

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

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**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.

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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. **Crowley Starts MVNO Operations – Poland** September 23, 2008

Crowley Data Poland (CDP), a Polish data network operator, has started its MVNO services under the brand name 'Crowley TeleMobile' in the country. Last year the company had entered into an agreement with MNI (MVNE) to start work on the service. The company aims to target business clients - mainly SMEs with the potential of buying 20+ SIM cards. Initially, CDP plans to target its services towards its existing customer base.

The company also declared its 2007-08 results and announced a year-on-year growth of 20% revenue growth and 24% EBITDA growth. Their client base also increased from 4,174 to 5,216 at the end of its financial year.

### 2. **Sainsbury's Set To Launch MVNO Service – UK** September 23, 2008

Sainsbury's, a leading supermarket chain in the UK, is understood to be in talks with various operators for setting up its MVNO business in the country. With this, the company will compete with the likes of Asda and Tesco mobile. Rob Cooke, former Electricals Chief at Sainsbury's, is working on the plan. The company expects to launch MVNO services before Christmas this year.

They are most likely to partner with Orange as Asda already has a wholesale deal with Vodafone and Tesco has joint venture agreement with O2. Commenting on the development, Mark Overton, Vice President of New Business and Wholesale Strategy for Orange said: "It's about getting to where shoppers shop. We are targeting those parts of the market we don't have yet." Sainsbury's previously acted as an o2 reseller.

### 3. **Bravocom To Deploy Own Mobile Network – Estonia** September 22, 2008

Bravocom, an Estonian MVNO operating on Elisa's network, plans to commission its own mobile communications network in Tallinn (the capital city of Estonia) by the end of 2008. Commenting on the development, Jaanus Kikas, Board Member of ProGroup Holding which operates Bravocom, said: "The testing network is already operating. By the end of this year we will cover Tallinn with a 3.5G network and open it for commercial use."

According to Kikas, the company incurred an expenditure of around EEK 150 million (USD 13.9 million) for deploying a 3.5G network in Tallinn. ProGroup aims to increase its subscriber base to 150,000 from an existing 35,000 subscriber base.

### 4. **Lycamobile Selects Ogilvy UK For Marketing Campaign – UK** September 22, 2008

Lycamobile has selected Ogilvy Primary Contact, a B2B arm of Ogilvy Group, for its forthcoming global marketing campaign worth GBP 10 million (USD 18.3 million). The campaign will support Lycamobile's new pay-as-you-go SIM card and low-cost calling service in the UK. The global marketing campaign of the company will make use of different modes of communication such as TV, radio, online and press advertising across national, regional and ethnic media. The company will specifically target ethnic minorities, ex-pats and immigrant groups.

Lycamobile, which recently launched its MVNO service in the UK by partnering with Orange, has around 2 million mobile subscribers from its operations in 7 countries including Belgium, The Netherlands, Denmark, Sweden and Norway.

### 5. **Virgin Mobile Adds 40,000 New Customers Via Dealers – UK** September 19, 2008

Virgin Mobile has announced the addition of 40,000 customers through dealers in its third quarter. The company

has a distribution agreement with Data Select, 20:20 Logistics and Unique Distribution and a network of 500 dealers for the sale of its pre-pay products. Commenting on the development, Steven Day, Director of Corporate Affairs at Virgin Mobile, said: "The dealer community did 10% of our sales; that's something we wouldn't have had if we hadn't moved into that market. That is a significant success as far as we are concerned."

Virgin Mobile are also planning to enter the post-pay market with customised tariff schemes rather than fixed contract tariff schemes. Commenting on the company's new plans, Day said: "You will see us innovating over the next six months in different segments of the contract market. We were asked by analysts if we would ever do a conventional contract, and our answer is: is Virgin Mobile conventional?"

Virgin Mobile has added approximately 1.1 million customers over the financial year to date. However, the company's ARPU declined by GBP 5 (USD 9.3) to GBP 132 (USD 245). Moreover, the churn rate also grew from 14% to 16%. Commenting on the decline, Day said: "16% is a high number, but it is significantly less than the industry average."

#### **6. Blyk Reaches 200,000 Subscribers – UK**

September 18, 2008

Blyk, an ad-funded youth MVNO, announced that it has reached 200,000 subscribers after almost one year of its operations in the UK. The company has managed to double its earlier target of reaching 100,000 subscribers within one year of its launch. Commenting on the achievement, Pekka Ala-Pietila, Chief Executive Officer and Co-founder of Blyk, said: "We have proven that it works".

The company specifically targets the youth segment (16-24 years age group) and offers them free SMS and call minutes in exchange for receiving advertisements on their mobile phones. To date, Blyk has served more than 1,000 advertisements for more than 100 advertisers.

#### **7. MVNO Service Innovation Award To Kajeet And Telcordia – USA**

September 17, 2008

Kajeet, a pay-as-you-go tween-focused (8-12 years) MVNO, and Telcordia, a leading provider of telecommunications network software and services, received the top MVNO service innovation awards at the Global Telecoms Business Innovation Awards in London.

Kajeet won the award for its personalised real time services to the tween segment. Such as WalletManager, which enables tweens and parents to establish synergies for the payment of essential services. The service also allows parents to make a call even if their child has reached the spending limit. Many of Kajeet's services, including WalletManager, TimeManager, ContactManager and FeatureManager are powered by Telcordia's Real-Time Charging solution.

Commenting on the development, Daniel Neal, Chief Executive Officer and Founder of kajeet, said: "We are very proud to be recognised as an innovation leader in the global market." He further added: "Families with kids have unique service requirements, such as letting parents set limits for calls and texts, and allowing parents and kids to block calls and texts they don't want to receive. Telcordia's ability to power innovative, real-time services has enabled us to differentiate ourselves in the wireless market as the cell phone service made for kids."

Further to this, Pat McCarthy, Vice President of Service Delivery Solutions at Telcordia, said: "The recognition of Kajeet at the Global Telecoms Business Innovation awards is an excellent example of how innovative communication service providers are successfully differentiating themselves in their competitive markets. Kajeet has made giant strides in their ability to anticipate the market and service their customers in a superior manner, and we are proud to be helping them on their way."

#### **8. Virgin Mobile USA's CFO Resigns – USA**

September 17, 2008

Virgin Mobile USA's Chief Financial Officer, John Feehan, has resigned from his position and will leave the company in mid-November. He leaves to join a company which operates in the identity theft protection domain.

Feehan was among the first few employees of Virgin Mobile USA when he joined the company in 2001. After almost five years as Vice President of Financial Operations, he was designated as the company's Chief Financial Officer in 2006. According to Dan Schulman, Chief Executive Officer of Virgin Mobile USA, Feehan will serve the company for the next 60 days covering their third quarter earnings report. He further added that the company's guidance, provided in the second quarter earnings call, will also remain unchanged.

#### **9. Kulula Denies MVNO Speculations – South Africa**

September 17, 2008

Kulula, a low cost airline company based in South Africa, has unveiled its new logo and website. Commenting on the development, Gidon Novick, Chief Executive Officer of Kulula, said: "This website will ultimately offer whatever you want in travel. We've got an unbelievable product to sell."

The company's website also offers Kulula Connect, a mobile data service in partnership with Altech Autopage. Novick, however, denied any speculation of launching their own branded MVNO service in the country. Commenting on the speculation, he simply said it's "too early".

#### **10. Blyk To Promote Coca-Cola's New Mobile Portal – UK**

September 17, 2008

Coca-cola Great Britain (CCGB) launched a new mobile portal on which specifically targets young female Diet-Coke drinkers. The portal named the 'diet Coke' Silver Room will provide access to a host of activities such as celebrity gossip, fashion, music, film and green issues along with unique membership offers specifically to young tech savvy female consumers in the UK.

The portal, created by Marvellous (a mobile marketing agency), will use digital campaigns and consumer public relations to spread awareness among the female audience within the 16-24 year age group. Blyk, an ad-funded MVNO, will be used to promote the site.