

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

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**Just released: New global mobile operators directory**

The Worldwide Directory of Mobile Network Operators 2008

Released 15<sup>th</sup> 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](http://www.MNODirectory.com) for further details. Also see our MVNO Directory at [www.MVNODirectory.com](http://www.MVNODirectory.com) for a global directory of MVNOs.

## ARTICLES

1. **XOX Signs MVNO Agreement With Celcom – Malaysia**  
September 16, 2008

Celcom (Malaysia) Bhd, a leading mobile communications provider, has entered into an agreement with XOX Com Sdn Bhd to charter its network infrastructure to XOX for the provisioning of MVNO services in the country. XOX is the fourth company after Merchantrade, REDtone and Tune Talk which will use Celcom's network. The company will use 010 as prefix for its numbers. Commenting on the agreement, Datuk Seri Shazalli Ramly, Chief Executive Officer of Celcom, said: "We lead in that way. We are brave enough to say, if we can't win (certain segments) alone, then let's bring in a few friends and win them all together."

XOX is specifically looking at the Chinese community and plans to add 500,000 customers in the next two or three years. Merchantrade and REDtone, on the contrary, target foreign Indian workers and Chinese enterprise markets, respectively. XOX will also provide services in the Chinese language and other additional mobile services such as a social networking site.

2. **Unicom Plans To Enter MVNO Business – UK**  
September 16, 2008

Unicom, a UK-based B2B wholesaler of fixed line services, is planning to enter the mobile market by providing B2B MVNO services. According to Mobile News, the company is exploring opportunities of a network agreement with Orange and 3. Commenting on the development, Chris Earle, Operations Director at Unicom, said: "Network attitudes have changed a lot since last year. We have talked with all the major networks, and had some positive conversations". He further added that the company is also considering a direct reseller agreement with Mainline, a leading Orange distributor.

Unicom, in a recently conducted survey, found that more than half of its fixed-line subscribers are willing to switch to Orange or 3 from their current mobile operator.

3. **Millennium Private Equity Invests In FRIENDi Mobile – UAE**  
September 15, 2008

Millennium Private Equity (MPE), a subsidiary of Millennium Finance Corporation, has announced stake acquisition in FRIENDi mobile through its Telecom, Media, and Technology (TMT) fund. FRIENDi is a leading MVNO operating in the South Asia, Middle East & Africa (Samea) region. After ePlanet Ventures, this is the second high profile investment made in FRIENDi mobile in 2008. Mikkel Vinter, Chief Executive Officer of FRIENDi mobile, said: "We're very pleased to welcome Millennium Private Equity on board as a strategic investor with a significant minority stake. With the addition of MPE as an investor, FRIENDi mobile now has a uniquely experienced and complementary global investor base. FRIENDi mobile's vision is to become the leading network-independent telecom service provider in the Samea region, and it speaks volumes that MPE, ePlanet Ventures and other international and regional investors have faith in this vision and believe in FRIENDi mobile's business strategy."

Izzet Guney, Senior Executive Officer and MPE's TMT Fund Manager, will join the Board of Directors of FRIENDi mobile. He said: "We are thrilled to join such an illustrious group of investors and back such a strong management team. We fully support the belief that the Samea region is ready for an MVNO and look forward to FRIENDi mobile's success."

4. **Smile Not To Participate In Universal WiMAX Service – Israel**  
September 15, 2008

012 Smile Communications may not be able to meet the Ministry of Communications' demand for providing universal WiMAX service. It is understood that the company is looking at providing mobile WiMAX service only in

high-growth areas as a company's financial model seems unfeasible for universal WiMAX service. It is also learnt that the company is not interested in offering universal WiMAX service and might not participate in the universal WiMAX project by Ministry of Communications.

In order to meet the ministry's demand, Smile wants to utilize its MVNO license in addition to its WiMAX license. However, the ministry is yet to take a decision on this request.

#### **5. Numericable Reaches 104,000 Fiber Customers – France**

September 14, 2008

Numericable, a French cable television operator, is now providing very high speed fiber to 104,000 subscribers as compared to 14,200 for Orange. The subscribers of the company are largely situated in the Paris region and ten other cities. The company has around 3.5 million TV customers, 930,000 Internet subscribers and 650,000 phone subscribers. The company operates as an MVNO in France using the network of Bouygues Telecom.

#### **6. PTA Mulls New Technologies In Telecom Space – Pakistan**

September 14, 2008

According to Dr. Muhammad Yaseen, Chairman of Pakistan Telecom Authority (PTA), the authority is planning to start various initiatives such as 3G services, Rural Telephony, Consumer Protection Cell, MVNO, Strategy and Development Division, Broadband, etc., in the country. These initiatives will help in making the telecom sector more attractive for FDI.

Commenting specifically on the MVNO status, he said that the Government of Pakistan had included the clause of allowing MVNO services in Pakistan in the Mobile Cellular Policy 2004. He also stated that the PTA had also issued a framework for MVNO services in the country in March 2006. He further added: "This framework was twice revised in May 2007 and April 2008 respectively to incorporate feedback from industry. After recent revision, queries are being received from various local and foreign investors and a few are in process of negotiation with local incumbent cellular mobile operators."

#### **7. KPN To Become MVNO Using Bouygues Telecom's Network – France**

September 12, 2008

Bouygues Telecom, the third-largest mobile operator in France, is understood to have entered into a deal with Royal KPN, a leading fixed line and mobile telecommunications company in Netherlands, to sell its mobile network capacity to the company. With the help of this agreement, KPN will be able to commence its MVNO operations in France without owing any network of its own. According to Dow Jones Newswires, a spokeswoman from Bouygues Telecom confirmed the deal by saying "It's true".

#### **8. Virgin Mobile Starts Selling Over The Internet – India**

September 12, 2008

Virgin Mobile has started a new service whereby customers will be able to purchase the company's products and services over the Internet by logging on to the company's website. The company will also provide additional talk time, extra messages and other freebies to customers using this service. The offering is targeted at the youth segment that spends bulk of their time on the Internet. The delivery of the handsets would be made through Blue Dart and Billdesk will take care of payment authorization. Commenting on the new development, M. A. Madhusudhan, Chief Executive Officer of Virgin Mobile India, said: "With 44 per cent of the total Internet population in India within the age group of 19-24 years, this medium has become an integral part of youth's lifestyle. It is therefore logical for us to extend our presence to the online space and offer our customers the convenience and comfort of buying Virgin Mobile connection at the click of a button."

According to estimates, four out of every five Indians online search or purchase products online. As a result, the online shoppers' base in India is estimated at 28 million. Madhusudhan further added: "We are confident that we will receive a positive response on this initiative and are hopeful of acquiring a significant portion of our customer base through our online channel over the next two years". The company also plans to add services such as gifting phone to a friend or family and recharging/topping-up of Virgin Mobile phone online in the near future.

#### **9. KCC Considers MVNO License For Calls Over WiBro Networks – South Korea**

September 12, 2008

According to The Korean Times, the Korean Communications Commission (KCC) is mulling the option of permitting operators to provide voice call services on WiBro networks. The move is expected to fuel further competition as well as investments in the telecom sector. Last week, KCC, in a policy report, stated that it was planning to allow voice calls along with assigning numbers to WiBro-enabled devices. It is also understood that KCC is considering awarding an MVNO license (providing voice calls over WiBro) to a company which will utilize the network infrastructure of KT Corp and SK Telecom.

Commenting on the development, Jung Han-gun, an official from KCC's policy bureau, said: "Allowing voice calls and assigning phone numbers to WiBro terminals seems to be the best idea yet to foster the market for WiBro. This would also renew competition in the wireless telephony market and could induce carriers to lower their rates over price competition."

#### **10. AirVoice Set To Launch New Handset On Verizon Network – USA**

September 10, 2008

AirVoice Wireless, an MVNO utilizing AT&T and Verizon networks, has developed its first voice-and-text handset costing USD 69. The company is awaiting approval for its usage on Verizon's network since AirVoice uses Verizon network. This is part of Verizon's 'Open Development' initiative which aims at speeding up the approval process for customers and enables them to use different devices on the company's network.

#### **11. Virgin Mobile Starts Helio Integration – USA**

September 10, 2008

Virgin Mobile, after the acquisition of Helio, has started the integration of both MVNO brands under a single marketing banner "Plan to Have It All." According to Bob Stohrer, Chief Marketing Officer at Virgin Mobile, even after the integration of both entities in 2009, Helio brand may be retained to designate mid-and-high level services or products. Helio has recently launched a USD 80 A La Carte plan, which allows unlimited minutes and is very similar to Virgin Mobile's Totally Unlimited prepaid voice plan of USD 79.99.

According to Stohrer, the company finally aims to provide customers with the ability to move between plans and

services on one handset. Moreover, he added that the company is also in the process of integrating websites and customer care centers, which is expected to get completed in the next few months. Complete integration, he expects, will take place in 2009.

**12. Virgin Mobile's 'Shuttle' Supports Helio Features – USA**  
September 10, 2008

Virgin Mobile launched its first handset 'Virgin Mobile Shuttle', which will integrate the features of its subsidiary Helio. The handset will support Buddy Beacon service, which helps in finding friends by displaying their location on a map shown on the handset. Moreover, the handset offers various other features such as access to social networking sites, YouTube and Accuweather.

The handset features a 1.3 megapixel camera, Bluetooth A2DP support for stereo headsets and EV-DO technology for high-speed data connectivity. The handset will be exclusively available at Best Buy from September 28 onwards; however, the company has not yet released the pricing of the handset.

