million subscribers by 2013. With 63 million of those subscriptions coming from Western Europe. This will result in MVNOs accounting for a 3% market share of the total mobile market by 2013.

Paul Merry, Senior Analyst at Informa, said that the MVNO sector has been buoyed by the development of sophisticated segmentation strategies developed as a mechanism to survive in highly competitive and penetrated markets. The analyst anticipates that discount MVNOs (such as Tesco Mobile in Ireland and the UK) and community orientated approaches (sports clubs and societies) will dominate over the forecast period delivering approximately 55% of the total global MVNO subscriptions by 2013, resulting in 82.5 million subscribers. Part of the reason for this dominance is the fact that many discount MVNOs are pursuing multiple SIM strategies, a model aimed at capturing market share quickly.

The study also notes that the challenging environment of mature mobile markets, such as in Western Europe and North America, has even seen operators closely following the strategies developed by MVNOs to reach particular segments within customer communities. These 'micro-segments' have become viable targets for operators as mobile penetration reaches saturation point and the wholesale model begins to be accepted as a means to reach the final customers in highly penetrated markets. These factors are combining to create a stable future for virtual operator approaches and provide a strong retort to industry doomsayers who have claimed the MVNO model has failed after highly publicised failures in North America; notably ESPN, Disney and Helio, now being taken over by Virgin Mobile USA, which itself is struggling to be a viable business at opposite to its UK counterpart.

The variety of approaches taken by new entrant providers, which range from loss leader approaches to using the MVNO model to deliver a full suite of services, creates numerous ways of evaluating and defining success beyond the number of subscriptions captured. The study has identified nine major MVNO service approaches; discount, community, MNO emulation, premium value added services (VAS), fixed mobile convergence (FMC), advertising and loyalty, enterprise, LBS and telematics.

Research by MVNODirectory.com published November 2007 identified 255 active MVNO operations with the majority being based in Europe. Out of the 255 operations 151 were in Europe and 63 were found in North America. At the time of researching 53 further companies intended to launch MVNOs and serious market rumours existed about 29 other companies heavily interested in becoming an MVNO.

Further details about this new study can be found at <http://www.mvnodirectory.com/research/MVNOSTrategies.html>, details about other MVNO studies, The MVNO Directory and a free weekly MVNO news service can be found at <http://www.mvnodirectory.com>.

Official Launch Of Kalaam Telecom Oman – Oman

After the establishment of Kalaam Telecom Oman towards the end of 2007, the company has officially started its operations in Oman (June 2008). On June 21, the company was awarded a Class II license for the resale of public mobile telecommunications services by the Omani Telecommunications Regulatory Authority (TRA).

Walid Shoaibi, Chairman of Kalaam Telecom Holdings, said: "Both government and the TRA have shown great foresight in allowing MVNO services, the deregulation of any market is designed to give the end user greater choice and flexibility. Kalaam has always believed in this principle and welcomes the opportunity to become one of the new operators to offer innovative and cost effective mobile services."

Further, a partner of Kalaam in Oman, Haythem Murtadha Ahmed Sultan, said: "When looking for a partner to launch mobile services in Oman, we looked for successful models in other countries within the GCC, whilst Oman will be one of the first in the region to offer MVNO licenses, there were great synergies in what Kalaam were doing in Bahrain and the way we wanted to do things here in Oman".

Mobistar And Blyk, New MVNO Partners – Belgium

Mobistar and Blyk have entered into a partnership whereby Blyk will provide MVNO services using the Mobistar network in Belgium.

Commenting on the agreement, Benoit Scheen, Chief Executive Officer of Mobistar, said: "I am delighted that Blyk has chosen Mobistar for their expansion into Belgium. We strongly believe in the innovative Blyk approach (connecting advertisers with young people) and in the related value it will be bringing to the Belgium telecom market. The figures Blyk already achieved and continues achieving in the UK are impressive. I am convinced that the extensive usage of advertising traffic is an opportunity supporting



Mobistar development in the mobile data business and willingness to reach new segments in the Belgian population via partnerships. It confirms Mobistar commitment to the development of mobile data services through continuous investments in its network."

Recently we reported how Blyk UK had launched a new online portal targetted at advertisers to aid their understanding of the audience Blyk could expose them to.

Lebara Signs Distribution Contract With Tesco – UK

Lebara Mobile, a low-cost MVNO offering cheap international calls, has signed an agreement with Tesco for the distribution of SIM cards and airtime in Tesco's 1,900 nationwide stores. Starting July 1, SIM packs will be made available at 90 selected Tesco stores. This will put Lebara SIMs alongside Tesco's own brand MVNO and the other major operators it sells for.

Robert Gaskin, Country Manager for Lebara Mobile, UK, said: "Signing up such a well-known retailer is testament not only to the success we are having in bringing retail partners onboard but also to the popularity of our offering and the value that retailers can get from selling our products and services. Customers are now able to take advantage of our low-cost national and international calls with Lebara Mobile throughout the UK with the introduction of Tesco as a partner and its extensive store network."



Lebara also has retail tie-ups with Phones 4U, Londis, Spar, Costcutter, Budgens, The Post Office, Sainsbury's, Netto, Fonehouse and several service stations.

Lycatel To End Distribution Deal With Nomi Mobile – UK

Lycatel is expected to end its distribution agreement with Nomi Mobile. Since the launch of Nomi Mobile in December 2007, Lycatel has been distributing Nomi's SIM packs through Dextra Solutions. The company is planning to launch its own ethnic market MVNO 'Lycamobile' in August.

Stuart Eve, Chief for Nomi Mobile UK, said: "The business through Lycatel is decreasing month-by-month. I'm sure it will stop selling our product when it launches its own." Lycamobile is yet to finalize its network partner for their MVNO operation in the United Kingdom. However, it is understood that T-Mobile may be lined up.



Crowley To Launch MVNO Services – Poland

Crowley Data Poland (CDP), a data transmission services provider in Poland, is planning to launch its mobile telephony services.

Piotr Wieczorkiewicz, Vice President of CDP, stated that the new brand, named as 'Crowley TeleMobile', is expected to be launched at the turn of Q2 and Q3 this year. The company is targeting temporary and potential business customers and SMEs with up to 250 employees (over 5,000 enterprises).

Last December, CDP partnered with MNI, a growing Mobile Virtual Network Enabler (MVNE) using the infrastructure of PTK Centertel.



HiTs Telecom And Metrored To Invest USD 15 Mln To Launch – Spain

HiTs Telecom, a Saudi-based telecommunications operator, is planning to expand its operations in Europe by acquiring a 51% stake in Metrored Movil. This would be a USD 15 million investment to launch an MVNO as Hits Telecom Spain in September this year, using the network of Vodafone Esparia S.A.

HiTs Telecom invests in countries throughout the Middle East and African region and is keen on expanding into Europe.



O2 Wireless Partners With Blackstone – USA

O2 Wireless, a national MVNO offered by Locus Telecommunications, has partnered with Blackstone, a distributor of prepaid telecommunication services in the US, to provide a broad spectrum of prepaid services.

Blackstone provides complete merchant solutions such as, credit/debit processing, prepaid products and bill payment solutions through interactive touch screen systems. Moreover, the company's Point-of-Sale systems have dual prepaid capabilities, not offered by any other company.

Commenting on the partnership, Pete Grubb, Vice President of Sales and Marketing at Locus Telecommunications, said: "The Blackstone relationship allows us to further expand our distribution, into over 15,000 points of purchase nationwide, and provide O2 Wireless' pure, clean and simple value proposition to the emerging Hispanic market throughout the U.S."

O2 Wireless has no link to O2 in Europe, part of Telefonica.



Cyfrowy Polsat To Launch MVNO In July – Poland

Cyfrowy Polsat, a digital satellite television provider, will be starting an MVNO service in July. It also plans to launch a mobile television service shortly.

During mid June, Cyfrowy Polsat connected its network infrastructure with PTK Centertel and Polkomtel's networks. The new mobile virtual network will be based on the infrastructure provided by PTC, a Polish operator of the Era network. Cyfrowy's top-



ups will be available at more than 2,000 points of sale (POS) initially and by the end of 2008 they plan to make it to 40,000. Subscriptions will be available at 400 POS initially but the number might double by year end.

Cyfrowy reaches 2.2 million households and 7.5 million Poles as a television operator. The plan is to attract customers by providing discounts on handsets-plus-television packages. Dominik Libicki, President of the company, disclosed the plans of launching the campaign back in September 2007r. In 2008, the company's MVNO investment layout would reach EUR 3.8 million (USD 5.92 million) while in 2007, it was EUR 5.95 million (USD 8.16 million).

FRIENDi Receives Final Operating License – Oman

The Ministry of Transport and Communication has granted an MVNO licence to FRIENDi to provide mobile telephony services in Oman.

The company had already received initial approval for a mobile reseller license back in January 2008 (a first for the region) and is expected to launch its services later in 2008. The company has undergone several Joint Ventures and has established many local operating companies across the Middle East and North Africa over previous years and plans to come out with more ventures in the future. FRIENDi aims to provide MVNO services in 16 countries.

Mohamed bin Yousuf bin Alawi, Chairman of FRIENDi Mobile in Oman said: "This is an exciting time for the residents of Oman. The government's wise decisions towards further liberalizing the telecom market and opening up for more providers will mean that the consumers will see a variety of new services and better prices. Because our technology allows us to use the existing networks, we will have an excellent coverage from day one. This approach will guarantee the quality of coverage, which, we believe, is the most important factor for any mobile user."



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