

Global 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. Also, the MVNOs don't have to spend on building and maintaining infrastructure. As the MVNOs have low overhead cost, aggressive market strategies are adopted to increase the chances of selling minutes to consumers. Mostly the plans that are sold are prepaid wireless plans, and on a subscription basis only. The sales are services are either handled directly by the MVNO or sometimes by another entity, which is called virtual network enabler (MVNE).

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 region, Mobile Virtual Network Operator market is segmented into North America (US, Canada, Mexico and Rest of North America), Europe (Germany, UK, France, Russia, Spain, Italy and Rest of Europe), Asia-Pacific (China, Japan, India, South Korea, Singapore, Malaysia and Rest of Asia-Pacific) and Latin America, and Middle East & Africa. Europe is one of the major regions in the global Mobile Virtual Network Operator market in 2015. Asia-Pacific 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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