

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

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MVNO Directory - November 2007

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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 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. **Black & White Launches MVNO Services – New Zealand**
October 29, 2008

Black & White has officially launched its MVNO service in the country by utilizing Vodafone's network infrastructure. In order to attract small business users, the company has forged an alliance with Microsoft New Zealand for hosted email services, which allows for synchronization between office email/calendar and cellphone. The MVNO is also looking to target mobile customers on other networks such as Telecom, TelstraClear and Vodafone. Black & White will also provide the option of retaining 021, 027 or 021 numbers for customers switching from other networks. Additionally, customers can also select a new number with the 028 prefix.

The company specifically intends to target customers with prepay accounts, as around 70% of mobile customers in New Zealand are prepay users, as against an international average of 40%. Black & White's basic plan attracts an NZD 30 (USD 16.50) monthly fee, with call charges of NZD 0.30 (USD 0.16) to any number in the country. 600 text messages are also bundled free with the plan.

2. **Simplexity Partners With Airlink Mobile – USA**
October 28, 2008

Simplexity, a leading online retailer of wireless phones and services, has inked an agreement with Airlink Mobile, a US MVNO using Sprint's network, to provide a postpaid wireless solution to its customers. Under the agreement, Airlink Mobile will provide Simplexity with a postpaid-like solution, which will be available to all its customers regardless of their credit history. The solution, marketed under the brand name Airlink Select, offers competitively priced plans with unlimited nights & weekends, including an 'unlimited voice plan' for USD 89.95 and unlimited SMS on all plans for USD 20. Customers are also provided with an option to choose handset models from various companies such as Motorola, Nokia, Samsung, and Sanyo, almost free or at very high discounted prices.

Commenting on the agreement, Andy Zeinfeld, Chief Executive Officer of Simplexity, said: "Airlink Mobile has been in the MVNO market since 2002 and we are excited to be working with them. Through this partnership, we have created a competitive national wireless service offering that can be used by virtually all of our customers regardless of their credit history. In the past, we had not been able to offer a comparable postpaid alternative service to our customers who didn't pass the carriers' credit approval process. We had thousands of customers every day that wanted the benefits of wireless technology yet had been unable to acquire them at a reasonable price. Now, with Airlink Select, we will be able capitalize on this underserved market".

David Stanek, Chief Executive Officer of Airlink Mobile, said: "We are extremely pleased to have the opportunity to fill a need for Simplexity. The combination of Simplexity, the largest online seller of wireless handsets, and Airlink Mobile, one of the first MVNOs in the US market to address the burgeoning credit challenged market is a perfect partnership. It's a tribute to our reputation in the wireless industry that when Simplexity chose to capitalize on the large number of consumers who are unable to qualify for traditional postpaid wireless services from the major carriers, they chose to partner with Airlink Mobile".

3. **Ferrovie dello Stato Mulls MVNO Offering – Italy**
October 27, 2008

Ferrovie dello Stato, the government-owned operator of the Italian railway network, is planning to provide its own MVNO services in the country, according to an article published on Computerworld Online.

The company's GSM network (with the prefix 313), is currently used staff for internal communications purposes only. Commenting on the probable launch, Mauro Moretti, Chief Executive Officer of Ferrovie dello Stato, said: "If we are evaluating the conditions for an economic return, we may decide to invest to launch a commercial service. Moreover a reliable mobile telephone service could be an advantage for our customers on new high-speed network".

It is understood that the model would not be a perfect MVNO but a hybrid or mixed model. The company plans to

use its own infrastructure for areas not covered by other network operators and their networks for areas not covered by the company. The service could prove to be attractive to commuters.

4. Abica Set To Launch MVNO Service – UK

October 26, 2008

Abica announced that it would launch its MVNO service, particularly targeted at the business users, on October 27. The company, chaired by Rod Matthews, will utilize the network infrastructure of established operators. However, Abica will decide its own tariffs, contracts and service levels with customers.

In addition to low rentals to businesses, the company will allow individuals to make payment for their calls independently. According to the company, another interesting feature of its service, free Abica to Abica calls, will also save huge cost for the companies when calling internally, as well as to their customers. Commenting on the new offering, Matthews, said: "Customers can use this service to prevent spending more than they want to and ensure staff uses phones appropriately. This will help firms introduce real efficiencies in the way they use their telecoms. At a time when every penny counts, this will help SMEs drive significant cuts".

5. KPN To Acquire Debitel's Dutch Operations – Netherlands

October 24, 2008

KPN, the Dutch fixed-line and mobile operator, has entered into an agreement with Debitel, a leading Dutch MVNO, to acquire the latter's Dutch operations. The financial details of the transaction were not disclosed. The acquisition will help KPN to further strengthen its position in the domestic mobile market. Debitel Netherlands, having approximately 530,000 mobile customers (out of which 300,000 are on monthly contracts), had reported revenues of EUR 247 million (USD 316.66 million) in 2007.

The acquisition will materialize once KPN receives the go ahead from The Netherlands Competition Authority.

6. QXL Partners With Polkomtel For MVNO Service – Poland

October 24, 2008

According to Polish Market Review, QXL Poland, through its auction portal Allegro.pl, has entered into an agreement with Polkomtel for the launch of its MVNO services in the country. Allegro.pl will offer its services only to Allegro.pl users and is expected to launch its MVNO in the first half of 2009. The auction portal has more than 8 million users with an estimated 52% e-commerce market share in Poland.

7. Telefonica Dialog To Launch MVNO Next Year – Poland

October 23, 2008

The management of Telefonica Dialog, the telecommunications subsidiary of KGHM Polska Miedz, has devised a new strategy to double the company's value within seven years, according to an article published on pb.pl. As part of these plans, the company intends to launch its MVNO service in the middle of 2009. In addition, the company will also launch Internet and IPTV in HD for its clients.

8. Blyk Selects Nokia Siemens Networks For Core Network Hosting – Belgium, Netherlands

October 23, 2008

Blyk, an ad-funded youth MVNO, has selected Nokia Siemens Networks to host its core network in the Netherlands and Belgium. Under the terms of the service agreement, Nokia Siemens Networks will provide infrastructure, device management, prepaid charging and messaging systems, software and operations to Blyk. Nokia Siemens Networks will deliver the hosting service remotely from its hosting centre in Vienna.

Commenting on the deal, Pekka Ala-Pietila, Chief Executive Officer and Co-Founder of Blyk, said: "At Blyk we want to be pioneers in this industry. The company's strength lays in its innovative idea and business model. The telecommunications industry, however, is incredibly competitive and leadership in the youth segment requires continuous business and service innovation. Our collaboration with Nokia Siemens Networks provides us with the opportunity to focus on our core business, with the confidence that the service operations are in good hands".

9. Videotron Plans Mobile Services – Canada

October 23, 2008

Videotron, a Quebec-based cable service provider, announced plans to invest a sum of CAD 1 billion (USD 811.07 million) for building a mobile network in Quebec. The amount includes CAD 555 million (USD 450.14 million) that the company incurred for obtaining wireless spectrum in the recent auction process. Videotron has selected Nokia Siemens Networks for supplying wireless equipments for the next five years. The company also expects to start its 3.5G network within the next 12 to 18 months.

Videotron, as a result of its opt-out arrangement with Rogers Communications, will be able to shift its existing 55,000 MVNO customers using Rogers' network onto the new system. The company plans to offer its services across Canada through various roaming agreements.

10. PosteMobile Signs Colt For ICT Services – Italy

October 22, 2008

PosteMobile, an MVNO of the Italian postal service, has entered into an agreement with Colt, a UK-based provider of data, voice and managed services, for the provisioning of co-location, Internet connectivity, data and voice connections and managed services in the country. Colt has been helping PosteMobile in implementing its ICT infrastructure since early 2007.

Commenting on the agreement, Maria Elena Needs, Head of Technology of PosteMobile, said: "As a partner Colt has been able to meet the needs of timing, reliability and sharing of technological challenges. We believe that the success achieved, and that led to the acquisition of 500,000 customers already in these first months of activity, can also be attributed to the speed with which we entered the market and reliability of service to our customers". PosteMobile started its MVNO services in the country in November 2007.