

Europe Mobile Virtual Network Operator (MVNO) Market (2016 - 2022)

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Abstracts

Factors that would drive the market growth would be significant rise in the rate of data usage and easy access to smartphones. Significant investments by Mobile Network Operator (MNOs') to manage existing infrastructure coupled with low operational costs would add to the demand for MNO services. Nevertheless, limited or lack of operational expertise would hinder the market growth. To maintain healthy competitive market, the MVNO's offer differentiated services as compared to MNO's. MVNO's, to maintain market share, target niche markets such as retail, businesses, roaming services, migrants, and youth. To make things better for MNO's, the MVNO's provide wholesale deals, which eventually increases network utilization and as a result create their sub-brands. Technological advancements, namely M2M and cloud would drive the market during the forecast period. 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.

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 Germany, UK, France, Russia, Spain, Italy and Rest of Europe. Germany and UK are the major countries in the Europe Mobile Virtual Network Operator market in 2015. France 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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