

This Edition

- PosteMobile & Gemalto
- TRAI opposed
- Boost USA stores
- Mobilking Poland
- J:Com M-VoIP
- PrimeTel IPO
- Foundry Networks & Helio
- Blyk Advertisers' Portal

© Blycroft Ltd 2008 – For use by MVNODirectory.com. This a free service which you can sign up for at www.MVNODirectory.com, please respect our copyright.

Also note, the copyright and ownership of graphics used may not belong to MVNODirectory.com, therefore no reproduction can be permitted.

If you work in the MVNO sector or you target MVNOs then you should consider purchasing a copy of The MVNO Directory 2008, full details available on our website. A similar directory about carriers can be found at www.MNODirectory.com.

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

If you have an MVNO news story which you think should be covered by this service then e-mail your press release to news@mvnodedirectory.com.

Whilst all care is taken in sourcing and preparing the presented material, any error or incorrect content cannot form the basis for any legal action against Blycroft LTD, MVNODirectory.com or any other company associated with this publication. We advise you to verify the accuracy of any information before relying or acting on it.

Gemalto Develops Payment Solution For PosteMobile – Italy

Gemalto, a leading provider of digital security solutions, has developed a software solution for PosteMobile, an Italian MVNO, which would allow BancoPosta customers to perform secure payment transactions using their mobile phones. Both these companies, PosteMobile and BancoPosta, are part of the Italian Post Office (Poste Italiane Group).



Leading Indian Telcos Oppose TRAI's MVNO Definition – India

Two of India's largest MNOs, Bharti Airtel and Reliance Communications, have opposed the Telecom Regulatory Authority of India's (TRAI's) definition of MVNO. TRAI defined MVNO as the 'sharing of spectrum' between an MNO and MVNO. The companies said that 'sharing of spectrum' implied ownership/co-ownership which was not true in the case of MVNOs. This would lead to spectrum trading that is not allowed in India.



The opposition came within a week of Bharti's announcement of its plans to become an international MVNO after failed negotiations with MTN. The company has now short listed 27 countries to implement the MVNO model which would allow for a more rapid market entry with fewer infrastructure costs and lead times. The company is also considering buying controlling stakes in MVNOs globally. This step is part of their strategy to hedge against future competition, once TRAI permits MVNOs in India.



Recently, global telecom operators, including BT, Verizon and France Telecom have approached TRAI to allow the entry of MVNOs into India. Currently, 300 applications for a new telecom licence are pending for approval from the Indian Department of Telecom, which dilutes their chances of entering the Indian mobile market. In order to enter the Indian market, they may have to acquire or bid for 3G spectrum, as and when the policy is announced.



Boost Mobile Builds 'Community Image' By Opening New Brick-And-Mortar Stores – USA

Boost Mobile, the US-based prepaid wireless MVNO, has started conveying its 'community' image by opening several brick-and-mortar stores across the country. Currently, these stores are located in Huntington Park, California; Hialeah, Florida; and Houston, Texas. The new stores are positioned to "cultivate a community around the brand" and are supposed to function as more than just points of sale. These stores are green, with furniture and decor made from recycled materials.



Michael Lanzo, Vice President of Sales and Marketing for Boost, said: "Becoming an integral part of these neighborhoods is a priority for Boost. We are actively engaging local civic officials and giving back to charities in the communities where our stores are located."

Mobilking Reaches 45,000 Subs Within 3 Months Of Launch – Poland

Mobilking, a Polish MVNO which launched in February, has attracted 45,000 subscribers and plans to have 200,000 by the end of the year. Mobilking also hopes to lower calling rates due to a planned reduction in Mobile Termination Rates (MTRs) by the regulator in June. The company claims to be the fifth-largest mobile operator and the biggest MVNO in Poland.



The operation targets the male market pushing sports and glamour models in its promotions using a combination of scantily dressed women and clips from sporting events. SIM cards appear to be delivered to the subscriber in a metal case shaped and opening like a cigarette carton.

J:Com Plans To Launch VOIP-Based Mobile Phones – Japan

Using wireless spectrum from Japanese mobile operator NTT DoCoMo (DCM), Japan Communications Inc. (J:Com) hopes to launch a new type of mobile phone service in July this year. The company hopes to become the first operator in Japan to offer mobile handsets to make calls on-the-go by using Voice-Over-Internet Protocol (VoIP) technology.



Eventually, J:Com plans to allocate an 11-digit VoIP number to every VoIP user, which would work over phone and computer networks. Naohisa Fukuda, J:Com's Chief Financial Officer, said: "If you leave a message to my cell phone or landline phone, it's sent as a text or a voice file to one place. That's so powerful. But it requires complete telephony and computer integration."

According to analysts, the introduction of VoIP would benefit subscribers by offering them lower rates, especially for long-distance calls. Furthermore, in Japan, the basic monthly average charges are around USD 60, which is the highest in the world.

PrimeTel Raises Funds From IPO For Expansion Activities – Cyprus

PrimeTel, an alternative telecom provider in Cyprus, hopes to become the third mobile operator in Cyprus by using the proceeds from its upcoming IPO to fund the group's expansion strategies, which also includes becoming an MVNO.

PrimeTel is offering 15.1 million shares, which will include 7.5 million to investment groups, 4 million to subscribers and 2.85 million to the general public. The remaining 750,000 shares will be offered to the group's employees and executives. The IPO will run from June 9 to June 18 and the offer price will be fixed at EUR 0.36 (USD 0.56) per share. The group plans to raise EUR 5.1 million (USD 7.92 million) from the IPO.



Helio To Install Network Equipment From Foundry Networks – USA

SK Telecom owned Helio are to install Foundry Networks' 10 Gigabit Ethernet NetIron MLX-16 MPLS metro routers and the FastIron GS PoE-ready Layer 2/3 edge switches. These products manage voice, data, content, upload and download requests. The infrastructure upgrade is designed to fulfill subscribers' needs for bandwidth.



Blyk Launches New Website – United Kingdom

Blyk, the UK-based ad-funded MVNO targeting 16-24 year olds, has launched a new website (<http://media.blyk.co.uk>) explaining its business concept to advertisers and agencies.



Blyk's 100,000 subscribers receive free voice and text messages in return for watching targeted advertisements. The company also offers 'Blyk Breakfasts' to the advertisers and agencies, in order give them a better understanding of their services.