

North America Mobile Virtual Network Operator (MVNO) Market (2016 - 2022)

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Abstracts

The ever-increasing mobile subscriber base would significantly contribute to the growth of the mobile virtual network operator market during the forecast period. Intense competition among the service providers and the demand for cheaper mobile services would drive the market growth, globally. Additionally, services such as mobile money and machine to machine transaction would add to the market run positively. 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.

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 US, Canada, Mexico and Rest of North America. US dominated the North America Mobile Virtual Network Operator market in 2015. Canada 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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