

NEW: Worldwide Directory of Mobile Network Operators, 2nd Edition, September 2008

www.MNODirectory.com

- 734 MNOs
- 3,200 named contacts
- Subscribers
- Network tech info
- Contact info

MVNO Directory - November 2007

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.

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 or acting upon it.

HEADLINES

1. **O2 Wireless Inks Distribution Deal With Fred's – USA**
2. **Vueling Mulls MVNO Offering – Spain**
3. **Boost Mobile Reduces Call Rates – USA**
4. **Virgin Media Launches Advertising Trial – UK**
5. **Vectone Creates New Department To Oversee MVNO Roll Out – UK**
6. **ZON TV Partners With Convergys Corporation – Portugal**
7. **Embarq Begins Logistics Business Auction – USA**
8. **IOL Set To Sign Share-Swap Deal With Undisclosed Cable Operator – India**
9. **Tesco Considering Mobile Broadband Launch – UK**
10. **Aster Expands To Two New Cities – Poland**
11. **Lycamobile Inks Distribution Agreement With Kondor – UK**



Just released: *New global mobile operators directory*

The Worldwide Directory of Mobile Network Operators 2008

Released September 2008 | Blycroft Publishing

This directory contains over 730 MNOs and 3,200 named contacts across 4 regions. We have also gathered a significant amount of subscriber and network technology information. Visit www.MNODirectory.com for further details. Also see our MVNO Directory at www.MVNODirectory.com for a global directory of MVNOs.

ARTICLES

1. O2 Wireless Inks Distribution Deal With Fred's – USA

October 14, 2008

O2 Wireless, an MVNO service of US-based Locus Telecommunications, has signed a distribution agreement with Fred's Discount Stores. Under the terms of the agreement, Fred's will sell O2 Wireless handsets and airtime from more than 600 of its stores located throughout the South, Southwest and Midwest region.

Commenting on the deal, Pete Grubb, Vice President of Sales and Marketing at Locus Telecommunications, said: "Fred's Discount Stores has a reputation for providing high-quality service, convenience, and good value to their customers throughout the South and Southwest. We understand that people from the south, southwest and the heartland work hard for their money and expect a fair value for their earnings. These are the very same principles that drive our O2) Wireless service. And, we are thrilled to be offering O2Wireless service to subscribers at Fred's Discount Stores in 600 locations and 15 states."

Commenting on the agreement, Charlie Michael, Senior Vice President of Merchandising at Fred's Discount Stores, said: "Fred's Partnership with Locus Telecommunications further strengthens our commitment to providing strong value wireless options to our customers."

2. Vueling Mulls MVNO Offering – Spain

October 14, 2008

Vueling Airlines, a low-cost airline company in Spain, is understood to be launching its MVNO in partnership with KPN in Spain. KPN already operates its own MVNOs, Simyo and Blau, in Spain by using the Orange network. It is believed that KPN will utilize the Orange network for Vueling's operations as well.

3. Boost Mobile Reduces Call Rates – USA

October 14, 2008

Boost Mobile, a prepaid wireless MVNO in the US, has halved its per-minute rates to 10 cents a minute. The reason behind doing so is to expand its target market from tech-savvy youth to a broader older demography. Boost Mobile uses the network infrastructure of Sprint Nextel for offering its services.

4. Virgin Media Launches Advertising Trial – UK

October 13, 2008

Virgin Media, UK's leading MVNO operator, announced the launch of a three month long advertising trial program, starting this week across north London, on its 'on demand TV' platform. During the trial launch, advertisements of leading brands such as Kelloggs, John Lewis and Royal Mail will be broadcasted before and after the selected on demand programs from Virgin Media TV, Channel 4 and Warner TV. The company intends to put a cap on the number of advertisements as well as on the volume of programs having these advertisements.

Commenting on the new launch, Mark Schweitzer, Chief Commercial Officer at Virgin Media, said: "Virgin Media has pioneered on demand TV in the UK and we continue to innovate with new content, interactivity and functionality. As consumer usage of on demand continues to build, this trial will help us explore the best ways to reach a large and growing audience with engaging and relevant advertising."

5. Vectone Creates New Department To Oversee MVNO Roll Out – UK

October 13, 2008

Vectone Mobile has created a new marketing services department, to be headed by Jon Fisher, at their headquarter office in London. The new department will manage the groups' ongoing Pan-European MVNO expansion plans. The company has also earmarked a budget of GBP 17.5 million (USD 29.85 million) for their marketing campaign, ahead of their launch in Spain. Vectone Mobile is a UK-based MVNO operating in Netherlands, Denmark, Norway and Sweden. Recently, the company announced plans to launch its MVNO service in Spain.

Commenting on the development, Jon Fisher said: "I am delighted to join Vectone to build a marketing services organization that will ensure that the Vectone Group continues to go from strength to strength in both the Ethnic MVNO segment and with new MVNO products. The company is preparing for new challenges, with product development led by the requirements of the increasingly digital consumer across Europe". Further, Dan Wilson, Director of Operations at Vectone Mobile, said: "We are constantly innovating our products and service and aim to be a truly disruptive force in the mobile and digital space."

6. ZON TV Partners With Convergys Corporation – Portugal

October 10, 2008

Zon TV Cabo, a leading cable operator in Portugal, has upgraded its legacy system to Convergys Infinys Rating and Billing (IRB) 3.0 in partnership with Convergys Corporation, a leading provider of customer relationship management, billing and HR solutions. The upgrade will help the company support its cable and satellite network and triple play offerings, and also help it introduce new, innovative services planned for launch later this year.

Commenting on the development, Aroeira Goncalves, Billing Director at ZON TV Cabo, said: "From the time we began working with Convergys, we found that its Infinys rating and billing engine helped us support our drive to become more customer-focused, while improving the evolution of our product line. Upgrading to the latest version of Infinys Rating and Billing will enable us to introduce new services such as Mobile Telephony and High Definition TV more rapidly". Riki Allon, Senior Vice President and General Manager of the EMEA region at Convergys, said: "ZON TV Cabo has a keen understanding of its market and an exciting product strategy. Our solution is a close fit with their business model, and Infinys Rating and Billing 3.0's sophisticated functionality will enable the company to effectively leverage future opportunities in the highly competitive Portuguese market".

ZON TV Cabo is also planning to launch Zon Mobile MVNO service in the near future.

7. Embarq Begins Logistics Business Auction – USA

October 10, 2008

According to mergermarket, an independent M&A intelligence provider, Embarq, a leading local exchange carrier in the US, has initiated the auction process for its logistics business. Tom Gerke, Chief Executive Officer of Embarq, in an interview, said that the company is planning to sell some of its non-core assets, which could also include its MVNO operations in the future.

According to Gerke, the company's MVNO service, utilizing Sprint Nextel's network, was running in losses like other small operators due to pricing competition from large wireless carriers. Commenting on its MVNO operations, the company, in its last annual report, stated: "Our wireless service has been and continues to be dilutive to our results of operations, but we have and continue to take the actions necessary to improve these results... and will further evaluate our wireless service offerings."

The company's wireless segment generated total revenues of USD 51 million in 2007, as compared to USD 7 million in 2006. Gerke added that the company, for now, will continue to service the existing MVNO subscribers, but will have the option of divesting stake in future.

8. IOL Set To Sign Share-Swap Deal With Undisclosed Cable Operator – India

October 9, 2008

IOL Netcom has entered into an agreement with a Mumbai-based Local Cable Operator (LCO) to enhance the company's customer base for IPTV services. The company will sign a share-swap deal with the LCO, having a subscriber base of 1 million, as compared to IOL's 10,000 IPTV subscribers. Commenting on the agreement, A S Oberoi, Executive Director, IOL Netcom Ltd, said: "The idea is to get access to a substantial customer base. Once we reach a critical mass of customers, it becomes viable to roll out IPTV services in the real sense. IOL's tie-up with the LCO will help the two companies leverage each other's infrastructure. We will be able to reach their customer base".

Without naming the LCO or disclosing the details of the share-swap, Oberoi added that "it would be a no-cash deal". The deal is expected to close within a month. IOL provides Content Delivery Network (CDN) solutions for IPTV services to MTNL and BSNL broadband customers. According to Oberoi, the company has inked a pact with MTNL to act as their MVNO and provide mobile TV services on MTNL's CDMA-based mobile phone service.

9. Tesco Considering Mobile Broadband Launch – UK

October 9, 2008

According to media reports, Lance Batchelor, Chief Executive Officer of Tesco Mobile, the company is planning to enter the mobile broadband market in the UK. However, the company is yet to make any official announcement with respect to the launch. The company's aggressive prepay tariffs and own mobile broadband service is expected to put added strain on other operators, such as Virgin Mobile, in the country.

10. Aster Expands To Two New Cities – Poland

October 8, 2008

Aster, the fourth largest MSO in Poland behind UPC, Vectra and Multimedia Polska, has increased the reach of its mobile telephony service to the cities of Krakow and Zielona Gora. The company launched its MVNO service in June 2008 in Warsaw, the capital city of Poland, and uses PTK Centertel's infrastructure. Aster promotes its mobile service (part of quadruple play offer) by a new marketing campaign titled "you'll fit everything into the M4 package".

11. Lycamobile Inks Distribution Agreement With Kondor – UK

October 8, 2008

Kondor, a leading UK mobile phone accessory distributor, has entered into a distribution agreement with Lycamobile, an ethnic market MVNO, for the supply of latter's SIM cards to Tesco, Toys R Us, Argos and Woolworths. Commenting on the agreement, Jas Butar, Sales Manager at Lycamobile, said: "We have chosen the strongest three distributors in the UK. We want to utilize each distributor's relationships to sell our products into key high street outlets."

Simon Hassell, New Business Director at Kondor, said: "Kondor is looking to introduce a Lyca-branded handset, so customers are not required to source unlocking solutions on old phones". Lycamobile launched its marketing campaign in late September and has set aside a budget of GBP 10 million (USD 17.48 million). According to Butar, the company will spend around GBP 3.5 million (USD 6.12 million) in Q1 2009.