



The MVNO Directory 2012

Mobile virtual network operators and major resellers

The MVNO Directory 2012

- > RELEASED OCTOBER 2012
- > MVNOS, RESELLERS AND MANAGEMENT CONTACTS FROM ACROSS THE WORLD
- > OVER 500 COMPANIES RESPONSIBLE FOR 633 OPERATIONS
- > 83 NEW ENTRIES TO THE 6TH EDITION
- > 1,100 MANAGEMENT CONTACTS
- > 262 PAGE PDF DATA BOOK & EXCEL DATABASE
- > PLUS, BONUS EXCEL DATA - THE MNO DIRECTORY & "NOT" MVNOS

OVERVIEW

MVNOs are mobile service offerings from operators without their own licensed mobile spectrum nor a physical base station network and mobile backhaul. Of course, there are exceptions to the rule but the essential factor is that an MVNO cooperates with an MNO for network access. MNOs are traditional mobile operators such as Orange, SingTel and Vodafone. MVNOs include the likes of Virgin Mobile, Tesco Mobile and Lycamobile. For this research, both MVNOs and resellers (which act as the provider to the subscriber) are included.

The 6th edition of this global dataset is now available in PDF and Excel format. The previous edition was launched May 2011 and a thorough news review has taken place since then. In completing the news review the research team use their industry knowledge in combination with their research skills to ensure the dataset is correctly updated and that inaccurate releases are not included in the update. Each operation is then reviewed to thoroughly update the publication. Brands launched and owned by MNOs are not included.

ALSO INCLUDED IN THE EXCEL VERSION

- > The MNO Directory 2012

MVNOs need to use an MNO to gain access to a base station network. Within the datasets the MNO(s) partnered with for network access are stated (where possible) along with their URL(s). For the first time, when you order The MVNO Directory 2012 in Excel format you will also receive The MNO Directory 2012 in Excel format.

- > The "Not" MVNO section

A lot of confusion exists within the MVNO market place; mainly from a maze of free resources publishing unchecked news articles and misunderstanding the industry. Included with the Excel dataset is a list of over 700 operations that did not make it into The MVNO Directory. Reasons include the operation failing, being bought out, never launching, being incorrectly cited as an MVNO, being a brand of an MNO or having changed name.

RESEARCH PROCESS

The MVNO Directory is now in its 6th edition. The 1st edition was published back in 2006. Each directory update begins with a media review; the researchers take the previous edition and amend the core database with launches, causalities and enhancements. At this stage the focus is upon ensuring that the Blycroft list of active MVNOs provides an ideal starting point for the update. The media review took place during August/September 2012 and consisted of comparing and contrasting mainly industry specific news, with the inclusion of relevant blogs and non traditional media. 83 operations were identified as new to The MVNO Directory for the 6th edition.

Having exhausted the media review the researchers then focus on individual operations. During September 2012 the researchers examined every entry individually.

COVERAGE

The MVNO Directory seeks to profile all MVNOs and major resellers. It does not include fixed networks, traditional mobile networks or WiMAX operations. There are many free resources with a wealth of useful information about the industry. Unfortunately these services have over estimated the size of the market and tend not to remove inactive MVNOs or those not yet beyond the planning stage. It would be impossible to provide a list of every company that is not an MVNO but from the media review and in-house research the researchers identified over 700 operations commonly referred to as active MVNOs in error. These are listed separately within Excel version of The MVNO Directory with reasoning to assist readers in understanding the MVNO market.

To be included as an active operation the operation needs to provide a mobile network based service to an end user. The MVNO should be responsible for that relationship on an ongoing basis but has to work with an MNO to provide the connectivity for the service. True MVNOs purchase minutes of use from MNOs, but being able to confirm this means seeing the contracts between MVNOs and MNOs, which are not public domain information. Therefore the directory does not provide a classification of MVNO or reseller. The researchers aim to include every country offering these services.

MANAGEMENT CONTACTS

The MVNO Directory 2012 contains over 1,100 named management contacts. These people are selected from the MVNOs' senior management teams and feature job titles such as President, CEO (Chief Executive Officer), CFO (Chief Financial Officer), CTO (Chief Technology Officer), CCO (Chief Commercial Officer) CMO (Chief Marketing Officer), Executive and Senior Vice Presidents plus other senior positions. It is not feasible to provide direct e-mail or telephone numbers for these people so you will not find these within the directory; to get such information would require the individuals to volunteer their correct contact information for 3rd party marketing, which is something a senior executive will not do.

398 profiles have at least 1 named contact listed. The team avoids listing the same person twice, even though they may manage multiple MVNOs across different countries. The majority of profiles with no named contact are very niche operations targeting fewer than 10,000 subscribers.

PROFILES

Data fields (where possible / if applicable):

- > Company name & Operation name(s)
- > Geographic focus
- > URL(s), Telephone (mainly switchboard numbers, customer service numbers provided where no alternative found), Fax & Address
- > Launch date
- > Parent company name / industry / URL
- > MVNE partner name / URL
- > Carrier (MNO) partner name / URL
- > Management contacts (named contacts and job titles for 466 companies - usually within the senior management team)
- > Target customer type
- > Billing method (pre-pay / post-pay)
- > Messaging offered (SMS / MMS)
- > Roaming status (international)
- > Mobile Internet status & Mobile Broadband status
- > SIM only or if handsets offered

THE MVNO DIRECTORY 2012 - ORDER FORM

FAX THIS FORM TO +44-1494-778-994

You can order by visiting www.MVNODirectory.com and placing your order online. There you can download the PDF and Excel files using our secure shopping cart. You can use the contact form at the website to request an invoice or call +44-1494-771-734 to place your order over the phone.

The directory is available in PDF and Excel formats. Pricing is detailed below alongside various user license options. These indicate the amount of people within your organisation who will use the files. Please contact us if you have any questions or concerns.

PDF + Excel (MVNO + MNO) option

- Single user (1 named person) - GBP 1,295
- 5 users (5 named people) - GBP 1,495
- 10 users (10 named people) - GBP 1,695
- Enterprise usage (Intranet and all employees) - GBP 1,995

PDF option (MVNO only)

- Single user (1 named person) - GBP 995
- 5 users (5 named people) - GBP 1,195
- 10 users (10 named people) - GBP 1,295
- Enterprise usage (Intranet and all employees) - GBP 1,495

Prices shown do not include VAT for UK customers. This will be added.

PAYMENT INFORMATION (files will be e-mailed upon payment)

CREDIT CARD ... Card number: _ _ _ _ _ _ _ _ _ _ _ _ _ _ _ _

Expires: _ _ / _ _ Security Code: _ _ _ _ Signed:

INVOICE REQUEST ... To be invoiced please tick this box:

CLIENT DETAILS

Name:

Company name:

Address:

Telephone:

E-mail:

FAX THIS FORM TO +44-1494-778-994

Beaver Creek Cooperative Telephone Company (BCT)

Brand(s): BCT Wireless

Contact Details

Website: <http://www.bctelco.com>

Tel: +1-503-632-3113

Fax: +1-503-632-4159

15223 S Henrici Rd

Oregon City

OR 97045

USA

Operation Overview

Main type of service: Voice

SIM only service: No

Target market: Beaver Creek and Oregon City

Billing method: Post-pay

Messaging offered: SMS | MMS

Mobile Internet offered: Yes

Mobile and/or MBB offered: Mobile

Parent company: Beaver Creek Cooperative Telephone Company (BCT)

Sector: Beaver Creek and Oregon City region telecommunications

Website: <http://www.bctelco.com>

Management

Paul Hauer - President

Belmont Telecom, Inc

Brand(s): OneSimCard

Contact Details

Website: <http://www.onesimcard.com>

Tel: +1-617-313-8888 (OneSimCard) 1-617-489-5986 (Belmont)

PO Box 481

Belmont

MA 02478-0004

USA

Operation Overview

Main type of service: Voice

SIM only service: No

Target market: Roaming market

Billing method: Pre-pay

Messaging offered: SMS | MMS

Mobile Internet offered: Yes

International roaming: Yes

Mobile and/or MBB offered: Mobile

Parent company: Belmont Telecom, Inc

Sector: International and domestic telecommunication services

Website: <http://www.belmontel.com>

BN Media LLC

Brand(s): ACLJ Wireless | Affinity4 Wireless | CrossBridge Solutions

Contact Details

Website: <http://www.acljwireless.com> |

<http://www.affinity4wireless.com> |

<http://www.crossbridgesolutions.com>

Tel: +1-800-684-4880

999 Waterside Dr., Suite 1910

Norfolk

VA 23510

USA

Operation Overview

Launch date: 2005 (CrossBridge)

Main type of service: Data | Voice

Target market: M2M data market

Other target(s): Charity offering

Billing method: Pre-pay | Post-pay

Messaging offered: SMS | MMS

Mobile and/or MBB offered: Mobile | Data

Parent company: BN Media, LLC

Sector: Multiple telecom operations
Website: <http://www.bnmediallc.com>

MNO: AT&T Wireless | Sprint | ORBCOMM (satellite network)
Website: <http://www.att.com> | <http://www.sprint.com> | <http://www.orbcomm.com>

Management

Stephen Halliday - President and Chief Executive Officer
 David Bingham - Chief Operating Officer

Cbeyond, Inc.

Brand(s): Beyond Mobile

Contact Details

Website: <http://www.cbeyond.net> 320 Interstate North Parkway, SE
 Atlanta
 GA 30339
 USA

Tel: +1-866-424-2600

Operation Overview

Launch date: January 2006 (as MVNO, March 2001 as VoIP)
Main type of service: Voice
SIM only service: No
Target market: Enterprise markets

Parent company: Cbeyond, Inc
Sector: Enterprise telecommunications
Website: <http://www.cbeyond.net>

Billing method: Post-pay
Messaging offered: SMS | MMS
Mobile Internet offered: Yes
International roaming: Canada, Mexico and nationwide USA
Mobile and/or MBB offered: Mobile | Mobile Broadband

MNO: Sprint
Website: <http://www.sprint.com>

Management

Jim Geiger - Founder, Chairman, President, Chief Executive Officer
 J. Robert Fugate - Executive Vice President, Chief Financial Officer
 Brent Cobb - Chief Revenue and Customer Officer
 Robert R. Morrice - Executive Vice President, Chief People Officer
 Christopher C. Gatch - Executive Vice President, Chief Technology Officer
 Joseph A. Oesterling - Executive Vice President, Operations and Technology
 Rick Buyens - Senior Vice President, Sales
 Paul Carmody - Senior Vice President, Chief Marketing Officer
 Mary N. Ford - Vice President, Sales Operations and Sales Execution
 Paul Gies - Vice President, Business Development

Cellular Abroad, Inc.

Brand(s): National Geographic Travel Phone

Contact Details

Website: <http://www.cellularabroad.com> 425 Culver Blvd.
 Playa del Rey
 CA 90293
 USA

Tel: +1-310-862-7100 +1-800-287-5072

Operation Overview

Launch date: May 2009
Main type of service: Voice
SIM only service: No
Target market: Roaming market

Parent company: Cellular Abroad, Inc.
Sector: MVNO
Website: <http://www.cellularabroad.com>

Billing method: Pre-pay
Messaging offered: SMS | MMS
Mobile Internet offered: Yes
International roaming: Yes
Mobile and/or MBB offered: Mobile

MNO: Varies depending on location

ALDI TALK met MEDIONmobile

Brand(s): ALDI TALK met MEDIONmobile

Contact Details

Website: <http://www.medionmobile.nl>

Am Zehnthof 77
45307 Essen
Germany

Tel: +49-201-8383-0 (MEDION Intl)

Operation Overview

Launch date: July 2009

Main type of service: Voice

SIM only service: Yes

Target market: Own store customers

Other target(s): Mass discount market

Billing method: Pre-pay

Messaging offered: SMS | MMS

Mobile Internet offered: Yes

International roaming: Yes

Mobile and/or MBB offered: Mobile | Mobile Broadband

Parent company: ALDI | MEDION International

Sector: Retail | Consumer electronics

Website: <http://www.aldi.com> | <http://www.medion.com> (<http://www.medion.com/nl/>)

MNO: KPN

Website: <http://www.kpn.com>

Management

See: ALDI Talk, Germany

Club Mobiel BV

Brand(s): FC Groningen Mobiel | FC Utrecht Mobiel | Feyenoord Mobiel | NAC Mobiel | NEC Mobiel | PSV Mobiel | Vitesse Mobiel | FC Twente Mobiel | RKC Mobiel | Ajax Mobiel

Contact Details

Website: <http://www.clubmobiel.com>
(<http://www.fcgroningenmobiel.nl> | <http://www.nac.nl> | <http://www.stuntmobiel.nl>)

Postbus 67
4790 AB Klundert
The Netherlands

Tel: +31-85-773-7719

Operation Overview

Launch date: September 2007 (FC Groningen, first launch)

Main type of service: Voice

SIM only service: No

Target market: Mainly football fans

Billing method: Pre-pay | Post-pay

Messaging offered: SMS | MMS

Mobile Internet offered: Yes

International roaming: Yes

Mobile and/or MBB offered: Mobile

Parent company: Club Mobiel BV

Sector: MVNO

Website: <http://www.clubmobiel.com>

MVNE: Elephant Talk (switched to December 2010)

Website: <http://www.elephanttalk.com>

MNO: T-Mobile Netherlands

Website: <http://www.t-mobile.nl>

Management

Frans Nomden - Managing Director

DekaMarkt

Brand(s): DekaMobiel | Dirk Mobiel

Contact Details

Website: <http://www.dekamobiel.nl> |
<http://www.lekkerdoen.nl/mobiel/>

Tel: +31-251-278700

Olieweg 6
1951 NH Velsen-Noord
The Netherlands

Operation Overview

Launch date: January 2010 (Deka) | Dirk (November 2011)

Main type of service: Voice

SIM only service: No

Target market: Own store customers

Other target(s): Mass discount market

Billing method: Pre-pay

Messaging offered: SMS

Mobile Internet offered: Yes

International roaming: Yes

Mobile and/or MBB offered: Mobile

Parent company: Detailresult Group

Sector: Retail - Supermarket

Website: <http://www.detailresult.nl>

MVNE: Teleena

Website: <http://www.teleena.com>

MNO: Vodafone Netherlands

Website: <http://www.vodafone.nl>

Dekatel Telecom

Brand(s): dekatel

Contact Details

Website: <http://www.dekatel.nl>

Tel: +31-38-337-0480

Veldoven 7
8271 RT Ijsselmuiden
The Netherlands

Operation Overview

Launch date: December 2011

Main type of service: Voice

SIM only service: No

Target market: Enterprise market

Billing method: Pre-pay

Messaging offered: SMS | MMS

Mobile Internet offered: Yes

International roaming: Yes

Mobile and/or MBB offered: Mobile

Parent company: Dekatel Telecom

Sector: Enterprise telecommunications

Website: <http://www.dekatel.nl>

MNO: KPN

Website: <http://www.kpn.com>

Management

Erik Jan Dekker - Chief Executive Officer

Peter Dekker - Chief Financial Officer

Mark Rotteveel - Chief Commercial Officer

Operation Overview

Launch date: June 2011
Main type of service: Voice
SIM only service: No
Target market: TV content users (interactivity)

Billing method: Pre-pay
Messaging offered: SMS | MMS
Mobile Internet offered: Yes
Mobile and/or MBB offered: Mobile

Parent company: VT4 (SBS Belgium nv)
Sector: Broadcaster
Website: <http://www.sbsbelgium.be>

MNO: Mobistar - Signed June 2011
Website: <http://www.mobistar.be>

Management

Bart Decoster - Commercial Director
 Sendy De Coster - Sales Director
 Sigrid De Velder - Head of Commerce
 Patrick Verswijvel - Revenue Manager
 Melissa Adriaensens - Strategic Research Manager
 Jeroen Coeymans - Commercial Research Manager

Signpost België bvba

Brand(s): Academic Mobile

Contact Details

Website: <http://www.academicmobile.be>
Tel: +32-3-475-1975
Fax: +32-3-475-1916

Belcrownlaan 13 i
 B-2100 Deurne
 Belgium

Operation Overview

Launch date: 2011
Main type of service: Voice
SIM only service: No
Target market: Students

Billing method: Pre-pay | Post-pay
Messaging offered: SMS | MMS
Mobile Internet offered: Yes
Mobile and/or MBB offered: Mobile | Mobile Broadband

Parent company: Signpost Belgium bvba
Sector: Hardware and software products to academics
Website: <http://www.signpost.be>

MNO: BASE
Website: <http://www.base.be>

Management

Werner Viaene - General Manager

Telenet NV

Brand(s): Telenet Mobile (King & Kong go mobile)

Contact Details

Website: <http://telenet.be>
Tel: +32-15-333-000
Fax: +32-15-333-999

Liersesteenweg 4
 B-2800 Mechelen
 Belgium

Operation Overview

Launch date: July 2006
Main type of service: Voice
SIM only service: No
Target market: Quad-play market (no cost sub for mobile)

Billing method: Post-pay
Messaging offered: SMS | MMS
Mobile Internet offered: Yes
International roaming: Yes

Mobile and/or MBB offered: Mobile | Mobile Broadband

Parent company: Liberty Global, Inc. (50.2%)
Sector: Operates broadband communications networks in 14 countries
Website: <http://www.lgi.com>

MNO: Mobistar (signed February 2006, extended May 2012)
Website: <http://www.mobistar.be>

Management

Duco Sickinghe - Chief Executive Officer
 Jan Vorstermans - Chief Operating Officer
 Patrick Vincent - Chief Commercial Officer
 Ann Caluwaerts - Head of Media and Public Affairs
 Claudia Poels - Head of Human Resources
 Vincent Bruyneel - Head of Strategy, IR and Corporate Communications
 Inge Smiots - Head of Residential Marketing
 Martine Tempels - Head of Business
 Luc Machtelincx - Executive Vice President
 Herbert Vanhove - Head of Product Management

Tellink nv

Brand(s): Tellink

Contact Details

Website: <http://www.tellink.com>
Tel: +32-3-201-96-40
Fax: +32-3-227-09-81

Uitbreidingstraat 60-62
 B-2600 Antwerpen
 Belgium

Operation Overview

Main type of service: Voice
SIM only service: No
Target market: SMEs

Billing method: Post-pay
Messaging offered: SMS | MMS
Mobile Internet offered: Yes
International roaming: Yes
Mobile and/or MBB offered: Mobile

Parent company: Tellink nv
Sector: SMEs
Website: <http://www.tellink.com>

MNO: Mobistar (switched to June 2010)
Website: <http://www.mobistar.be>

Management

Michael Leiner - Managing Director

Toledo Telecommunications

Brand(s): Toledo Telecom

Contact Details

Website: <http://www.toledo.be>
Tel: +32-2-648-08-48
Fax: +32-2-646-44-24

Avenue Louise, 375
 B-1050 Brussels
 Belgium

Operation Overview

Launch date: 2003 (closed MVNO, Billi took over) | New launch February 2012
Main type of service: Voice
SIM only service: Yes
Target market: Enterprise telecommunications

Billing method: Post-pay
Messaging offered: SMS | MMS
Mobile Internet offered: Yes
International roaming: Yes
Mobile and/or MBB offered: Mobile