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MVNO Directory - November 2007

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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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ARTICLES

1. **Virgin Mobile Names New CEO – South Africa**

November 4, 2008

Virgin Mobile South Africa has appointed Steve Bailey as its new Chief Executive Officer who will take charge from Peter Boyd, who served as the company's CEO since December 2006. Bailey, who holds a 50% stake in the company, is expected to intensify the company's fight against the country's interconnect regime.

According to Boyd, the company plans to battle the incumbent interconnect fees, which result in higher than expected prices for its services. He added: "This month we launched the 99c Virgin to Virgin call. It really speaks to the unfair interconnect regime we face as a virtual provider in this country". The company has already presented its case to the Competition Commission and plans to lobby the Independent Communications Authority of South Africa on the issue.

Boyd is also convinced that the new CEO will carry forward his vision for the company. Boyd said: "He brings seven years of experience in the industry from Cell C, which will only strengthen Virgin's ties with the third mobile operator." Peter Boyd will join Virgin Mobile UK and will help to target new markets for the company.

2. **Woolworths Set To Launch Its MVNO – Australia**

November 4, 2008

Woolworths-Safeway, a leading Australian retail chain, is about to the launch of its MVNO service in Australia. The service will be marketed as part of the Woolworths-Safeway brand in around 780 Woolworths and Safeway stores throughout Australia.

According to sources, the company will utilise the network infrastructure of Optus for offering MVNO services. It is understood that the deal between the two was finalised a year ago and the company hired an international consultancy firm to oversee the whole project.

The company expects to launch its services ahead of the Christmas season.

3. **Lycamobile And Data Select Ink Distribution Deal – UK**

November 4, 2008

Lycamobile has inked a distribution deal with Data Select for the sale of its prepay SIM cards through retailers, convenience stores and grocers. Commenting on the deal, George McPherson, Chief Executive Officer of Phones International group (owner of Data Select), said: "Data Select is delighted to have been selected to work with Lycamobile. With our relationships and reach within the SIM-only market combined with Lycamobile's proposition this is an exciting partnership."

Milind Kangle, Chief Executive officer of Lycamobile, stated: "Data Select has got the ideal distribution channels to market our product most effectively to our target retailers and sub-distributors. It will be one of our key business partners helping us to increase our distribution footprint in the UK and achieve our subscriber target of one million within a year."

Lycamobile uses Orange's network for its MVNO services. The company already has an agreement with Dextra and Kondor for the distribution of its SIM cards.

4. **O2's Loss Is Gamma Telecom's Gain – UK**

November 3, 2008

Gamma Telecom, an MVNO operating on 3 UK's network, hopes to cash in on the discontent among many O2 dealers regarding the company's revenue sharing model. As a result, Gamma Telecom expects to attract 30 new dealers in the next six months. O2 recently initiated an upgrade policy of its revenue share model whereby their dealers are given eight weeks to upgrade the customer at 10th month of the customer's contract, failing which, customers will automatically get transferred to O2 directly. Showing his resentment, a business dealer said: "I am outraged that if I sign up a customer on 24 months and then don't manage to resign that customer after 10 months, my ongoing commission will stop and I lose the customer even if I have signed them up for 24 months originally."

Gamma Telecom, instead, plans to sign dealers with a more flexible revenue model. A spokesperson from the company said: "Unlike other networks, who mandate end user contract and pricing terms, Gamma resellers can sign up customers on their own terms and conditions and decide what the price is."

5. GVT Plans MVNO Launch – Brazil

October 31, 2008

According to BNamericas, Global Village Telecom (GVT), a Brazilian telecommunications operator, will invest BRL10 million (USD 4.73 million) to launch its VoIP services in the country. By the end of 2009, the company, by specifically targeting SMEs, expects to add around 200 clients for its VoIP services. In addition, GVT is also considering launching its MVNO services in the country in the next two to three years. Post launch, the company will directly compete with other telecom players such as Oi, Unicel, Embratel and Telefonica.

6. Carrefour Partners With Chunghwa Telecom For MVNO Launch – Taiwan

October 30, 2008

Carrefour has entered into an agreement with Chunghwa Telecom (CHT) to provide its MVNO services in Taiwan. The company, by utilising the 2G infrastructure of CHT, will be the fourth MVNO in the country after Arcoa, 7-Eleven and Aurora Telecom. Arcoa and 7-Eleven use the network infrastructure of far EasTone Telecommunications (FET), while Aurora Telecom uses Vibo Telecom's network.

The company has established a separate subsidiary called 'Carrefour Telecom' to operate the company's MVNO services. The company will provide the service under two schemes: prepaid cards and a fixed monthly fee of NT\$ 99 (USD 2.97). They will charge NT\$ 0.11 (0.33 cents) per second and NT\$ 0.115 (0.34 cents) per second, respectively, for voice calls to intra and extra network mobile phones and fixed-line phones in the country. According to the company, the MVNO service will add to its non-operating income as well as further enhance the company's corporate image.

7. France Telecom Declares Flat Q3 Results – France

October 30, 2008

France Telecom has announced a slight increase in its Q3 revenues from EUR 13.51 billion (USD 17.27 billion) to EUR 13.55 billion (USD 17.32 billion). However, the EBITDA of FT remained flat at EUR 5.09 billion (USD 6.50 billion). FT did not witness any significant impact on its operations, other than from Spain and some emerging markets, owing to the global economic slowdown.

Commenting on the results, Didier Lombard, Chairman and Chief Executive Officer of FT, said: "With third-quarter revenue growth of 2.3%, the Group has for the fourth consecutive quarter maintained a level of activity that outperformed the estimated average GDP across the Group's worldwide footprint. Thanks to the diversity of its international footprint and the balance between mobile and fixed-line operations, our business activities are well-positioned to face the global economic situation, despite the difficult environment in Spain and in some emerging countries."

FT registered a 12% annual increase in its mobile phone customers (excluding MVNO customers) to reach 117.6 million customers in this quarter. FT's MVNO subscribers in Europe grew to 2.5 million (1.7 million in France) as compared to 1.5 million (1.2 million in France) a year ago.

8. Malaysia Mulls Fourth MVNO – Malaysia

October 30, 2008

According to various local reports, Malaysia is mulling the option of introducing a fourth MVNO in the country. The front runner in the list is XOX.com, which has already received a network services provider and application services provider license from the Malaysian Communications and Multimedia Commission (MCMC), the national regulator for communications and multimedia. The new company is expected to receive tough competition from existing MVNOs such as REDtone International, Merchante Asia and Tune Talk, all of which use the network infrastructure of Celcom.

9. Sainsbury's Finalizes Two Operators – UK

October 30, 2008

According to Mobile Today, Sainsbury's is expected to launch its MVNO services, following Tesco and Asda, in the initial part of 2009 in the UK. The company has finalised two mobile operators namely Orange and T-Mobile (not yet confirmed by the company) for the launch. Further, the company is also looking to provide a bundled value deal instead of a flat-rate tariff of 8p-per-minute (USD 0.12) for calls and 4p-per-text (USD 0.06) as offered by Asda.

10. Cox To Roll Out MVNO In 2009 – USA

October 29, 2008

Cox Communications has announced its plans to provide MVNO services in 2009 by utilising the network infrastructure of Sprint Nextel. Meanwhile, the company is also deploying its own 3G wireless network for other additional launches in 2009.

Commenting on the company's plans, Pat Esser, President of Cox Communications, said: "We've already invested more than USD 500 million to acquire wireless spectrum and to develop the infrastructure and human resources needed to architect our own advanced wireless service. Our commitment is firm, and the wireless services we deliver will further the Cox experience. As consumers are increasingly adopting a mobile lifestyle, we will continue to deliver in ways that are uniquely Cox – offering the first truly integrated bundle that is easy-to-use, reliable and supported by the best customer service available."