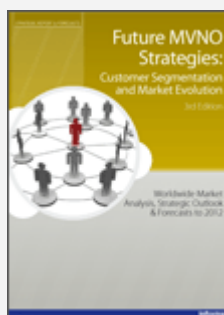


### **This Edition**

- Mobisud H108, Belgium
- J:Com and ZTE, Japan
- Voitel Wireless, USA
- Loop Mobile (USA, Aus)
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### **Mobisud Declares Half-Yearly Results – France, Belgium**

Mobisud, the MNVO subsidiary of Maroc Telecom operating in France and Belgium, has announced a total half-yearly revenue of MAD 91 million (USD 12.6 million) for the period ended June 2008. The company had a total of 155,000 subscribers at June end; slightly lower as compared to March 2008 numbers on account of 'active customer base cleaning process' by Mobisud France in the second quarter.

For the same period, Maroc Telecom's consolidated group revenues saw a year-on-year growth of 10% to MAD 14.3 billion (USD 1.98 billion) on account of continuing growth in its domestic and foreign mobile businesses.

### **J:Com To Procure Additional Handsets From ZTE – Japan**

Japan Communications, an MVNO in Japan, has ordered 100,000 additional 3G handsets for its 3G mobile network service in Japan. According to the company, the procurement for additional handsets was made after the handset was certified by Japan Approvals Institute for Telecommunications Equipment (JATE) and Telecom Engineering Center (TELEC). These two institutes certify handsets for their compliance with technical standards defined in Japan's Telecommunications Business Law and Radio Law.

Earlier, on June 30, 2008, the company had announced that it will independently procure 3G data communications handsets from overseas manufacturers. Commenting on the developments, the company said: "This is a significant step that shows MVNOs and handset manufacturers can operate their own services independently of MNOs. The mechanism facilitates the introduction of handsets like those featuring the 'Android' open application platform, for example, to the Japanese market".

From August 7, 2008, Japan Communications will also initiate marketing "b-mobile3G hours150" mobile data communications service, which will allow subscribers to use 150 hours of 3G data transmission in units billed by the minute when required, similar to using a prepaid telephone card. The service is based on HSDPA technology and will be available for 480 days from the time a subscriber starts using it. The suggested street price is expected to be JPY 39,900 (USD 375), including taxes.

### **Voitel Wireless Partners With 011 Mobile – USA**

Voitel Wireless has partnered with 011 Mobile, a Las Vegas-based MVNO, to provide an international calling plan for Market America, a product brokerage and Internet marketing company. Under the new plan, the company will provide mobile international calling rates comparable to prepaid calling card rates. The plan is designed keeping in mind the changing needs of Market America Distributors, especially those who reside in the US, but call internationally on a regular basis.

Commenting on the agreement, Adam Bonaldi, Vice President of Sales & Marketing for 011 Mobile, said: "We are excited to get involved with Voitel Wireless and Market America and look forward to providing other international solutions in the future".

### **Loop Mobile Inks Pact With Helio – USA, Australia**

Loop Mobile, an Australian mobile social network specialist, has signed a deal with Helio, the MVNO subsidiary of Virgin Mobile USA, to offer its service online. Loop has started services with its MOKO Chat and Share service on Helio's Web & Surf portal. The company also has MOKO distribution agreement with 3 Australia, Virgin Mobile Australia and Optus Singtel. Separately, Loop Mobile has also started a similar service for PC users whereby they can upload and share content between their PC and handset.

### **Lycamobile Launches MVNO Service Via Orange Network – Switzerland**

Lycamobile, an ethnic market MVNO, launched its MVNO service in Switzerland last week by using Orange Switzerland network. The company already has its operations in The Netherlands, Belgium, Norway, Denmark and Sweden and claims to cross one million subscribers across Europe since its first launch in The Netherlands in June 2006. Lycamobile has set up its distribution network in the country through 5,000 independent and retail stores. The MVNO provides calls to the Dominican Republic at 16 rappen (USD 0.15) per minute; 19 rappen (USD 0.18) to Serbia, Turkey, Nigeria, India and Sri Lanka, and 29 rappen (USD 0.28) per minute to Cameroon. Further, on-network calls in Switzerland and text messages are provided at nine rappen for up to 30 minutes talktime and 14 rappen (USD 0.13), respectively.

Milind Kangle, Chief Executive Officer of Lycamobile, said: "Our Swiss customers will benefit from great voice quality at the best roaming rates. Lycamobile SIMs and top-up vouchers will be available across a broad spectrum of retail outlets across the country". The company aims at subscribing seven million customers across its global operations by 2011.



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## 7-Eleven Sees Healthy Growth in MVNO Services – Taiwan

President Chain Store, which operates the 7-Eleven chain in Taiwan, has announced the addition of 50,000 customers to its MVNO prepaid service and further expects the figure to reach 150,000 by the end of 2008. The company was awarded an MVNO license in late 2007 and started its service in January 2008. The company has partnered with Far EastOne Telecommunications (FET), a mobile telcom provider in Taiwan, for its MVNO business operations.



According to sources, the top three mobile operators in Taiwan namely FET, Chunghwa Telecom (CHT) and Taiwan Mobile (TWM) currently have 1.3 million, 570,000 and 650,000, prepaid card subscribers respectively. In addition, there are two other leading MVNOs namely Arcoa and Aurora Telecom having nearly 100,000 and about 20,000 customers respectively. Sources further pointed out that two of the leading retail chains Family Mart and Carrefour are also applying for an MVNO license in partnership with TWM and CHT respectively.

## Lebara Mobile Inks Distribution Deal With Woolworths – UK

Lebara Mobile has entered into a distribution agreement with Woolworths, a high street retailer, for the sale of its airtime and SIM cards. Under the terms of the agreement, Woolworths will sell Lebara's airtime in all its 819 shops and SIM cards in 525 stores nationwide starting July 21, 2008. Lebara Mobile had earlier signed a similar agreement with Tesco in June and following the deal with Woolworths, the company now has access to over 90,500 retail outlets.



Commenting on the agreement, Robert Gaskin, UK Country Manager for Lebara Mobile, said: "We are very excited about our new relationship. There's a great fit with Woolworths' focus on offering great value to families and Lebara Mobile's award-winning pay-as-you-go Sim". The company's customer base has grown by more than 200% (month-on-month) since its launch in October 2007.

## i2 Mobile On A Growth Path – Saudi Arabia

i2 Mobile, a leading mobile phone distributor and retailer in the Middle East and Africa, experiences robust growth despite soaring rents, weakening currencies and rising inflation in the countries of the Gulf region. Commenting on the scenario, Abdul Hameed al Sunaid, Chairman of i2 mobile, said: "In management meetings they are talking about inflation and its effects, but then we look at the numbers, and sales are up 100 per cent in the first half compared to last year. We are just not seeing it". He further added by saying that "In five years time, we will still be a mobile business. But where we make our money from will be different. We will be selling content and support. We will work as a platform".



The company became the first MVNO to operate in Middle East after the award of license in Jordan. The company wants to become a major MVNO in the region, leasing wholesale bandwidth on existing mobile networks and reselling airtime under its own brand. Mr. Sunaid said: "You need two things to succeed as an MVNO. A brand and a distribution network. We have both of these things. A lot of people want to become MVNOs here, and they don't have one or the other – I think they will fail". In 2007, i2 Mobile sold more than 12 million handsets from Nokia and expects to sell at least 17 million in 2008.

## Telekom 4 Mulls Entering Hungarian Mobile Market – Hungary

According to Peter Neuman, Chief Executive Officer of Telekom 4, the company is aiming at entering the Hungarian mobile phone market as an MVNO or by using its own network and frequency. The company has been considering various possibilities of venturing into the market either alone or as part of a consortium for a year. In May this year, the company was quoted saying that it would implement a low-cost pricing model in the country in a bid to attract new users. According to analyst estimates, the company would be required to add at least 150,000 subscribers to achieve break even.

Currently, three companies namely T-Mobile, Pannon GSM and Vodafone operate in the country's mobile market.

## Mediatel Launches MVNO Service – Poland

Mediatel, an alternative fixed-line operator in Poland, has added mobile telephony to its suite of services under the brand name 'Telepin mobi'. The company utilizes the infrastructure of PTK Centertel for providing its MVNO services. Mediatel aims to add 20,000 customers, mainly from Poland-resident citizens of Ukraine, Russia and Vietnam, by the end of 2008. The company expects to generate revenues of PLN 0.5 million (USD 0.24 million) by the end of 2008 on account of providing cheap international calls via special access number to fixed-line networks in nearly 60 countries at a cost of PLN 0.39 (USD 0.19) per minute. However, after the expiry of the discount scheme, the standard price of PLN 0.49 (USD 0.23) will be charged.



The company has set cost of domestic M2M calls and SMS messages at PLN 0.60 (USD 0.29) per minute and PLN 0.23 (USD 0.11), respectively. Mediatel is also planning to expand its distribution network in other countries.

## Nomi Mobile Initiates Its First Marketing Push – UK

Nomi Mobile, an ethnic market MVNO started in October 2007, has budgeted an amount of up to GBP 2 million (USD 4 million) for spending on its first marketing campaign. The company has launched its marketing campaign on bus stops and billboards in urban centres across the country together with campaign on televisions and radio. The campaign is aimed at capturing the Asian, African, Eastern European and Latin American markets. Stuart Eve, Chief Executive Officer of Nomi Mobile, said:



“We haven't done anything like this yet; we wanted to get the product out to the market first”. Further, he added that the company's distribution deal with Lycamobile will continue; however, it is reducing month-on-month as a percentage of Nomi Mobile's total distribution.

The company claims to have around 80,000 outlets for top-ups and 40,000 for SIM packs. The company has also entered into agreement with Post Office and retail chains such as Sainsbury's, Netto, Co-Op, Londis, Costcutter, Spar and Budgens. Further, Nomi Mobile has also partnered with 1,400 Martin McColl newsagents for the distribution of its SIM pack and top-ups.