

**NEW:** Worldwide Directory of Mobile Network Operators, 2<sup>nd</sup> Edition, September 2008

[www.MNODirectory.com](http://www.MNODirectory.com)

- 740+ MVNOs
- 3,200+ named contacts
- Subscribers
- Network tech info
- Contact info

**MVNO Directory - November 2007**

[www.MVNODirectory.com](http://www.MVNODirectory.com)

PDF - GBP 695.00

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.

**Further MVNO Studies**

[MVNO Strategies](#)

[MVNO Business Plan](#)

[M2M MVNOs](#)

[MVNEs Financial Viability](#)

**Subscribe**

*This is a free news service. Please forward to your colleagues so they are aware of it.*

You can subscribe via [www.MVNODirectory.com](http://www.MVNODirectory.com).

*Subscribers are the first to see the news by e-mail before the PDF file is made available online.*

© Blycroft Ltd 2008

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

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 on or acting upon it.

**HEADLINES**

1. **Virgin Mobile Posts Fall In Q3 Revenue – UK**
2. **Virgin Mobile Beats Analyst Estimate For Q3 Results – USA**
3. **PTT Mobile Changes Name To Pam Mobile – Germany**
4. **TeleDNA Raises USD 10 Mn From Peepul Capital – India**
5. **Communications Minister Seeks Faster Approval For MVNO Licenses – Israel**
6. **Tele2 Selects Converse's MMSC And Mobile Internet Gateway – Sweden**
7. **Synkia Launches New Customised Software – Norway**
8. **DoT Set To Release MVNO Guidelines – India**
9. **Videotron Registers Increase In Subscriber Base – Canada**
10. **Jazztel Narrows Loss In Q3 – Spain**
11. **Elephant Talk's First MVNE Platform Becomes Operational – Netherlands**
12. **Virgin Mobile Introduces New Tariff Plan – UK**

**ARTICLES**

**1. Virgin Mobile Posts Fall In Q3 Revenue – UK**  
November 11, 2008

Virgin Mobile has announced an 11% year-on-year fall in its revenues for Q308. This is despite the fact that the company added 78,300 new contract customers in the quarter. The company's net profit also fell from GBP 31.5 million (USD 49.65 million) in the same quarter last year to GBP 28.1 million (USD 44.29 million). The drop in profit compared to the previous quarter was 21%.

The MVNO ended the quarter with 4.1 million customers, including 578,600 post-pay subscribers. The company attracted 2,000 customers to its mobile broadband service, which was launched in October this year. According to Neil Berkett, Chief Executive Officer of Virgin Media, the group is expected to cut around 2,200 jobs (around 15% of its workforce) by 2012. The process of job cuts is expected to start Q409.

**2. Virgin Mobile Beats Analyst Estimate For Q3 Results – USA**  
November 10, 2008

Virgin Mobile USA announced better than expected results for Q308. During the quarter, the revenues of the company grew from USD 301.41 million a year ago, to USD 305.03 million. The company posted a net profit of USD 4.06 million (7 cents per share) as compared to a net loss of USD 7.30 million (29 cents per share) in the same quarter last year. In a poll conducted by First Call/Thomson Financial, analysts on average were expecting the company to report earnings of 4 cents per share.

According to Dan Schulman, Chief Executive Officer of Virgin Mobile, the company posted strong results considering the fact that it acquired Helio and lost around 3,000 net subscribers in the quarter. He added: "I'm reasonably pleased with the third-quarter results. In just about every one of the key metrics we're seeing an improved trend and some nice growth from a year-over-year perspective."

**3. PTT Mobile Changes Name To Pam Mobile – Germany**  
November 10, 2008

According to Connect magazine, PTT Mobile, a German MVNO, has changed its name to Pam Mobile. The mobile service primarily targets users who frequently call abroad, by offering for free the first 10 seconds of a call made abroad. The company's startup kit costs EUR 10 (USD 12.72) which includes a call credit of EUR 5 (USD 6.36).

**4. TeleDNA Raises USD 10 Mn From Peepul Capital – India**  
November 10, 2008

TeleDNA, a leading mobile Value Added Service (VAS) provider, has raised USD 10 million from Peepul Capital. The funding will be utilised to develop VAS applications with mature VAS infrastructure products, and also to expand existing sales and support functions.

Commenting on the deal, Praveen Nallapothula, Managing Director and Chief Executive Officer of TeleDNA, said: "The company will also venture into Managed Services/MVNO offerings with technologies where operators have not made any significant revenues. For example, MMS and CellBroadCast has not been a success story for network operators due to lack of compelling applications, complications around service subscription, device settings and billing plans."

In August this year, TRAI, the Indian telecom regulator, issued a recommendation authorizing MVNOs to start operations in India. The recommendations include 74% foreign direct investment in MVNOs and INR 1.5 billion (USD 31.24 million) in license fees for offering MVNO services throughout the country. The recommendations are currently awaiting approval from the Department of Telecommunications (DoT).

**5. Communications Minister Seeks Faster Approval For MVNO Licenses – Israel**  
November 10, 2008

Ariel Atias, Minister of Communications in Israel, has shown discontent with the lengthy hearing process for the issuance of MVNO licenses in the country. According to Globes [online], hearing for MVNO licenses by the Ministry of Communications may defer the launch of MVNOs to 2010. Atias wants the licenses to be issued within a month (without any hearing) which will enable MVNOs to start their operations in 2009. Atias has been lobbying the Ministry's professional staff to prepare MVNO licenses quickly in accordance with the cabinet decision of launching MVNOs within a stipulated time in the country.

**6. Tele2 Selects Converse's MMSC And Mobile Internet Gateway – Sweden**  
November 10, 2008

Tele2 has selected MMSC and Mobile Internet Gateway from Comverse to enhance multimedia messaging and content services for its 24 million customers across 11 countries. The company preferred Comverse over others due to its comprehensive multi-operator MMSC environment for multiple-country systems and MVNOs. Comverse's MMSC allows the sharing of hardware and infrastructure components among several mobile operators while maintaining the service differentiation via application customisation. The MVNO configuration provides greater server utilisation, flexibility and choice required by multinational companies such as Tele2.

Commenting on the selection, Dror Bin, Group President of the Comverse Products Organization, said: "Comverse MMSC and Mobile Internet Gateway benefit operators by increasing capacity and laying the groundwork for exciting new best-in-class services, including music, video, games and mobile commerce. Comverse has emerged as a leader in the new generation of MMS platforms, as evidenced by the dozens of deployments, including where Comverse has successfully replaced or enhanced incumbent MMSCs."

#### **7. Synkia Launches New Customised Software – Norway**

November 7, 2008

Synkia, a Norwegian software company, has introduced a new customised service for its partners. The new service will allow mobile phone users to request automatic settings for their phones on the web. The service can be offered by mobile operators, Internet portals, phone manufacturers, Internet shops with mobile phones and any mobile service provider. Wirtualna Polska, a leading Polish web portal, and WPMobi, a Polish MVNO, are already using the service.

Commenting on the new offering, Morten Sundsto, President and Co-founder of Synkia, said: "Nowadays voice is just one of the services offered to mobile phone users. Mobile operators and service providers offer plenty of services based on mobile data transmission which require appropriate phone setup. In order to make data services successful it is a basic need to have a remote configuration service where clients can order automatic settings for their phones. I'm glad to announce that Synkia can offer such a service to our partners."

#### **8. DoT Set To Release MVNO Guidelines – India**

November 7, 2008

The Department of Telecommunications (DoT) is expected to release the MVNO guidelines in India very soon. Currently, the committee is closely examining the TRAI recommendations for the entry of MVNOs in the country. The DoT committee has made some changes to the recommendations, including a reduction in entry fee for MVNOs from USD 1 million for category A states to USD 630,000. Similarly, the committee has also proposed a reduction in the entry fee for category B states from USD 630,000 to USD 420,000.

The policy needs formal approval from the Telecom Commission, the decision making body of DoT, to get implemented in the country.

#### **9. Videotron Registers Increase In Subscriber Base – Canada**

November 7, 2008

Videotron, a Quebec-based multi service provider, has announced continuous growth in its subscriber base (13th consecutive quarter) for all of its service offerings, including cable television, Internet access, cable telephone and wireless telephone service. The company launched its MVNO service in 2006 by utilising the GSM/GPRS network infrastructure of Rogers Wireless. As of September 30, 2008, Videotron had a total of 58,600 mobile subscribers (including 14,000 new additions since the beginning of 2008), 1,691,500 cable television customers, 797,900 cable telephone customers and 1,031,400 cable modem subscribers.

#### **10. Jazztel Narrows Loss In Q3 – Spain**

November 7, 2008

Jazztel, a leading Spanish triple play service provider (telephone, Internet and television), has registered a 22% year-on-year increase in its Q3 revenues to EUR 87.5 million (USD 112.49 million). The company's EBITDA also grew by 172% to EUR 2.8 million (USD 3.59 million). Jazztel has managed to bring down its losses for the quarter from EUR 21.8 million (USD 28.02 million) in the corresponding quarter last year to EUR 20.6 million (USD 26.48 million). The company expects to generate total revenues between EUR 340 million (USD 437.12 million) and EUR 380 million (USD 488.55 million), and EBITDA of EUR 10 million (USD 12.85 million) for the year 2008. Jazztel aims to turn profitable by 2010.

In June 2008, the company started its MVNO service in Spain by using Orange's network infrastructure. The company currently has a total of 13,783 mobile subscribers, including 9,411 subscribers added in Q3.

#### **11. Elephant Talk's First MVNE Platform Becomes Operational – Netherlands**

November 6, 2008

Elephant Talk Communications has announced that its MVNE platform, using the network of T-Mobile, has become operational in the Netherlands as of September 2008. Earlier in September, the company had executed a contract (including the deployment and operation of a 2G and 3G network) with T-Mobile Netherlands to enable MVNOs to offer voice and data services over the T-Mobile network.

The company expects its second platform to become operational in Spain in January 2009. Steven van der Velden, Chief Executive Officer of Elephant Talk, describes the two implementations as "just the beginning" and expects the company to achieve profitability by Q309.

#### **12. Virgin Mobile Introduces New Tariff Plan – UK**

November 5, 2008

Virgin Mobile has introduced a new tariff plan for its Liberty 'SIM only' card in the UK. Under the new plan, the company will offer customers 200 minutes and 200 SMS for GBP 10 (USD 15.83) per month. The company claims that the new tariff offers the highest call minutes in the country at this price.

The MVNO has other SIM only schemes ranging between GBP 15 (USD 23.75) and GBP 30 (USD 47.51) per month. Commenting on the new tariff plan, Graeme Oxby, Managing Director of Virgin Mobile, said: "The new GBP 10 (USD 15.83) SIM-Only tariff offers consumers another option in the SIM-Only market, making it an even more attractive alternative to traditional pay-monthly tariffs."