

# Latin America, Middle East & Africa 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. The ever-increasing mobile subscriber base would significantly contribute to the growth of the market during the forecast period. Intense competition among the service providers and the demand for cheaper mobile services would drive the market growth. Additionally, services such as mobile money and machine to machine transaction would add to the market run positively. Other vital factors that would drive the market growth would be significant rise in the rate of data usage and easy access to smartphones.

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 Latin America, and Middle East & Africa (Brazil, Argentina, UAE, Saudi Arabia, South Africa, Nigeria and Rest of Latin America, and Middle East & Africa).

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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