

Prepaid Wireless in the United States: Market Analysis and Forecast 2017 - 2022

<https://marketpublishers.com/r/P42AB6C7FA8EN.html>

Date: January 2017

Pages: 135

Price: US\$ 1,995.00 (Single User License)

ID: P42AB6C7FA8EN

Abstracts

Prepaid wireless is the service of choice for millions cellular customers in the United States. No longer carrying the stigma it once had as a service mostly for the credit-challenged, a large number of customers choose prepaid over post-paid. The reasons are many and varied including lower costs for many of the same features and benefits as post-paid plans such as smartphones and advanced feature/functionality.

Bring Your Own Device (BYOD) is another important driver for prepaid wireless as evidenced by an estimated 28 million consumers that own an unlocked device in the USA market. BYOD is a significant trend as end-users demand flexibility and brand loyalty has evolved to the extent that many customers identify more with their smartphone provider and OTT applications than the cellular service provider. The future of prepaid wireless is very bright as it becomes more fully integrated with mobile commerce by way of stored value and converged services involving next generation technologies such as WebRTC.

This research evaluates the prepaid wireless market in the United States including major provider analysis and service assessment. The report analyzes major MVNO companies and offerings. The also report provides a view into the future of prepaid wireless and market forecasts through 2021 including subscribers and Revenue by Voice vs. Data vs. VAS and by Connectivity Type.

The research also provides critical information necessary to negotiate with MNOs for MVNO operations as well as SLA management. All purchases of Mind Commerce reports includes time with an expert analyst who will help you link key findings in the report to the business issues you're addressing. This needs to be used within three months of purchasing the report.

Target Audience:

Prepaid service providers

Mobile network operators

Wireless device manufacturers

Wireless infrastructure providers

Mobile Virtual Network Operators

Mobile application store companies

Prepaid service distributors and marketers

Application, content, and commerce providers

Report Benefits:

Forecast through 2021

Identify market drivers

Understand business support

Identify emerging opportunities

Identify market leading companies

Understand prepaid wireless technology

Recognize future areas for prepaid services

Bonus: MVNO negotiation and SLA management

Contents

1 EXECUTIVE SUMMARY

2 INTRODUCTION

3 UNITED STATES COMMUNICATION SERVICE PROVIDERS

3.1 Wireless Carrier offerings

3.1.1 Prepaid and Postpaid Wireless Market Overview

3.1.2 Prepaid Technology Approaches

3.1.3 Prepaid and Post-paid Market Strategy

3.1.4 Prepaid Wireless Technology

3.1.5 Prepaid Market Outlook

3.2 Drivers for Growth in Prepaid Services

3.2.1 Credit Challenged

3.2.2 Unbanked Users

3.2.2.1 High costs

3.2.2.2 Convenience

3.2.2.3 Need to Instant Funding

3.2.2.4 Lack of knowledge

3.2.2.5 Identification Requirements

3.2.2.6 Bad Banking History

3.2.2.7 Overall Perceptions of Banking

3.2.3 Temporary and Infrequent Users

3.2.3.1 Anonymity Market

3.2.3.2 Cost Control Market

3.3 Other Factors and Outlook

4 UNITED STATES PREPAID WIRELESS SERVICE PROVIDER ANALYSIS

4.1 AT&T

4.1.1 Plans

4.1.2 Feature Analysis

4.1.3 SWOT Analysis

4.2 Sprint

4.2.1 Overview

4.2.2 Plans

4.2.3 Feature Analysis

- 4.2.4 SWOT Analysis
- 4.3 T-Mobile
 - 4.3.1 Overview
 - 4.3.2 Plans
 - 4.3.3 Feature Analysis
 - 4.3.4 SWOT Analysis
- 4.4 US Cellular
 - 4.4.1 Overview
 - 4.4.2 Plans
 - 4.4.3 Feature Analysis
 - 4.4.4 SWOT Analysis
- 4.5 Verizon
 - 4.5.1 Overview
 - 4.5.2 Plans
 - 4.5.3 Feature Analysis
 - 4.5.4 SWOT Analysis

5 MOBILE VIRTUAL NETWORK OPERATORS

- 5.1 Overview
- 5.2 Initial MVNO Strategies
- 5.3 MVNO Differentiation
- 5.4 Prepaid vs. Post-paid Offerings
- 5.5 Plan Overview and Analysis
- 5.6 MVNO Analysis
 - 5.6.1 Airlink Mobile
 - 5.6.2 Airvoice Wireless
 - 5.6.3 JOLT Mobile
 - 5.6.4 Boost Mobile
 - 5.6.5 Consumer Cellular
 - 5.6.6 GreatCall
 - 5.6.7 kajeet
 - 5.6.8 Liberty Wireless
 - 5.6.9 H2O Wireless (Locus Telecommunications)
 - 5.6.10 Virgin Mobile USA
 - 5.6.11 Cricket (AT&T)
 - 5.6.12 Wal-Mart
 - 5.6.13 Page Plus

6 USA PREPAID WIRELESS FORECASTS 2017 - 2022

- 6.1 Wireless Prepaid Subscriber Forecast by Connectivity Type 2017 - 2022
- 6.2 Prepaid Wireless Revenue Forecast by Type, and Connectivity 2017 - 2022
- 6.3 Monthly ARPU Forecast 2017 - 2022
- 6.4 Prepaid Wireless Service Provider Market Share 2017 - 2022

7 CONCLUSIONS AND RECOMMENDATIONS

8 APPENDIX

8.1 MVNO Types

8.1.1 Full MVNO

8.1.1.1 Advantages

8.1.1.2 Disadvantages

8.1.1.3 Operational Model / MVNO Architecture

8.1.1.4 MVNO Business Model (FULL MVNO)

8.1.2 Service Provider

8.1.2.1 Advantages

8.1.2.2 Disadvantages

8.1.2.3 Operational Model / MVNO Architecture

8.1.2.4 MVNO Business Model

8.1.3 ESP: Enhanced Service Provider (Hybrid MVNO)

8.1.3.1 Advantages

8.1.3.2 Disadvantages

8.1.3.3 Operational Model / MVNO Architecture

8.1.3.4 MVNO Business Model

8.1.4 Branded Reseller

8.1.4.1 Advantages

8.1.4.2 Disadvantages

8.1.4.3 Operational Model / MVNO Architecture

8.1.4.4 MVNO Business Model

8.2 MVNO Models

8.2.1 Discount MVNOs

8.2.2 Lifestyle/niche MVNOs

8.2.3 Media/Entertainment MVNOs

8.2.4 Ethnic MVNOs

8.2.5 Business MVNOs

8.2.6 Brand MVNOs

8.2.7 Data MVNOs

8.2.8 M2M/Telemetry MVNOs

8.2.9 Quad Play MVNOs

8.2.10 Roaming MVNOs

8.3 More about USA MVNO Companies

8.3.1 CellNUVO

8.3.2 Cellular Abroad

8.3.3 7-Eleven Speak-out

8.3.4 Air Voice Wireless

8.3.5 Airlink Mobile

8.3.6 Jasper Wireless (Cisco)

8.3.7 ZingPCs

8.3.8 Boost Mobile

8.3.9 Disney Mobile

8.3.10 ZIP SIM

8.3.11 Bratz Mobile

8.3.12 Consumer Cellular

8.3.13 CREDO Mobile

8.3.14 DBS

8.3.15 Defense Mobile

8.3.16 Freedom-Wireless

8.3.17 GreatCall

8.3.18 Kajeet

8.3.19 KORE Wireless

8.3.20 Liberty Wireless

8.3.21 MetroPCS

8.3.22 Lycamobile

8.3.23 PixWireless

8.3.24 National Geographic

8.3.25 NET10

8.3.26 Nextel Partners

8.3.27 Page Plus

8.3.28 Payless Cellular

8.3.29 PlatinumTel Communications

8.3.30 Project Fi

8.3.31 Red Pocket Mobile

8.3.32 Ting

8.3.33 Total Call Mobile

8.3.34 Tracfone Wireless

8.3.35 Virgin Mobile USA

8.3.36 Cricket Wireless

8.3.37 H2O Wireless

8.3.38 RingPlus

8.3.39 PureTalk

8.4 Future of Prepaid Wireless

List Of Figures

LIST OF FIGURES

Figure 1: Prepaid Phone Options

Figure 2: Roaming in Cellular Networks

Figure 2: Airlink Mobile Pricing

Figure 4: Airvoice Wireless Pricing

Figure 5: Jolt Pricing

Figure 6: Consumer Cellular Pricing

Figure 7: Consumer Cellular Pricing with AARP

Figure 8: Liberty Wireless Pricing

Figure 9: Walmart Family Mobile Pricing

Figure 10: North America Wireless Prepaid Subscribers 2017 - 2022

List Of Tables

LIST OF TABLES

- Table 1: Wireless Prepaid Subscribers by Connectivity Network 2017 - 2022
- Table 2: Wireless Prepaid Subscribers 2017 - 2022
- Table 3: Wireless Prepaid Revenue by Voice vs. Data vs. VAS 2017 - 2022
- Table 4: Wireless Prepaid Revenue by Connectivity 2017 - 2022
- Table 5: Wireless Prepaid Revenue 2017 - 2022
- Table 6: Wireless Prepaid Average Monthly ARPU 2017 - 2022
- Table 7: Wireless Prepaid Vendor Market Share by Subscription 2017 - 2022

MVNO OPERATIONAL COST PLANNING: MODELLING AND NEGOTIATION STRATEGIES FOR CONTRACTING WITH HOST MOBILE NETWORK OPERATORS

INTRODUCTION

- 1.1. The MVNO Landscape
- 1.2. MVNO Background
- 1.3. MVNO Technology Options

2. WHOLESALE MODELS

- 2.1. Cost Plus Model
 - 2.1.1. Cost Plus Rate Sheet
- 2.2. Retail Minus Model
 - 2.2.1. Straight Retail Minus
 - 2.2.2. Benchmark Retail Minus
 - 2.2.3. Retail Minus Rate Sheet
- 2.3. Interconnect
- 2.4. Wholesale Incentives

3. INVOICING AND RECONCILIATION

- 3.1. Invoice Dispute Process
 - 3.1.1. Sample Invoice

4. ENVIRONMENTAL CONSIDERATIONS

4.1. Macro Environmental Analysis

4.2. Micro Environment Analysis

5. RECOMMENDATIONS

5.1.1. Knowledge and Expertise

5.1.2. Technology Solution

5.1.3. HNO MVNO Rate Structure

5.1.4. HNO Services List

6. NEGOTIATION TACTICS

6.1.1. Tell them What they Want to Hear

6.1.2. Start High

6.1.3. Contract Clauses

7. CONCLUSIONS

I would like to order

Product name: Prepaid Wireless in the United States: Market Analysis and Forecast 2017 - 2022

Product link: <https://marketpublishers.com/r/P42AB6C7FA8EN.html>

Price: US\$ 1,995.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/P42AB6C7FA8EN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:
Last name:
Email:
Company:
Address:
City:
Zip code:
Country:
Tel:
Fax:
Your message:

****All fields are required**

Customer signature _____

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970