

Asia-Pacific Mobile Virtual Network Operator (MVNO) Market (2016 - 2022)

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Abstracts

A mobile virtual network operator (MVNO) acts as a reseller for wireless communications services. An MVNO leases wireless capacity, that is, purchases minutes, from a third-party mobile network operator. The minutes are purchased at a wholesale price, and then resold to consumers at better retail prices under the reseller brand. Very large MNOs such as Verizon Wireless and T-Mobile work on a different strategy, that is, sell minutes to resellers as a reseller. These vendors do so due to extra capacity they have which otherwise would go unused. MVNOs tend to offer better retail prices due to the fact that they don't pay for radio frequency spectrum licenses. Technological advancements, namely M2M and cloud would drive the market during the forecast period. The revenue generation by the MVNO's would be achieved by offering cheaper mobile minutes to industries such as lifestyle, productivity and entertainment. The leading business models used by the MVNO's are full, intermediate, branded reseller and thin.

Based on Operational Model, the market is segmented into Full MVNO, Service Operator MVNO, and Reseller MVNO. Based on Type, the market is segmented into Discount, Cellular M2M, Business, Migrant, Media & Entertainment, Retail, Telecom & IT, and Others.

Based on country, Mobile Virtual Network Operator market is segmented into China, Japan, India, South Korea, Singapore, Malaysia and Rest of Asia-Pacific. China and Japan are the major countries in the Asia-Pacific Mobile Virtual Network Operator market in 2015. India and South Korea would witness promising CAGR during the forecast period (2016-2022).

The report covers the analysis of key stake holders of the Mobile Virtual Network

Operator market. Key companies profiled in the report include AirVoice Wireless, Asahi Net, Inc., CJ Group, SoftBank Group Corporation, Exetel, FreedomPop, Cyfrowy Polsat and FreenetAG.

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