

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 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.

Contents

CHAPTER 1. MARKET SCOPE & METHODOLOGY

- 1.1 Market Definition
- 1.2 Objectives
- 1.3 Market Scope
- 1.4 Segmentation
 - 1.4.1 Global Mobile Virtual Network Operator Market, by Operational Model
 - 1.4.2 Global Mobile Virtual Network Operator Market, by Type
 - 1.4.3 Global Mobile Virtual Network Operator Market, by Geography
- 1.5 Methodology for the research

CHAPTER 2. EXECUTIVE SUMMARY

CHAPTER 3. MARKET OVERVIEW

- 3.1 Introduction
- 3.2 Drivers, Restraints and Opportunities
 - 3.2.1 Market Drivers
 - 3.2.2 Market Restraints

CHAPTER 4. GLOBAL MOBILE VIRTUAL NETWORK OPERATOR MARKET

- 4.1 Global Mobile Virtual Network Operator Market by Operational Model
 - 4.1.1 Global Full MVNO Technology Market by Region
 - 4.1.2 Global Service Operator MVNO Market by Region
 - 4.1.3 Global Reseller MVNO Market by Region

CHAPTER 5. GLOBAL MOBILE VIRTUAL NETWORK OPERATOR MARKET BY TYPE

- 5.1 Introduction
 - 5.1.1 Global Discount Mobile Virtual Network Operator Market by Region
 - 5.1.2 Global Cellular M2M Mobile Virtual Network Operator Market by Region
 - 5.1.3 Global Business Mobile Virtual Network Operator Market by Region
 - 5.1.4 Global Migrant Mobile Virtual Network Operator Market by Region
 - 5.1.5 Global Media & Entertainment Mobile Virtual Network Operator Market by Region

- 5.1.6 Global Retail Mobile Virtual Network Operator Market by Region
- 5.1.7 Global Telecom & IT Mobile Virtual Network Operator Market by Region
- 5.1.8 Global Mobile Virtual Network Operator in Others Market by Region

CHAPTER 6. GLOBAL MOBILE VIRTUAL NETWORK OPERATOR MARKET BY REGION

6.1 Introduction

6.2 North America Mobile Virtual Network Operator Market

6.2.1 North America Mobile Virtual Network Operator Market by Operational Model

6.2.1.1 North America Full MVNO Technology Market by Country

6.2.1.2 North America Service Operator MVNO Market by Country

6.2.1.3 North America Reseller MVNO Market by Country

6.2.2 North America Mobile Virtual Network Operator Market by Type

6.2.2.1 North America Discount Mobile Virtual Network Operator Market by Country

6.2.2.2 North America Cellular M2M Mobile Virtual Network Operator Market by Country

6.2.2.3 North America Business Mobile Virtual Network Operator Market by Country

6.2.2.4 North America Migrant Mobile Virtual Network Operator Market by Country

6.2.2.5 North America Media & Entertainment Mobile Virtual Network Operator Market by Country

6.2.2.6 North America Retail Mobile Virtual Network Operator Market by Country

6.2.2.7 North America Telecom & IT Mobile Virtual Network Operator Market by Country

6.2.2.8 North America Mobile Virtual Network Operator in Others Market by Country

6.2.3 North America Mobile Virtual Network Operator Market by Country

6.2.3.1 US Mobile Virtual Network Operator Market

6.2.3.1.1 US Mobile Virtual Network Operator Market by Operational Model

6.2.3.1.2 US Mobile Virtual Network Operator Market by Type

6.2.3.2 Canada Mobile Virtual Network Operator Market

6.2.3.2.1 Canada Mobile Virtual Network Operator Market by Operational Model

6.2.3.2.2 Canada Mobile Virtual Network Operator Market by Type

6.2.3.3 Mexico Mobile Virtual Network Operator Market

6.2.3.3.1 Mexico Mobile Virtual Network Operator Market by Operational Model

6.2.3.3.2 Mexico Mobile Virtual Network Operator Market by Type

6.2.3.4 Rest of North America Mobile Virtual Network Operator Market

6.2.3.4.1 Rest of North America Mobile Virtual Network Operator Market by Operational Model

6.2.3.4.2 Rest of North America Mobile Virtual Network Operator Market by Type

6.3 Europe Mobile Virtual Network Operator Market

6.3.1 Europe Mobile Virtual Network Operator Market by Operational Model

6.3.1.1 Europe Full MVNO Technology Market by Country

6.3.1.2 Europe Service Operator MVNO Market by Country

6.3.1.3 Europe Reseller MVNO Market by Country

6.3.2 Europe Mobile Virtual Network Operator Market by Type

6.3.2.1 Europe Discount Mobile Virtual Network Operator Market by Country

6.3.2.2 Europe Cellular M2M Mobile Virtual Network Operator Market by Country

6.3.2.3 Europe Business Mobile Virtual Network Operator Market by Country

6.3.2.4 Europe Migrant Mobile Virtual Network Operator Market by Country

6.3.2.5 Europe Mobile Virtual Network Operator in Media & Entertainment Market by Country

6.3.2.6 Europe Retail Mobile Virtual Network Operator Market by Country

6.3.2.7 Europe Telecom & IT Mobile Virtual Network Operator Market by Country

6.3.2.8 Europe Mobile Virtual Network Operator in Others Market by Country

6.3.3 Europe Mobile Virtual Network Operator Market by Country

6.3.3.1 Germany Mobile Virtual Network Operator Market

6.3.3.1.1 Germany Mobile Virtual Network Operator Market by Operational Model

6.3.3.1.2 Germany Mobile Virtual Network Operator Market by Type

6.3.3.2 UK Mobile Virtual Network Operator Market

6.3.3.2.1 UK Mobile Virtual Network Operator Market by Operational Model

6.3.3.2.2 UK Mobile Virtual Network Operator Market by Type

6.3.3.3 France Mobile Virtual Network Operator Market

6.3.3.3.1 France Mobile Virtual Network Operator Market by Operational Model

6.3.3.3.2 France Mobile Virtual Network Operator Market by Type

6.3.3.4 Russia Mobile Virtual Network Operator Market

6.3.3.4.1 Russia Mobile Virtual Network Operator Market by Operational Model

6.3.3.4.2 Russia Mobile Virtual Network Operator Market by Type

6.3.3.5 Spain Mobile Virtual Network Operator Market

6.3.3.5.1 Spain Mobile Virtual Network Operator Market by Operational Model

6.3.3.5.2 Spain Mobile Virtual Network Operator Market by Type

6.3.3.6 Italy Mobile Virtual Network Operator Market

6.3.3.6.1 Italy Mobile Virtual Network Operator Market by Operational Model

6.3.3.6.2 Italy Mobile Virtual Network Operator Market by Type

6.3.3.7 Rest of Europe Mobile Virtual Network Operator Market

6.3.3.7.1 Rest of Europe Mobile Virtual Network Operator Market by Operational Model

6.3.3.7.2 Rest of Europe Mobile Virtual Network Operator Market by Type

6.4 Asia-Pacific Mobile Virtual Network Operator Market

- 6.4.1 Asia-Pacific Mobile Virtual Network Operator Market by Operational Model
 - 6.4.1.1 Asia-Pacific Full MVNO Technology Market by Country
 - 6.4.1.2 Asia-Pacific Service Operator MVNO Market by Country
 - 6.4.1.3 Asia-Pacific Reseller MVNO Market by Country
- 6.4.2 Asia-Pacific Mobile Virtual Network Operator Market by Type
 - 6.4.2.1 Asia-Pacific Discount Mobile Virtual Network Operator Market by Country
 - 6.4.2.2 Asia-Pacific Cellular M2M Mobile Virtual Network Operator Market by Country
 - 6.4.2.3 Asia-Pacific Business Mobile Virtual Network Operator Market by Country
 - 6.4.2.4 Asia-Pacific Migrant Mobile Virtual Network Operator Market by Country
 - 6.4.2.5 Asia-Pacific Media & Entertainment Mobile Virtual Network Operator Market by Country
 - 6.4.2.6 Asia-Pacific Retail Mobile Virtual Network Operator Market by Country
 - 6.4.2.7 Asia-Pacific Telecom & IT Mobile Virtual Network Operator Market by Country
 - 6.4.2.8 Asia-Pacific Mobile Virtual Network Operator in Others Market by Country
- 6.4.3 Asia-Pacific Mobile Virtual Network Operator Market by Country
 - 6.4.3.1 China Mobile Virtual Network Operator Market
 - 6.4.3.1.1 China Mobile Virtual Network Operator Market by Operational Model
 - 6.4.3.1.2 China Mobile Virtual Network Operator Market by Type
 - 6.4.3.2 Japan Mobile Virtual Network Operator Market
 - 6.4.3.2.1 Japan Mobile Virtual Network Operator Market by Operational Model
 - 6.4.3.2.2 Japan Mobile Virtual Network Operator Market by Type
 - 6.4.3.3 India Mobile Virtual Network Operator Market
 - 6.4.3.3.1 India Mobile Virtual Network Operator Market by Operational Model
 - 6.4.3.3.2 India Mobile Virtual Network Operator Market by Type
 - 6.4.3.4 South Korea Mobile Virtual Network Operator Market
 - 6.4.3.4.1 South Korea Mobile Virtual Network Operator Market by Operational Model
 - 6.4.3.4.2 South Korea Mobile Virtual Network Operator Market by Type
 - 6.4.3.5 Singapore Mobile Virtual Network Operator Market
 - 6.4.3.5.1 Singapore Mobile Virtual Network Operator Market by Operational Model
 - 6.4.3.5.2 Singapore Mobile Virtual Network Operator Market by Type
 - 6.4.3.6 Malaysia Mobile Virtual Network Operator Market
 - 6.4.3.6.1 Malaysia Mobile Virtual Network Operator Market by Operational Model
 - 6.4.3.6.2 Malaysia Mobile Virtual Network Operator Market by Type
 - 6.4.3.7 Rest of Asia-Pacific Mobile Virtual Network Operator Market
 - 6.4.3.7.1 Rest of Asia-Pacific Mobile Virtual Network Operator Market by Operational Model
 - 6.4.3.7.2 Rest of Asia-Pacific Mobile Virtual Network Operator Market by Type
- 6.5 LAMEA Mobile Virtual Network Operator Market

- 6.5.1 LAMEA Mobile Virtual Network Operator Market by Operational Model
 - 6.5.1.1 LAMEA Full MVNO Technology Market by Country
 - 6.5.1.2 LAMEA Service Operator MVNO Market by Country
 - 6.5.1.3 LAMEA Reseller MVNO Market by Country
- 6.5.2 LAMEA Mobile Virtual Network Operator Market by Type
 - 6.5.2.1 LAMEA Discount Mobile Virtual Network Operator Market by Country
 - 6.5.2.2 LAMEA Cellular M2M Mobile Virtual Network Operator Market by Country
 - 6.5.2.3 LAMEA Business Mobile Virtual Network Operator Market by Country
 - 6.5.2.4 LAMEA Migrant Mobile Virtual Network Operator Market by Country
 - 6.5.2.5 LAMEA Media & Entertainment Mobile Virtual Network Operator Market by Country
 - 6.5.2.6 LAMEA Retail Mobile Virtual Network Operator Market by Country
 - 6.5.2.7 LAMEA Telecom & IT Mobile Virtual Network Operator Market by Country
 - 6.5.2.8 LAMEA Mobile Virtual Network Operator in Others Market by Country
- 6.5.3 LAMEA Mobile Virtual Network Operator Market by Country
 - 6.5.3.1 Brazil Mobile Virtual Network Operator Market
 - 6.5.3.1.1 Brazil Mobile Virtual Network Operator Market by Operational Model
 - 6.5.3.1.2 Brazil Mobile Virtual Network Operator Market by Type
 - 6.5.3.2 Argentina Mobile Virtual Network Operator Market
 - 6.5.3.2.1 Argentina Mobile Virtual Network Operator Market by Operational Model
 - 6.5.3.2.2 Argentina Mobile Virtual Network Operator Market by Type
 - 6.5.3.3 UAE Mobile Virtual Network Operator Market
 - 6.5.3.3.1 UAE Mobile Virtual Network Operator Market by Operational Model
 - 6.5.3.3.2 UAE Mobile Virtual Network Operator Market by Type
 - 6.5.3.4 Saudi Arabia Mobile Virtual Network Operator Market
 - 6.5.3.4.1 Saudi Arabia Mobile Virtual Network Operator Market by Operational Model
 - 6.5.3.4.2 Saudi Arabia Mobile Virtual Network Operator Market by Type
 - 6.5.3.5 South Africa Mobile Virtual Network Operator Market
 - 6.5.3.5.1 South Africa Mobile Virtual Network Operator Market by Operational Model
 - 6.5.3.5.2 South Africa Mobile Virtual Network Operator Market by Type
 - 6.5.3.6 Nigeria Mobile Virtual Network Operator Market
 - 6.5.3.6.1 Nigeria Mobile Virtual Network Operator Market by Operational Model
 - 6.5.3.6.2 Nigeria Mobile Virtual Network Operator Market by Type
 - 6.5.3.7 Rest of LAMEA Mobile Virtual Network Operator Market
 - 6.5.3.7.1 Rest of LAMEA Mobile Virtual Network Operator Market by Operational Model
 - 6.5.3.7.2 Rest of LAMEA Mobile Virtual Network Operator Market by Type

CHAPTER 7. COMPANY PROFILES

7.1 AirVoice Wireless

7.1.1 Company Overview

7.2 Asahi Net, Inc.

7.2.1 Company Overview

7.3 CJ Group

7.3.1 Company Overview

7.4 SoftBank Group Corp.

7.4.1 Company Overview

7.5 Exetel

7.5.1 Company Overview

7.6 FreedomPop

7.6.1 Company Overview

7.7 Cyfrowy Polsat

7.7.1 Company Overview

7.7.2 Financial Analysis

7.8 Freenet AG

7.8.1 Company Overview

7.8.2 Financial Analysis

7.8.3 Segmental Analysis

List Of Tables

LIST OF TABLES

Table 1 GLOBAL MOBILE VIRTUAL NETWORK OPERATOR MARKET, 2012 - 2015, USD MILLION

Table 2 GLOBAL MOBILE VIRTUAL NETWORK OPERATOR MARKET, 2016 - 2022, USD MILLION

Table 3 GLOBAL MOBILE VIRTUAL NETWORK OPERATOR MARKET BY OPERATIONAL MODEL, 2012 - 2015, USD MILLION

Table 4 GLOBAL MOBILE VIRTUAL NETWORK OPERATOR MARKET BY OPERATIONAL MODEL, 2016 - 2022, USD MILLION

Table 5 GLOBAL FULL MVNO TECHNOLOGY MARKET BY REGION, 2012 - 2015, USD MILLION

Table 6 GLOBAL FULL MVNO TECHNOLOGY MARKET BY REGION, 2016 - 2022, USD MILLION

Table 7 GLOBAL SERVICE OPERATOR MVNO MARKET BY REGION, 2012 - 2015, USD MILLION

Table 8 GLOBAL SERVICE OPERATOR MVNO MARKET BY REGION, 2016 - 2022, USD MILLION

Table 9 GLOBAL RESELLER MVNO MARKET BY REGION, 2012 - 2015, USD MILLION

Table 10 GLOBAL RESELLER MVNO MARKET BY REGION, 2016 - 2022, USD MILLION

Table 11 GLOBAL MOBILE VIRTUAL NETWORK OPERATOR MARKET BY TYPE, 2012 - 2015, USD MILLION

Table 12 GLOBAL MOBILE VIRTUAL NETWORK OPERATOR MARKET BY TYPE, 2016 - 2022, USD MILLION

Table 13 GLOBAL DISCOUNT MOBILE VIRTUAL NETWORK OPERATOR MARKET BY REGION, 2012 - 2015, USD MILLION

Table 14 GLOBAL DISCOUNT MOBILE VIRTUAL NETWORK OPERATOR MARKET BY REGION, 2016 - 2022, USD MILLION

Table 15 GLOBAL CELLULAR M2M MOBILE VIRTUAL NETWORK OPERATOR MARKET BY REGION, 2012 - 2015, USD MILLION

Table 16 GLOBAL CELLULAR M2M MOBILE VIRTUAL NETWORK OPERATOR MARKET BY REGION, 2016 - 2022, USD MILLION

Table 17 GLOBAL BUSINESS MOBILE VIRTUAL NETWORK OPERATOR MARKET BY REGION, 2012 - 2015, USD MILLION

Table 18 GLOBAL BUSINESS MOBILE VIRTUAL NETWORK OPERATOR MARKET

BY REGION, 2016 - 2022, USD MILLION

Table 19 GLOBAL MIGRANT MOBILE VIRTUAL NETWORK OPERATOR MARKET BY REGION, 2012 - 2015, USD MILLION

Table 20 GLOBAL MIGRANT MOBILE VIRTUAL NETWORK OPERATOR MARKET BY REGION, 2016 - 2022, USD MILLION

Table 21 GLOBAL MEDIA & ENTERTAINMENT MOBILE VIRTUAL NETWORK OPERATOR MARKET BY REGION, 2012 - 2015, USD MILLION

Table 22 GLOBAL MEDIA & ENTERTAINMENT MOBILE VIRTUAL NETWORK OPERATOR MARKET BY REGION, 2016 - 2022, USD MILLION

Table 23 GLOBAL RETAIL MOBILE VIRTUAL NETWORK OPERATOR MARKET BY REGION, 2012 - 2015, USD MILLION

Table 24 GLOBAL RETAIL MOBILE VIRTUAL NETWORK OPERATOR MARKET BY REGION, 2016 - 2022, USD MILLION

Table 25 GLOBAL TELECOM & IT MOBILE VIRTUAL NETWORK OPERATOR MARKET BY REGION, 2012 - 2015, USD MILLION

Table 26 GLOBAL TELECOM & IT MOBILE VIRTUAL NETWORK OPERATOR MARKET BY REGION, 2016 - 2022, USD MILLION

Table 27 GLOBAL MOBILE VIRTUAL NETWORK OPERATOR IN OTHERS MARKET BY REGION, 2012 - 2015, USD MILLION

Table 28 GLOBAL MOBILE VIRTUAL NETWORK OPERATOR IN OTHERS MARKET BY REGION, 2016 - 2022, USD MILLION

Table 29 GLOBAL MOBILE VIRTUAL NETWORK OPERATOR MARKET BY REGION, 2012 - 2015, USD MILLION

Table 30 GLOBAL MOBILE VIRTUAL NETWORK OPERATOR MARKET BY REGION, 2016 - 2022, USD MILLION

Table 31 NORTH AMERICA MOBILE VIRTUAL NETWORK OPERATOR MARKET, 2012 - 2015, USD MILLION

Table 32 NORTH AMERICA MOBILE VIRTUAL NETWORK OPERATOR MARKET, 2016 - 2022, USD MILLION

Table 33 NORTH AMERICA MOBILE VIRTUAL NETWORK OPERATOR MARKET BY OPERATIONAL MODEL, 2012 - 2015, USD MILLION

Table 34 NORTH AMERICA MOBILE VIRTUAL NETWORK OPERATOR MARKET BY OPERATIONAL MODEL, 2016 - 2022, USD MILLION

Table 35 NORTH AMERICA FULL MVNO TECHNOLOGY MARKET BY COUNTRY, 2012 - 2015, USD MILLION

Table 36 NORTH AMERICA FULL MVNO TECHNOLOGY MARKET BY COUNTRY, 2016 - 2022, USD MILLION

Table 37 NORTH AMERICA SERVICE OPERATOR MVNO MARKET BY COUNTRY, 2012 - 2015, USD MILLION

Table 38 NORTH AMERICA SERVICE OPERATOR MVNO MARKET BY COUNTRY, 2016 - 2022, USD MILLION

Table 39 NORTH AMERICA RESELLER MVNO MARKET BY COUNTRY, 2012 - 2015, USD MILLION

Table 40 NORTH AMERICA RESELLER MVNO MARKET BY COUNTRY, 2016 - 2022, USD MILLION

Table 41 NORTH AMERICA MOBILE VIRTUAL NETWORK OPERATOR MARKET BY TYPE, 2012 - 2015, USD MILLION

Table 42 NORTH AMERICA MOBILE VIRTUAL NETWORK OPERATOR MARKET BY TYPE, 2016 - 2022, USD MILLION

Table 43 NORTH AMERICA DISCOUNT MOBILE VIRTUAL NETWORK OPERATOR MARKET BY COUNTRY, 2012 - 2015, USD MILLION

Table 44 NORTH AMERICA DISCOUNT MOBILE VIRTUAL NETWORK OPERATOR MARKET BY COUNTRY, 2016 - 2022, USD MILLION

Table 45 NORTH AMERICA CELLULAR M2M MOBILE VIRTUAL NETWORK OPERATOR MARKET BY COUNTRY, 2012 - 2015, USD MILLION

Table 46 NORTH AMERICA CELLULAR M2M MOBILE VIRTUAL NETWORK OPERATOR MARKET BY COUNTRY, 2016 - 2022, USD MILLION

Table 47 NORTH AMERICA BUSINESS MOBILE VIRTUAL NETWORK OPERATOR MARKET BY COUNTRY, 2012 - 2015, USD MILLION

Table 48 NORTH AMERICA BUSINESS MOBILE VIRTUAL NETWORK OPERATOR MARKET BY COUNTRY, 2016 - 2022, USD MILLION

Table 49 NORTH AMERICA MIGRANT MOBILE VIRTUAL NETWORK OPERATOR MARKET BY COUNTRY, 2012 - 2015, USD MILLION

Table 50 NORTH AMERICA MIGRANT MOBILE VIRTUAL NETWORK OPERATOR MARKET BY COUNTRY, 2016 - 2022, USD MILLION

Table 51 NORTH AMERICA MEDIA & ENTERTAINMENT MOBILE VIRTUAL NETWORK OPERATOR MARKET BY COUNTRY, 2012 - 2015, USD MILLION

Table 52 NORTH AMERICA MEDIA & ENTERTAINMENT MOBILE VIRTUAL NETWORK OPERATOR MARKET BY COUNTRY, 2016 - 2022, USD MILLION

Table 53 NORTH AMERICA RETAIL MOBILE VIRTUAL NETWORK OPERATOR MARKET BY COUNTRY, 2012 - 2015, USD MILLION

Table 54 NORTH AMERICA RETAIL MOBILE VIRTUAL NETWORK OPERATOR MARKET BY COUNTRY, 2016 - 2022, USD MILLION

Table 55 NORTH AMERICA TELECOM & IT MOBILE VIRTUAL NETWORK OPERATOR MARKET BY COUNTRY, 2012 - 2015, USD MILLION

Table 56 NORTH AMERICA TELECOM & IT MOBILE VIRTUAL NETWORK OPERATOR MARKET BY COUNTRY, 2016 - 2022, USD MILLION

Table 57 NORTH AMERICA MOBILE VIRTUAL NETWORK OPERATOR IN OTHERS

MARKET BY COUNTRY, 2012 - 2015, USD MILLION

Table 58 NORTH AMERICA MOBILE VIRTUAL NETWORK OPERATOR IN OTHERS
MARKET BY COUNTRY, 2016 - 2022, USD MILLION

Table 59 NORTH AMERICA MOBILE VIRTUAL NETWORK OPERATOR MARKET BY
COUNTRY, 2012 - 2015, USD MILLION

Table 60 NORTH AMERICA MOBILE VIRTUAL NETWORK OPERATOR MARKET BY
COUNTRY, 2016 - 2022, USD MILLION

Table 61 US MOBILE VIRTUAL NETWORK OPERATOR MARKET, 2012 - 2015, USD
MILLION

Table 62 US MOBILE VIRTUAL NETWORK OPERATOR MARKET, 2016 - 2022, USD
MILLION

Table 63 US MOBILE VIRTUAL NETWORK OPERATOR MARKET BY OPERATIONAL
MODEL, 2012 - 2015, USD MILLION

Table 64 US MOBILE VIRTUAL NETWORK OPERATOR MARKET BY OPERATIONAL
MODEL, 2016 - 2022, USD MILLION

Table 65 US MOBILE VIRTUAL NETWORK OPERATOR MARKET BY TYPE, 2012 -
2015, USD MILLION

Table 66 US MOBILE VIRTUAL NETWORK OPERATOR MARKET BY TYPE, 2016 -
2022, USD MILLION

Table 67 CANADA MOBILE VIRTUAL NETWORK OPERATOR MARKET, 2012 - 2015,
USD MILLION

Table 68 CANADA MOBILE VIRTUAL NETWORK OPERATOR MARKET, 2016 - 2022,
USD MILLION

Table 69 CANADA MOBILE VIRTUAL NETWORK OPERATOR MARKET BY
OPERATIONAL MODEL, 2012 - 2015, USD MILLION

Table 70 CANADA MOBILE VIRTUAL NETWORK OPERATOR MARKET BY
OPERATIONAL MODEL, 2016 - 2022, USD MILLION

Table 71 CANADA MOBILE VIRTUAL NETWORK OPERATOR MARKET BY TYPE,
2012 - 2015, USD MILLION

Table 72 CANADA MOBILE VIRTUAL NETWORK OPERATOR MARKET BY TYPE,
2016 - 2022, USD MILLION

Table 73 MEXICO MOBILE VIRTUAL NETWORK OPERATOR MARKET, 2012 - 2015,
USD MILLION

Table 74 MEXICO MOBILE VIRTUAL NETWORK OPERATOR MARKET, 2016 - 2022,
USD MILLION

Table 75 MEXICO MOBILE VIRTUAL NETWORK OPERATOR MARKET BY
OPERATIONAL MODEL, 2012 - 2015, USD MILLION

Table 76 MEXICO MOBILE VIRTUAL NETWORK OPERATOR MARKET BY
OPERATIONAL MODEL, 2016 - 2022, USD MILLION

Table 77 MEXICO MOBILE VIRTUAL NETWORK OPERATOR MARKET BY TYPE, 2012 - 2015, USD MILLION

Table 78 MEXICO MOBILE VIRTUAL NETWORK OPERATOR MARKET BY TYPE, 2016 - 2022, USD MILLION

Table 79 REST OF NORTH AMERICA MOBILE VIRTUAL NETWORK OPERATOR MARKET, 2012 - 2015, USD MILLION

Table 80 REST OF NORTH AMERICA MOBILE VIRTUAL NETWORK OPERATOR MARKET, 2016 - 2022, USD MILLION

Table 81 REST OF NORTH AMERICA MOBILE VIRTUAL NETWORK OPERATOR MARKET BY OPERATIONAL MODEL, 2012 - 2015, USD MILLION

Table 82 REST OF NORTH AMERICA MOBILE VIRTUAL NETWORK OPERATOR MARKET BY OPERATIONAL MODEL, 2016 - 2022, USD MILLION

Table 83 REST OF NORTH AMERICA MOBILE VIRTUAL NETWORK OPERATOR MARKET BY TYPE, 2012 - 2015, USD MILLION

Table 84 REST OF NORTH AMERICA MOBILE VIRTUAL NETWORK OPERATOR MARKET BY TYPE, 2016 - 2022, USD MILLION

Table 85 EUROPE MOBILE VIRTUAL NETWORK OPERATOR MARKET, 2012 - 2015, USD MILLION

Table 86 EUROPE MOBILE VIRTUAL NETWORK OPERATOR MARKET, 2016 - 2022, USD MILLION

Table 87 EUROPE MOBILE VIRTUAL NETWORK OPERATOR MARKET BY OPERATIONAL MODEL, 2012 - 2015, USD MILLION

Table 88 EUROPE MOBILE VIRTUAL NETWORK OPERATOR MARKET BY OPERATIONAL MODEL, 2016 - 2022, USD MILLION

Table 89 EUROPE FULL MVNO TECHNOLOGY MARKET BY COUNTRY, 2012 - 2015, USD MILLION

Table 90 EUROPE FULL MVNO TECHNOLOGY MARKET BY COUNTRY, 2016 - 2022, USD MILLION

Table 91 EUROPE SERVICE OPERATOR MVNO MARKET BY COUNTRY, 2012 - 2015, USD MILLION

Table 92 EUROPE SERVICE OPERATOR MVNO MARKET BY COUNTRY, 2016 - 2022, USD MILLION

Table 93 EUROPE RESELLER MVNO MARKET BY COUNTRY, 2012 - 2015, USD MILLION

Table 94 EUROPE RESELLER MVNO MARKET BY COUNTRY, 2016 - 2022, USD MILLION

Table 95 EUROPE MOBILE VIRTUAL NETWORK OPERATOR MARKET BY TYPE, 2012 - 2015, USD MILLION

Table 96 EUROPE MOBILE VIRTUAL NETWORK OPERATOR MARKET BY TYPE,

2016 - 2022, USD MILLION

Table 97 EUROPE DISCOUNT MOBILE VIRTUAL NETWORK OPERATOR MARKET BY COUNTRY, 2012 - 2015, USD MILLION

Table 98 EUROPE DISCOUNT MOBILE VIRTUAL NETWORK OPERATOR MARKET BY COUNTRY, 2016 - 2022, USD MILLION

Table 99 EUROPE CELLULAR M2M MOBILE VIRTUAL NETWORK OPERATOR MARKET BY COUNTRY, 2012 - 2015, USD MILLION

Table 100 EUROPE CELLULAR M2M MOBILE VIRTUAL NETWORK OPERATOR MARKET BY COUNTRY, 2016 - 2022, USD MILLION

Table 101 EUROPE BUSINESS MOBILE VIRTUAL NETWORK OPERATOR MARKET BY COUNTRY, 2012 - 2015, USD MILLION

Table 102 EUROPE BUSINESS MOBILE VIRTUAL NETWORK OPERATOR MARKET BY COUNTRY, 2016 - 2022, USD MILLION

Table 103 EUROPE MIGRANT MOBILE VIRTUAL NETWORK OPERATOR MARKET BY COUNTRY, 2012 - 2015, USD MILLION

Table 104 EUROPE MIGRANT MOBILE VIRTUAL NETWORK OPERATOR MARKET BY COUNTRY, 2016 - 2022, USD MILLION

Table 105 EUROPE MOBILE VIRTUAL NETWORK OPERATOR IN MEDIA & ENTERTAINMENT MARKET BY COUNTRY, 2012 - 2015, USD MILLION

Table 106 EUROPE MOBILE VIRTUAL NETWORK OPERATOR IN MEDIA & ENTERTAINMENT MARKET BY COUNTRY, 2016 - 2022, USD MILLION

Table 107 EUROPE RETAIL MOBILE VIRTUAL NETWORK OPERATOR MARKET BY COUNTRY, 2012 - 2015, USD MILLION

Table 108 EUROPE RETAIL MOBILE VIRTUAL NETWORK OPERATOR MARKET BY COUNTRY, 2016 - 2022, USD MILLION

Table 109 EUROPE TELECOM & IT MOBILE VIRTUAL NETWORK OPERATOR MARKET BY COUNTRY, 2012 - 2015, USD MILLION

Table 110 EUROPE TELECOM & IT MOBILE VIRTUAL NETWORK OPERATOR MARKET BY COUNTRY, 2016 - 2022, USD MILLION

Table 111 EUROPE MOBILE VIRTUAL NETWORK OPERATOR IN OTHERS MARKET BY COUNTRY, 2012 - 2015, USD MILLION

Table 112 EUROPE MOBILE VIRTUAL NETWORK OPERATOR IN OTHERS MARKET BY COUNTRY, 2016 - 2022, USD MILLION

Table 113 EUROPE MOBILE VIRTUAL NETWORK OPERATOR MARKET BY COUNTRY, 2012 - 2015, USD MILLION

Table 114 EUROPE MOBILE VIRTUAL NETWORK OPERATOR MARKET BY COUNTRY, 2016 - 2022, USD MILLION

Table 115 GERMANY MOBILE VIRTUAL NETWORK OPERATOR MARKET, 2012 - 2015, USD MILLION

Table 116 GERMANY MOBILE VIRTUAL NETWORK OPERATOR MARKET, 2016 - 2022, USD MILLION

Table 117 GERMANY MOBILE VIRTUAL NETWORK OPERATOR MARKET BY OPERATIONAL MODEL, 2012 - 2015, USD MILLION

Table 118 GERMANY MOBILE VIRTUAL NETWORK OPERATOR MARKET BY OPERATIONAL MODEL, 2016 - 2022, USD MILLION

Table 119 GERMANY MOBILE VIRTUAL NETWORK OPERATOR MARKET BY TYPE, 2012 - 2015, USD MILLION

Table 120 GERMANY MOBILE VIRTUAL NETWORK OPERATOR MARKET BY TYPE, 2016 - 2022, USD MILLION

Table 121 UK MOBILE VIRTUAL NETWORK OPERATOR MARKET, 2012 - 2015, USD MILLION

Table 122 UK MOBILE VIRTUAL NETWORK OPERATOR MARKET, 2016 - 2022, USD MILLION

Table 123 UK MOBILE VIRTUAL NETWORK OPERATOR MARKET BY OPERATIONAL MODEL, 2012 - 2015, USD MILLION

Table 124 UK MOBILE VIRTUAL NETWORK OPERATOR MARKET BY OPERATIONAL MODEL, 2016 - 2022, USD MILLION

Table 125 UK MOBILE VIRTUAL NETWORK OPERATOR MARKET BY TYPE, 2012 - 2015, USD MILLION

Table 126 UK MOBILE VIRTUAL NETWORK OPERATOR MARKET BY TYPE, 2016 - 2022, USD MILLION

Table 127 FRANCE MOBILE VIRTUAL NETWORK OPERATOR MARKET, 2012 - 2015, USD MILLION

Table 128 FRANCE MOBILE VIRTUAL NETWORK OPERATOR MARKET, 2016 - 2022, USD MILLION

Table 129 FRANCE MOBILE VIRTUAL NETWORK OPERATOR MARKET BY OPERATIONAL MODEL, 2012 - 2015, USD MILLION

Table 130 FRANCE MOBILE VIRTUAL NETWORK OPERATOR MARKET BY OPERATIONAL MODEL, 2016 - 2022, USD MILLION

Table 131 FRANCE MOBILE VIRTUAL NETWORK OPERATOR MARKET BY TYPE, 2012 - 2015, USD MILLION

Table 132 FRANCE MOBILE VIRTUAL NETWORK OPERATOR MARKET BY TYPE, 2016 - 2022, USD MILLION

Table 133 RUSSIA MOBILE VIRTUAL NETWORK OPERATOR MARKET, 2012 - 2015, USD MILLION

Table 134 RUSSIA MOBILE VIRTUAL NETWORK OPERATOR MARKET, 2016 - 2022, USD MILLION

Table 135 RUSSIA MOBILE VIRTUAL NETWORK OPERATOR MARKET BY

OPERATIONAL MODEL, 2012 - 2015, USD MILLION

Table 136 RUSSIA MOBILE VIRTUAL NETWORK OPERATOR MARKET BY
OPERATIONAL MODEL, 2016 - 2022, USD MILLION

Table 137 RUSSIA MOBILE VIRTUAL NETWORK OPERATOR MARKET BY TYPE,
2012 - 2015, USD MILLION

Table 138 RUSSIA MOBILE VIRTUAL NETWORK OPERATOR MARKET BY TYPE,
2016 - 2022, USD MILLION

Table 139 SPAIN MOBILE VIRTUAL NETWORK OPERATOR MARKET, 2012 - 2015,
USD MILLION

Table 140 SPAIN MOBILE VIRTUAL NETWORK OPERATOR MARKET, 2016 - 2022,
USD MILLION

Table 141 SPAIN MOBILE VIRTUAL NETWORK OPERATOR MARKET BY
OPERATIONAL MODEL, 2012 - 2015, USD MILLION

Table 142 SPAIN MOBILE VIRTUAL NETWORK OPERATOR MARKET BY
OPERATIONAL MODEL, 2016 - 2022, USD MILLION

Table 143 SPAIN MOBILE VIRTUAL NETWORK OPERATOR MARKET BY TYPE,
2012 - 2015, USD MILLION

Table 144 SPAIN MOBILE VIRTUAL NETWORK OPERATOR MARKET BY TYPE,
2016 - 2022, USD MILLION

Table 145 ITALY MOBILE VIRTUAL NETWORK OPERATOR MARKET, 2012 - 2015,
USD MILLION

Table 146 ITALY MOBILE VIRTUAL NETWORK OPERATOR MARKET, 2016 - 2022,
USD MILLION

Table 147 ITALY MOBILE VIRTUAL NETWORK OPERATOR MARKET BY
OPERATIONAL MODEL, 2012 - 2015, USD MILLION

Table 148 ITALY MOBILE VIRTUAL NETWORK OPERATOR MARKET BY
OPERATIONAL MODEL, 2016 - 2022, USD MILLION

Table 149 ITALY MOBILE VIRTUAL NETWORK OPERATOR MARKET BY TYPE,
2012 - 2015, USD MILLION

Table 150 ITALY MOBILE VIRTUAL NETWORK OPERATOR MARKET BY TYPE,
2016 - 2022, USD MILLION

Table 151 REST OF EUROPE MOBILE VIRTUAL NETWORK OPERATOR MARKET,
2012 - 2015, USD MILLION

Table 152 REST OF EUROPE MOBILE VIRTUAL NETWORK OPERATOR MARKET,
2016 - 2022, USD MILLION

Table 153 REST OF EUROPE MOBILE VIRTUAL NETWORK OPERATOR MARKET
BY OPERATIONAL MODEL, 2012 - 2015, USD MILLION

Table 154 REST OF EUROPE MOBILE VIRTUAL NETWORK OPERATOR MARKET
BY OPERATIONAL MODEL, 2016 - 2022, USD MILLION

Table 155 REST OF EUROPE MOBILE VIRTUAL NETWORK OPERATOR MARKET BY TYPE, 2012 - 2015, USD MILLION

Table 156 REST OF EUROPE MOBILE VIRTUAL NETWORK OPERATOR MARKET BY TYPE, 2016 - 2022, USD MILLION

Table 157 ASIA-PACIFIC MOBILE VIRTUAL NETWORK OPERATOR MARKET, 2012 - 2015, USD MILLION

Table 158 ASIA-PACIFIC MOBILE VIRTUAL NETWORK OPERATOR MARKET, 2016 - 2022, USD MILLION

Table 159 ASIA-PACIFIC MOBILE VIRTUAL NETWORK OPERATOR MARKET BY OPERATIONAL MODEL, 2012 - 2015, USD MILLION

Table 160 ASIA-PACIFIC MOBILE VIRTUAL NETWORK OPERATOR MARKET BY OPERATIONAL MODEL, 2016 - 2022, USD MILLION

Table 161 ASIA-PACIFIC FULL MVNO TECHNOLOGY MARKET BY COUNTRY, 2012 - 2015, USD MILLION

Table 162 ASIA-PACIFIC FULL MVNO TECHNOLOGY MARKET BY COUNTRY, 2016 - 2022, USD MILLION

Table 163 ASIA-PACIFIC SERVICE OPERATOR MVNO MARKET BY COUNTRY, 2012 - 2015, USD MILLION

Table 164 ASIA-PACIFIC SERVICE OPERATOR MVNO MARKET BY COUNTRY, 2016 - 2022, USD MILLION

Table 165 ASIA-PACIFIC RESELLER MVNO MARKET BY COUNTRY, 2012 - 2015, USD MILLION

Table 166 ASIA-PACIFIC RESELLER MVNO MARKET BY COUNTRY, 2016 - 2022, USD MILLION

Table 167 ASIA-PACIFIC MOBILE VIRTUAL NETWORK OPERATOR MARKET BY TYPE, 2012 - 2015, USD MILLION

Table 168 ASIA-PACIFIC MOBILE VIRTUAL NETWORK OPERATOR MARKET BY TYPE, 2016 - 2022, USD MILLION

Table 169 ASIA-PACIFIC DISCOUNT MOBILE VIRTUAL NETWORK OPERATOR MARKET BY COUNTRY, 2012 - 2015, USD MILLION

Table 170 ASIA-PACIFIC DISCOUNT MOBILE VIRTUAL NETWORK OPERATOR MARKET BY COUNTRY, 2016 - 2022, USD MILLION

Table 171 ASIA-PACIFIC CELLULAR M2M MOBILE VIRTUAL NETWORK OPERATOR MARKET BY COUNTRY, 2012 - 2015, USD MILLION

Table 172 ASIA-PACIFIC CELLULAR M2M MOBILE VIRTUAL NETWORK OPERATOR MARKET BY COUNTRY, 2016 - 2022, USD MILLION

Table 173 ASIA-PACIFIC BUSINESS MOBILE VIRTUAL NETWORK OPERATOR MARKET BY COUNTRY, 2012 - 2015, USD MILLION

Table 174 ASIA-PACIFIC BUSINESS MOBILE VIRTUAL NETWORK OPERATOR

MARKET BY COUNTRY, 2016 - 2022, USD MILLION

Table 175 ASIA-PACIFIC MIGRANT MOBILE VIRTUAL NETWORK OPERATOR

MARKET BY COUNTRY, 2012 - 2015, USD MILLION

Table 176 ASIA-PACIFIC MIGRANT MOBILE VIRTUAL NETWORK OPERATOR

MARKET BY COUNTRY, 2016 - 2022, USD MILLION

Table 177 ASIA-PACIFIC MEDIA & ENTERTAINMENT MOBILE VIRTUAL NETWORK
OPERATOR MARKET BY COUNTRY, 2012 - 2015, USD MILLION

Table 178 ASIA-PACIFIC MEDIA & ENTERTAINMENT MOBILE VIRTUAL NETWORK
OPERATOR MARKET BY COUNTRY, 2016 - 2022, USD MILLION

Table 179 ASIA-PACIFIC RETAIL MOBILE VIRTUAL NETWORK OPERATOR

MARKET BY COUNTRY, 2012 - 2015, USD MILLION

Table 180 ASIA-PACIFIC RETAIL MOBILE VIRTUAL NETWORK OPERATOR

MARKET BY COUNTRY, 2016 - 2022, USD MILLION

Table 181 ASIA-PACIFIC TELECOM & IT MOBILE VIRTUAL NETWORK OPERATOR

MARKET BY COUNTRY, 2012 - 2015, USD MILLION

Table 182 ASIA-PACIFIC TELECOM & IT MOBILE VIRTUAL NETWORK OPERATOR

MARKET BY COUNTRY, 2016 - 2022, USD MILLION

Table 183 ASIA-PACIFIC MOBILE VIRTUAL NETWORK OPERATOR IN OTHERS

MARKET BY COUNTRY, 2012 - 2015, USD MILLION

Table 184 ASIA-PACIFIC MOBILE VIRTUAL NETWORK OPERATOR IN OTHERS

MARKET BY COUNTRY, 2016 - 2022, USD MILLION

Table 185 ASIA-PACIFIC MOBILE VIRTUAL NETWORK OPERATOR MARKET BY
COUNTRY, 2012 - 2015, USD MILLION

Table 186 ASIA-PACIFIC MOBILE VIRTUAL NETWORK OPERATOR MARKET BY
COUNTRY, 2016 - 2022, USD MILLION

Table 187 CHINA MOBILE VIRTUAL NETWORK OPERATOR MARKET, 2012 - 2015,
USD MILLION

Table 188 CHINA MOBILE VIRTUAL NETWORK OPERATOR MARKET, 2016 - 2022,
USD MILLION

Table 189 CHINA MOBILE VIRTUAL NETWORK OPERATOR MARKET BY
OPERATIONAL MODEL, 2012 - 2015, USD MILLION

Table 190 CHINA MOBILE VIRTUAL NETWORK OPERATOR MARKET BY
OPERATIONAL MODEL, 2016 - 2022, USD MILLION

Table 191 CHINA MOBILE VIRTUAL NETWORK OPERATOR MARKET BY TYPE,
2012 - 2015, USD MILLION

Table 192 CHINA MOBILE VIRTUAL NETWORK OPERATOR MARKET BY TYPE,
2016 - 2022, USD MILLION

Table 193 JAPAN MOBILE VIRTUAL NETWORK OPERATOR MARKET, 2012 - 2015,
USD MILLION

Table 194 JAPAN MOBILE VIRTUAL NETWORK OPERATOR MARKET, 2016 - 2022, USD MILLION

Table 195 JAPAN MOBILE VIRTUAL NETWORK OPERATOR MARKET BY OPERATIONAL MODEL, 2012 - 2015, USD MILLION

Table 196 JAPAN MOBILE VIRTUAL NETWORK OPERATOR MARKET BY OPERATIONAL MODEL, 2016 - 2022, USD MILLION

Table 197 JAPAN MOBILE VIRTUAL NETWORK OPERATOR MARKET BY TYPE, 2012 - 2015, USD MILLION

Table 198 JAPAN MOBILE VIRTUAL NETWORK OPERATOR MARKET BY TYPE, 2016 - 2022, USD MILLION

Table 199 INDIA MOBILE VIRTUAL NETWORK OPERATOR MARKET, 2012 - 2015, USD MILLION

Table 200 INDIA MOBILE VIRTUAL NETWORK OPERATOR MARKET, 2016 - 2022, USD MILLION

Table 201 INDIA MOBILE VIRTUAL NETWORK OPERATOR MARKET BY OPERATIONAL MODEL, 2012 - 2015, USD MILLION

Table 202 INDIA MOBILE VIRTUAL NETWORK OPERATOR MARKET BY OPERATIONAL MODEL, 2016 - 2022, USD MILLION

Table 203 INDIA MOBILE VIRTUAL NETWORK OPERATOR MARKET BY TYPE, 2012 - 2015, USD MILLION

Table 204 INDIA MOBILE VIRTUAL NETWORK OPERATOR MARKET BY TYPE, 2016 - 2022, USD MILLION

Table 205 SOUTH KOREA MOBILE VIRTUAL NETWORK OPERATOR MARKET, 2012 - 2015, USD MILLION

Table 206 SOUTH KOREA MOBILE VIRTUAL NETWORK OPERATOR MARKET, 2016 - 2022, USD MILLION

Table 207 SOUTH KOREA MOBILE VIRTUAL NETWORK OPERATOR MARKET BY OPERATIONAL MODEL, 2012 - 2015, USD MILLION

Table 208 SOUTH KOREA MOBILE VIRTUAL NETWORK OPERATOR MARKET BY OPERATIONAL MODEL, 2016 - 2022, USD MILLION

Table 209 SOUTH KOREA MOBILE VIRTUAL NETWORK OPERATOR MARKET BY TYPE, 2012 - 2015, USD MILLION

Table 210 SOUTH KOREA MOBILE VIRTUAL NETWORK OPERATOR MARKET BY TYPE, 2016 - 2022, USD MILLION

Table 211 SINGAPORE MOBILE VIRTUAL NETWORK OPERATOR MARKET, 2012 - 2015, USD MILLION

Table 212 SINGAPORE MOBILE VIRTUAL NETWORK OPERATOR MARKET, 2016 - 2022, USD MILLION

Table 213 SINGAPORE MOBILE VIRTUAL NETWORK OPERATOR MARKET BY

OPERATIONAL MODEL, 2012 - 2015, USD MILLION

Table 214 SINGAPORE MOBILE VIRTUAL NETWORK OPERATOR MARKET BY
OPERATIONAL MODEL, 2016 - 2022, USD MILLION

Table 215 SINGAPORE MOBILE VIRTUAL NETWORK OPERATOR MARKET BY
TYPE, 2012 - 2015, USD MILLION

Table 216 SINGAPORE MOBILE VIRTUAL NETWORK OPERATOR MARKET BY
TYPE, 2016 - 2022, USD MILLION

Table 217 MALAYSIA MOBILE VIRTUAL NETWORK OPERATOR MARKET, 2012 -
2015, USD MILLION

Table 218 MALAYSIA MOBILE VIRTUAL NETWORK OPERATOR MARKET, 2016 -
2022, USD MILLION

Table 219 MALAYSIA MOBILE VIRTUAL NETWORK OPERATOR MARKET BY
OPERATIONAL MODEL, 2012 - 2015, USD MILLION

Table 220 MALAYSIA MOBILE VIRTUAL NETWORK OPERATOR MARKET BY
OPERATIONAL MODEL, 2016 - 2022, USD MILLION

Table 221 MALAYSIA MOBILE VIRTUAL NETWORK OPERATOR MARKET BY TYPE,
2012 - 2015, USD MILLION

Table 222 MALAYSIA MOBILE VIRTUAL NETWORK OPERATOR MARKET BY TYPE,
2016 - 2022, USD MILLION

Table 223 REST OF ASIA-PACIFIC MOBILE VIRTUAL NETWORK OPERATOR
MARKET, 2012 - 2015, USD MILLION

Table 224 REST OF ASIA-PACIFIC MOBILE VIRTUAL NETWORK OPERATOR
MARKET, 2016 - 2022, USD MILLION

Table 225 REST OF ASIA-PACIFIC MOBILE VIRTUAL NETWORK OPERATOR
MARKET BY OPERATIONAL MODEL, 2012 - 2015, USD MILLION

Table 226 REST OF ASIA-PACIFIC MOBILE VIRTUAL NETWORK OPERATOR
MARKET BY OPERATIONAL MODEL, 2016 - 2022, USD MILLION

Table 227 REST OF ASIA-PACIFIC MOBILE VIRTUAL NETWORK OPERATOR
MARKET BY TYPE, 2012 - 2015, USD MILLION

Table 228 REST OF ASIA-PACIFIC MOBILE VIRTUAL NETWORK OPERATOR
MARKET BY TYPE, 2016 - 2022, USD MILLION

Table 229 LAMEA MOBILE VIRTUAL NETWORK OPERATOR MARKET, 2012 - 2015,
USD MILLION

Table 230 LAMEA MOBILE VIRTUAL NETWORK OPERATOR MARKET, 2016 - 2022,
USD MILLION

Table 231 LAMEA MOBILE VIRTUAL NETWORK OPERATOR MARKET BY
OPERATIONAL MODEL, 2012 - 2015, USD MILLION

Table 232 LAMEA MOBILE VIRTUAL NETWORK OPERATOR MARKET BY
OPERATIONAL MODEL, 2016 - 2022, USD MILLION

Table 233 LAMEA FULL MVNO TECHNOLOGY MARKET BY COUNTRY, 2012 - 2015, USD MILLION

Table 234 LAMEA FULL MVNO TECHNOLOGY MARKET BY COUNTRY, 2016 - 2022, USD MILLION

Table 235 LAMEA SERVICE OPERATOR MVNO MARKET BY COUNTRY, 2012 - 2015, USD MILLION

Table 236 LAMEA SERVICE OPERATOR MVNO MARKET BY COUNTRY, 2016 - 2022, USD MILLION

Table 237 LAMEA RESELLER MVNO MARKET BY COUNTRY, 2012 - 2015, USD MILLION

Table 238 LAMEA RESELLER MVNO MARKET BY COUNTRY, 2016 - 2022, USD MILLION

Table 239 LAMEA MOBILE VIRTUAL NETWORK OPERATOR MARKET BY TYPE, 2012 - 2015, USD MILLION

Table 240 LAMEA MOBILE VIRTUAL NETWORK OPERATOR MARKET BY TYPE, 2016 - 2022, USD MILLION

Table 241 LAMEA DISCOUNT MOBILE VIRTUAL NETWORK OPERATOR MARKET BY COUNTRY, 2012 - 2015, USD MILLION

Table 242 LAMEA DISCOUNT MOBILE VIRTUAL NETWORK OPERATOR MARKET BY COUNTRY, 2016 - 2022, USD MILLION

Table 243 LAMEA CELLULAR M2M MOBILE VIRTUAL NETWORK OPERATOR MARKET BY COUNTRY, 2012 - 2015, USD MILLION

Table 244 LAMEA CELLULAR M2M MOBILE VIRTUAL NETWORK OPERATOR MARKET BY COUNTRY, 2016 - 2022, USD MILLION

Table 245 LAMEA BUSINESS MOBILE VIRTUAL NETWORK OPERATOR MARKET BY COUNTRY, 2012 - 2015, USD MILLION

Table 246 LAMEA BUSINESS MOBILE VIRTUAL NETWORK OPERATOR MARKET BY COUNTRY, 2016 - 2022, USD MILLION

Table 247 LAMEA MIGRANT MOBILE VIRTUAL NETWORK OPERATOR MARKET BY COUNTRY, 2012 - 2015, USD MILLION

Table 248 LAMEA MIGRANT MOBILE VIRTUAL NETWORK OPERATOR MARKET BY COUNTRY, 2016 - 2022, USD MILLION

Table 249 LAMEA MEDIA & ENTERTAINMENT MOBILE VIRTUAL NETWORK OPERATOR MARKET BY COUNTRY, 2012 - 2015, USD MILLION

Table 250 LAMEA MEDIA & ENTERTAINMENT MOBILE VIRTUAL NETWORK OPERATOR MARKET BY COUNTRY, 2016 - 2022, USD MILLION

Table 251 LAMEA RETAIL MOBILE VIRTUAL NETWORK OPERATOR MARKET BY COUNTRY, 2012 - 2015, USD MILLION

Table 252 LAMEA RETAIL MOBILE VIRTUAL NETWORK OPERATOR MARKET BY

COUNTRY, 2016 - 2022, USD MILLION

Table 253 LAMEA TELECOM & IT MOBILE VIRTUAL NETWORK OPERATOR
MARKET BY COUNTRY, 2012 - 2015, USD MILLION

Table 254 LAMEA TELECOM & IT MOBILE VIRTUAL NETWORK OPERATOR
MARKET BY COUNTRY, 2016 - 2022, USD MILLION

Table 255 LAMEA MOBILE VIRTUAL NETWORK OPERATOR IN OTHERS MARKET
BY COUNTRY, 2012 - 2015, USD MILLION

Table 256 LAMEA MOBILE VIRTUAL NETWORK OPERATOR IN OTHERS MARKET
BY COUNTRY, 2016 - 2022, USD MILLION

Table 257 LAMEA MOBILE VIRTUAL NETWORK OPERATOR MARKET BY
COUNTRY, 2012 - 2015, USD MILLION

Table 258 LAMEA MOBILE VIRTUAL NETWORK OPERATOR MARKET BY
COUNTRY, 2016 - 2022, USD MILLION

Table 259 BRAZIL MOBILE VIRTUAL NETWORK OPERATOR MARKET, 2012 - 2015,
USD MILLION

Table 260 BRAZIL MOBILE VIRTUAL NETWORK OPERATOR MARKET, 2016 - 2022,
USD MILLION

Table 261 BRAZIL MOBILE VIRTUAL NETWORK OPERATOR MARKET BY
OPERATIONAL MODEL, 2012 - 2015, USD MILLION

Table 262 BRAZIL MOBILE VIRTUAL NETWORK OPERATOR MARKET BY
OPERATIONAL MODEL, 2016 - 2022, USD MILLION

Table 263 BRAZIL MOBILE VIRTUAL NETWORK OPERATOR MARKET BY TYPE,
2012 - 2015, USD MILLION

Table 264 BRAZIL MOBILE VIRTUAL NETWORK OPERATOR MARKET BY TYPE,
2016 - 2022, USD MILLION

Table 265 ARGENTINA MOBILE VIRTUAL NETWORK OPERATOR MARKET, 2012 -
2015, USD MILLION

Table 266 ARGENTINA MOBILE VIRTUAL NETWORK OPERATOR MARKET, 2016 -
2022, USD MILLION

Table 267 ARGENTINA MOBILE VIRTUAL NETWORK OPERATOR MARKET BY
OPERATIONAL MODEL, 2012 - 2015, USD MILLION

Table 268 ARGENTINA MOBILE VIRTUAL NETWORK OPERATOR MARKET BY
OPERATIONAL MODEL, 2016 - 2022, USD MILLION

Table 269 ARGENTINA MOBILE VIRTUAL NETWORK OPERATOR MARKET BY
TYPE, 2012 - 2015, USD MILLION

Table 270 ARGENTINA MOBILE VIRTUAL NETWORK OPERATOR MARKET BY
TYPE, 2016 - 2022, USD MILLION

Table 271 UAE MOBILE VIRTUAL NETWORK OPERATOR MARKET, 2012 - 2015,
USD MILLION

Table 272 UAE MOBILE VIRTUAL NETWORK OPERATOR MARKET, 2016 - 2022, USD MILLION

Table 273 UAE MOBILE VIRTUAL NETWORK OPERATOR MARKET BY OPERATIONAL MODEL, 2012 - 2015, USD MILLION

Table 274 UAE MOBILE VIRTUAL NETWORK OPERATOR MARKET BY OPERATIONAL MODEL, 2016 - 2022, USD MILLION

Table 275 UAE MOBILE VIRTUAL NETWORK OPERATOR MARKET BY TYPE, 2012 - 2015, USD MILLION

Table 276 UAE MOBILE VIRTUAL NETWORK OPERATOR MARKET BY TYPE, 2016 - 2022, USD MILLION

Table 277 SAUDI ARABIA MOBILE VIRTUAL NETWORK OPERATOR MARKET, 2012 - 2015, USD MILLION

Table 278 SAUDI ARABIA MOBILE VIRTUAL NETWORK OPERATOR MARKET, 2016 - 2022, USD MILLION

Table 279 SAUDI ARABIA MOBILE VIRTUAL NETWORK OPERATOR MARKET BY OPERATIONAL MODEL, 2012 - 2015, USD MILLION

Table 280 SAUDI ARABIA MOBILE VIRTUAL NETWORK OPERATOR MARKET BY OPERATIONAL MODEL, 2016 - 2022, USD MILLION

Table 281 SAUDI ARABIA MOBILE VIRTUAL NETWORK OPERATOR MARKET BY TYPE, 2012 - 2015, USD MILLION

Table 282 SAUDI ARABIA MOBILE VIRTUAL NETWORK OPERATOR MARKET BY TYPE, 2016 - 2022, USD MILLION

Table 283 SOUTH AFRICA MOBILE VIRTUAL NETWORK OPERATOR MARKET, 2012 - 2015, USD MILLION

Table 284 SOUTH AFRICA MOBILE VIRTUAL NETWORK OPERATOR MARKET, 2016 - 2022, USD MILLION

Table 285 SOUTH AFRICA MOBILE VIRTUAL NETWORK OPERATOR MARKET BY OPERATIONAL MODEL, 2012 - 2015, USD MILLION

Table 286 SOUTH AFRICA MOBILE VIRTUAL NETWORK OPERATOR MARKET BY OPERATIONAL MODEL, 2016 - 2022, USD MILLION

Table 287 SOUTH AFRICA MOBILE VIRTUAL NETWORK OPERATOR MARKET BY TYPE, 2012 - 2015, USD MILLION

Table 288 SOUTH AFRICA MOBILE VIRTUAL NETWORK OPERATOR MARKET BY TYPE, 2016 - 2022, USD MILLION

Table 289 NIGERIA MOBILE VIRTUAL NETWORK OPERATOR MARKET, 2012 - 2015, USD MILLION

Table 290 NIGERIA MOBILE VIRTUAL NETWORK OPERATOR MARKET, 2016 - 2022, USD MILLION

Table 291 NIGERIA MOBILE VIRTUAL NETWORK OPERATOR MARKET BY

OPERATIONAL MODEL, 2012 - 2015, USD MILLION

Table 292 NIGERIA MOBILE VIRTUAL NETWORK OPERATOR MARKET BY
OPERATIONAL MODEL, 2016 - 2022, USD MILLION

Table 293 NIGERIA MOBILE VIRTUAL NETWORK OPERATOR MARKET BY TYPE,
2012 - 2015, USD MILLION

Table 294 NIGERIA MOBILE VIRTUAL NETWORK OPERATOR MARKET BY TYPE,
2016 - 2022, USD MILLION

Table 295 REST OF LAMEA MOBILE VIRTUAL NETWORK OPERATOR MARKET,
2012 - 2015, USD MILLION

Table 296 REST OF LAMEA MOBILE VIRTUAL NETWORK OPERATOR MARKET,
2016 - 2022, USD MILLION

Table 297 REST OF LAMEA MOBILE VIRTUAL NETWORK OPERATOR MARKET BY
OPERATIONAL MODEL, 2012 - 2015, USD MILLION

Table 298 REST OF LAMEA MOBILE VIRTUAL NETWORK OPERATOR MARKET BY
OPERATIONAL MODEL, 2016 - 2022, USD MILLION

Table 299 REST OF LAMEA MOBILE VIRTUAL NETWORK OPERATOR MARKET BY
TYPE, 2012 - 2015, USD MILLION

Table 300 REST OF LAMEA MOBILE VIRTUAL NETWORK OPERATOR MARKET BY
TYPE, 2016 - 2022, USD MILLION

Table 301 KEY INFORMATION – AIRVOICE WIRELESS

Table 302 KEY INFORMATION – ASAHI NET, INC.

Table 303 KEY INFORMATION – CJ GROUP

Table 304 KEY INFORMATION – SOFTBANK GROUP CORP.

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Table 306 KEY INFORMATION – FREEDOMPOP

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Table 308 KEY INFORMATION – FREENET AG

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