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Tesco Mobile builds portal for cancer charity, Marie Curie Cancer Care

The UK retail based MVNO Tesco Mobile has designed and launched a mobile portal for Marie Curie Cancer Care.

Ashley Schofield, Head of Customer Marketing at Tesco Mobile: "We run a mobile internet site for Tesco customers where anyone can read the latest news, sports and gossip as well as download ringtones and mobile games. With over 100,000 visitors every week we thought it would be a great place to raise awareness of Marie Curie Cancer Care and generate some extra donations".



Virgin Mobile USA launches Samsung's Slash

A new slider phone, the Samsung Slash, is now available for purchase for pre-pay use on Virgin's network. "We're aiming the Slash at a youthful market, 10 to 20 years of age. ... This brings out the Texas philosopher in me: we'll shoot everything that flies and claim everything that falls. We're on pace to launch about 60 handsets this year in the U.S." Said Kim Titus, spokesman for Samsung Telecommunications America.



XOX Com Sdn Bhd (XOX) receives prefix in Malaysia

The Malaysian Communications and Multimedia Commission (SKMM) has awarded the 010 prefix to XOX Com Sdn Bhd (XOX). Service is expected to roll out before September this year.

Pictured right, Managing Director, Ng Kok Heng, said: "We believe the easiest way for MVNO to be successful is to go niche, there's still a lot of untapped potentials. We will be investing RM30 million over the next three years, mainly on equipment. We have already raised the money, via a mixture of internally-generated funds and borrowings."



NG: XOX will offer better value and help drive customers' data usage.

Blyk launches site to attract advertisers

CEO of Blyk UK, Shaun Gregory said: "This site tells advertisers and agencies everything they need to know about Blyk as an effective youth media channel. Within the different sections of the site, readers can find out for themselves how to use Blyk as a stand-alone channel or complementary media within the rest of their communications mix."



Virgin Mobile UK looks to mobile broadband market

Mobile Today reports that Virgin is looking at launching its own mobile broadband service, providing its own USB dongle for plug and play wireless broadband. The offering would be a welcome addition to Virgin Media's offering, complementing its fibre optics based broadband service. They key will be whether Virgin are able to offer terms which are of interest to the market and superior than those already being offered by the country's 3G licenced MNOs.



PrimeTel looks to become MVNO

Cyprus' PrimeTel, an alternative telco, has researched its client based and believes that they should make the move to become an MVNO too. An IPO will be raised June 9th to allow for the company's goals.



"According to an internal survey, 84% of our 15,000-strong subscribers want us to provide them with mobile telephony services." Said PrimeTel's Managing Director, Hermes Stephanou.

Latest Research

The MVNO Directory 2008 - <http://www.mvnodirectory.com>

The MVNO Business Plan - <http://www.mvnodirectory.com/research/MVNOBusplan.html>

MVNO Niche or Boom: Data, Telemetry and M2M MVNOs - <http://www.mvnodirectory.com/research/datamvno.html>

MVNE: A Study of Functional Viability - <http://www.mvnodirectory.com/research/mvneviability.html>