

2021 Tariff Trend Report: MVNOs Activities in Developed and Developing Markets

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Abstracts

In this report, Telecomspricing analyses the introduction of new MVNOs in both developed and developing markets worldwide and the types of services that are being introduced – using a survey of some 35 MVNOs in 22 countries around the world.

Increasingly the new MVNOs being formed are from two broad categories - either the creation of a new low-cost digital second mobile brand, or are the extension of an existing brand (e.g., a retailer, football club, postal service or bank/finance platform).

Some of the key points the survey reveals are:

TMVNOs continue to focus on the value or low-cost customer segments. But the main change is the introduction of MVNOs by companies as an additional marketing device by a diverse range of companies including retailers, football clubs, energy companies & financial services firms. There are a range of other companies from sectors such as healthcare & postal services also establishing MVNOs.

MVNOs are being introduced by firms outside of the telecoms segment as an extension of an existing non-telecoms brand into the mobile space as part of a mobile strategy to connect more closely with their customers.

The distinction between the MVNO and the MNO is becoming less clear. Many of the new MVNOs are actually sub brands launched by established MNOs who are looking to introduce a digital brand to enter the low-cost segment. Telecomspricing has placed the MNO sub brand in a separate category with recent launches in Belgium, Iraq, Ireland, Romania highlighted.

MVNOs are testing new loyalty mechanisms with digital tokens which can be converted into cash, exchanged for goods with partners or used to purchase airtime. MVNOs are also being used to develop a mobile channel strategy for non-telecoms providers with the most successful also having their own distribution channel for SIMs (including retailers and banks/financial services companies).

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